

# Christmas isn't cancelled

Black Friday sales set to save this year's festive season



European consumers won't let a turbulent year spoil their Christmas celebrations. The COVID-19 pandemic means shoppers are taking a different approach to this year's Black Friday sales, but it isn't going to stop them from enjoying the festive season.

## Pandemic bargain hunters

In constantly changing times, shoppers are seeking out more Black Friday sales bargains and are likelier to shop online this year. **They want to grab the best deals and make the most of the Christmas period.**



Half (52%) are planning to **do more Christmas shopping around sales** or shopping holidays, like Black Friday, compared to previous years



A third (34%) plan on **leaving their shopping until the last minute** in hope of securing bigger discounts



60% are planning to do **most of their Christmas shopping online**

## Discount dangers

As the number of consumers bargain hunting online rises, so do the amount of risks being taken to secure big savings.

**Shoppers are willing to exchange their personal data for online discounts** - despite the dangers of fraudulent websites and sales scams.



Four-in-five (84%) consumers **are willing to exchange personal data** for big online discounts



Just 29% **are aware of potential security risks of unknown brands** offering big discounts that may turn out to be scams



Less than a fifth (17%) **say they will only shop with large brands** to avoid security risks



## Buyer beware

Remain wary of Black Friday and festive season sales scams. **If a deal is too good to be true, it probably is.**

Shop online with confidence this Christmas by following Kaspersky's advice on avoiding retail scams:



**Only shop with legitimate online stores**



**Verify any discounts you receive**



**Complete purchases through secure payment methods**



**Securely manage your passwords and shop online with confidence this Christmas by protecting your devices**