



26 November 2024

## Black Friday set to be busiest day ever for online spend by Irish shoppers - AIB Spend Trend

- Black Friday 2023 broke all records for online spend by AIB customers, with almost **1 million** transactions and c. **€105 million** spent in 24 hours, **up 11%** on previous year
- **Busiest hours** for spending online are between **10am and 11am**, as people log on for bargains while at work
- **Longford** saw the biggest increase in spending, followed by **Roscommon** and **Sligo**
- **Dublin, Wicklow** and **Roscommon** were the biggest spenders per transaction
- **€80 million** was also spent in store, as shoppers hunted for bargains in person
- AIB urges customers to **be fraud aware** and protect themselves from scammers when shopping online this year.

AIB's Spend Trend has revealed that Irish shoppers broke all previous records for online spending on Black Friday 2023, with €105 million spent online and a record-breaking almost 1 million transactions, the busiest day for online spend ever. €4.3m was spent every hour, €73,000 every minute or €1,200 every second, with the busiest hours for spend between 10am and 11am and over 57,000 transactions in that hour.

Black Friday 2023 was 11% busier than Black Friday 2022. 57% of spend on the day was online, with 43% instore. Spend in shops was up slightly on 2022 (+1%) to €80m.

The data was compiled from over 979,000 online card transactions carried out by AIB customers during Black Friday 2023 and has been anonymised and aggregated. Data provided by AIB features one of the most comprehensive and accurate data sets on consumer spending in Ireland. Based on this data, AIB can reveal that:

- Spend on clothing ranked highest; Black Friday 2023 was the busiest day of the year for clothing retailers. AIB customers spent €15m buying clothes, with 61% of this online.
- Women (52%) outspent men (48%). Over the 24 hours, AIB's female customers spent an average of €590 per second while our male customers spent €548 per second.
- When comparing Black Friday 2023 and 2022, spending was up in every county. The biggest increase in spend was by customers from Longford (+23%), followed by Roscommon (+19%), Sligo and Carlow (+18%).
- People from Dublin (€107), Wicklow and Roscommon (€104) spent the most per transaction while people from Carlow spent the least (€92).

- Spend online on Black Friday 2023 was 29% higher than Cyber Monday, which takes place three days later.

**Speaking about the data, Adrian Moynihan, Head of Consumer at AIB said** “Black Friday 2023 broke all records for online spend and indications are that this year will be no different as shoppers hunt for good value ahead of Christmas. Spending online was up 11% on the previous year, making it the busiest day for Irish online spend ever.

Shopping locally helps to lower carbon emissions and supports local communities too so it’s encouraging to see consumers also availed of good deals in store, with c. €80m spent in shops. This was only a slight increase on the previous year, demonstrating the continuing trend toward online shopping.

For those of us who will be buying online this Black Friday, we are urging people to be fraud aware as the number of scams will be on the rise at this time of year. Remember, if a deal seems too good to be true, it probably is.”

### **Top tips on how to be fraud aware this Black Friday**

With increasing numbers of consumers choosing to shop online over in-store on Black Friday, it’s important that people remain vigilant against scams in order to keep their money safe. Here are some tips on how to avoid being scammed online:

- Be cautious when it comes to bargains. While Black Friday is all about getting the best deals, be sure to check it’s authentic, because if it seems too good to be true, it probably is.
- Ensure websites are secure and genuine by checking for the padlock symbol to the left of the web address and if it’s not there, beware.
- Criminals may take advantage of Black Friday too. Beware of text messages or calls pretending to be from a bank, delivery or courier company or utility provider. Exercise extreme caution and never click on a link in a text message. Ring the company on their advertised number to check if a call is genuine.
- Never give your banking details, access codes or one-time passwords on websites, by text or with callers. Never take selfies or use biometrics on an unexpected call.
- We will never call you to request security codes, images of your face or call to your home to collect your card.
- When buying something online from an individual, make sure the goods exist and never transfer money directly to a seller’s account without checking they are genuine first.
- Make yourself aware of current fraud threats by regularly checking your banks security centre on their website.
- Finally, log out! Once you’re done shopping online, ensure you have logged out of any websites you have used to ensure there isn’t a risk of them being used by someone else.

More information is available at <https://aib.ie/security-centre>

**ENDS**

Contact [louise.y.kelly@aib.ie](mailto:louise.y.kelly@aib.ie), 087 216 1545

# AIB Spend Trend Black Friday



Black Friday set to be busiest day ever  
for online spend by Irish shoppers



Black Friday 2023 broke  
all records for online  
spend by AIB customers

Almost   
**1 million**  
transactions

**c. €105 million**  
spent in 24 hours,  
up 11% on previous year 



Longford saw  
the biggest  
increase in  
spending,  
followed by  
Roscommon  
and Sligo

**€80m**



spent in store as shopping  
locally helps to lower  
carbon emissions and  
supports local communities

AIB urges customers to be fraud aware and protect  
themselves from scammers when shopping online this year.

