On Black Friday, deals on tech still draws the crowds

Canadians prepared to spend the most on electronics during Black Friday sales

TORONTO, Nov. 6, 2018 /PRNewswire/ -- Black Friday and Cyber Monday are still relatively new to Canadians, but these upcoming shopping occasions are sure to bring out bargain hunters looking to score a top deal. Even though Canadians can find deals on just about anything over the weekend, electronics still remain at the top of the lists for those looking to save.

According to a recent survey from savings destination RetailMeNot.ca, more than one third of Canadians (32 per cent) plan on buying large and small electronics this Black Friday/Cyber Monday, and will spend over $3,300 on average.

"Small and large electronics like smartphones, tablets and TVs boast the biggest Black Friday and Cyber Monday savings. Often times, major retailers offer doorbusters on previous-generation models," says Sara Skirboll, RetailMeNot.ca's Shopping & Trends Expert. "Before you start your shopping, make a game plan and be sure to visit RetailMeNot.ca, so you can discover all the best deals before you hit the stores."

Despite the amazing deals available, half (50 per cent) of Canadians say they are unable to find what the deals they are looking for. Skirboll offers easy tips to keep in mind this season, to take advantage of the best deals:

RetailMeNot.ca's Black Friday/Cyber Monday Savings Tips

- Appliances, winter gear, designer handbags and time-specific travel like ski destinations are worth shopping for on Black Friday.
- Electronic deals are definitely worth shopping for on Black Friday. You can find high-quality electronics discounted at hundreds of dollars off. Major retail stores such as Best Buy discount Apple products each year on Black Friday. Look for previous-generation models, they usually see the most dramatic deals.
- Speaking of big ticket electronics, you're almost guaranteed to find TV doorbusters on Black Friday. Other electronics deals to keep an eye out for are tablets and smartphones.

As the weather gets colder, and Canadians start to think about Holiday shopping, Skirboll also offers up some advice for what deals to look for... and when:

- In November, you can find the steepest deals in Canada on electronics, toys, beauty, video games and cook/bakeware for the kitchen.
- Save purchases of jewelry, outdoor gear, apparel and items for home & garden until December for the biggest deals offered in Canada.

"Canadians not looking for electronics still have plenty of great deals to choose from this Black Friday/ Cyber Monday," says Skirboll. "Keep an eye out for clothing like winter gear and designer handbags, and don't forget to look at time-specific travel like ski trips. We frequently see these going for discounted rates on Black Friday," she says. "Some of our favourite retailers offering amazing deals on our site this Black Friday are Hudson's Bay, Indigo, Amazon, Lenovo, Tarte Cosmetics, Home Depot and Sorel."

Millenials love Black Friday

- 47 per cent of Canadian Millennials save their big holiday purchases for Black Friday/Cyber Monday
- 42 per cent of Canadian Millennials admit they spend more than they had planned to on Black Friday/Cyber Monday
- 43 per cent of Canadian Millennials have trouble only buying what they need during Black Friday/Cyber Monday

About the survey:
From October 19th to October 21st 2018 an online survey of 1,510 randomly selected Canadian adults who are Maru Voice Canada panelists was executed by Maru/Blue. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender and region (and in Quebec, language) to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

About RetailMeNot, Inc.

RetailMeNot, Inc. (https://www.retailmenot.com/corp/) is a leading savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of digital offers to save money while they shop or dine out. RetailMeNot, Inc. estimates that approximately $4.4 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2016, more than $600 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. As wholly owned subsidiaries of Harland Clarke Holdings, RetailMeNot and Valassis, a leader in intelligent media delivery, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

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