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.



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

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.

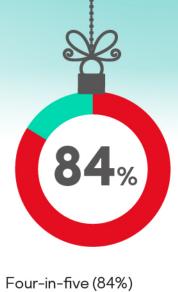


60% are planning to do most of their Christmas shopping online

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.



consumers are willing to exchange personal data for big online discounts



of potential security risks of unknown brands offering big discounts that may turn out to be scams





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

www.kaspersky.com