

The Early Birds Get the Deals: Canadians are getting a head start on holiday shopping this Black Friday and Cyber Monday

TORONTO, Nov. 5, 2019 /PRNewswire/ -- This year, Canadians are looking to beat the seasonal rush by starting their holiday shopping early, and they are looking for value when doing so. In a recent survey conducted by [RetailMeNot.ca](https://retailmenot.ca), **55% of Canadians polled said that they were looking to shop for holiday gifts over the Black Friday and Cyber Monday weekend.**



Of those polled, 45% are planning to spend between \$250 and \$900 during Black Friday and Cyber Monday, with a reported average of \$738.

Whether Canadians are getting ahead of their holiday gift-buying or treating themselves this year, they plan to spend their money on the following items:

- **35% plan to buy electronics**
- **26% plan to spend on clothing and accessories**
- **12% will be looking for home goods and appliances**
- **6% will be booking travel deals**

According to Sara Skirboll, RetailMeNot's resident Shopping and Trends Expert, shoppers are making sure they are prepared in time for the holiday season. "With only 26 days between Black Friday and Christmas in 2019, people want to ensure they get exactly what they need for the best price possible. In fact, 34% of people said they plan to begin their search for deals earlier than before."

RetailMeNot is the perfect place to find deals from hundreds of your favourite retailers and restaurants. With [RetailMeNot.ca](https://retailmenot.ca), it couldn't be easier to start checking things off that holiday list!

*Survey conducted on October 7th, 2019 by Angus Reid Global

About RetailMeNot, Inc.

RetailMeNot, Inc. is a leading savings destination bringing people and the things they love together through savings with retailers, brands, restaurants and pharmacies. RetailMeNot makes everyday life more affordable through online and in-store coupon codes, cash back offers, and the RetailMeNot Genie browser extension. Savings are also provided in consumers' mailboxes through the RetailMeNot Everyday™ direct mail package, and at the pharmacy with RxSaver by RetailMeNot.

RetailMeNot is a wholly owned subsidiary of Harland Clarke Holdings. To learn more, visit www.retailmenot.com/corp or follow @RetailMeNot on social media.

CONTACT: rmn@1milk2sugarspr.com

<https://retailmenot.mediaroom.com/2019-11-05-The-Early-Birds-Get-the-Deals-Canadians-are-getting-a-head-start-on-holiday-shopping-this-Black-Friday-and-Cyber-Monday>