



ANZ NZ Card Spending: Black Friday Special

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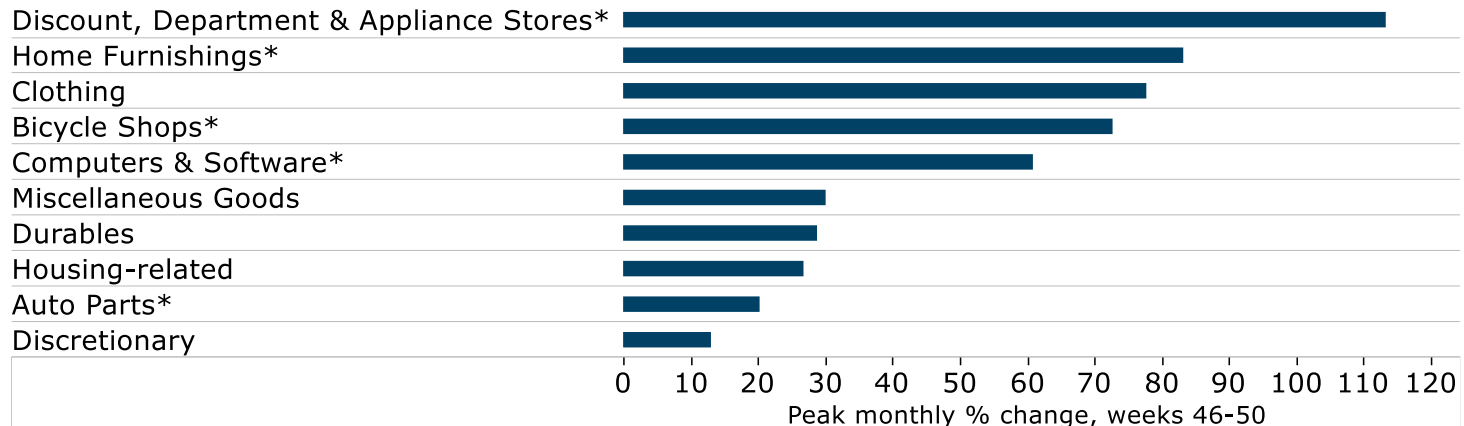
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Summary

- We've analysed ANZ card spending data to examine how Black Friday turnover has evolved this year relative to previous years for selected categories.
- The charts show spending (7-day rolling total) for the past six years, aligned through time such that the 7 days starting on Black Friday is shaded (Black Friday is the fourth Friday of November, which was 29 November in 2024).
- Overall, Black Friday sales appear to be sneaking earlier and earlier across a range of spending types.
- While the level of spending is still subdued, the Black Friday pick-up in spending was pretty respectable compared to previous years, on the whole.

Peak monthly spend growth, weeks 46-50, 2024



* A component within a spending group.

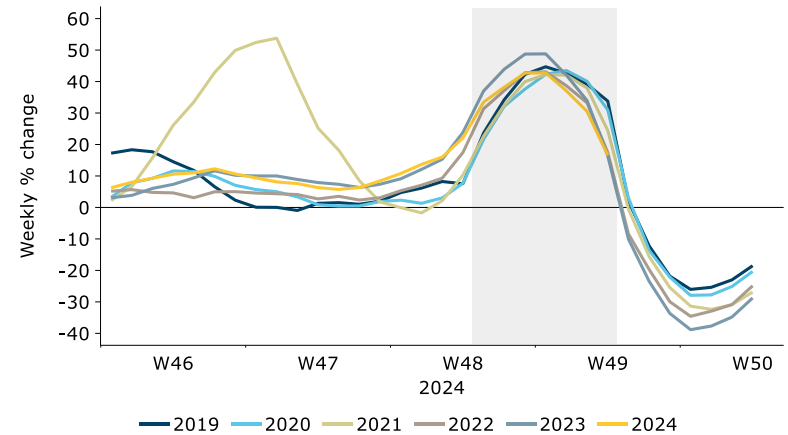
Source: ANZ Research

See our [monthly ANZ Card Spend pack](#) for more information about the data used in this report, including what makes up each category. Note that the data in this analysis is *not* seasonally adjusted, unlike in the monthly report.

Clothing

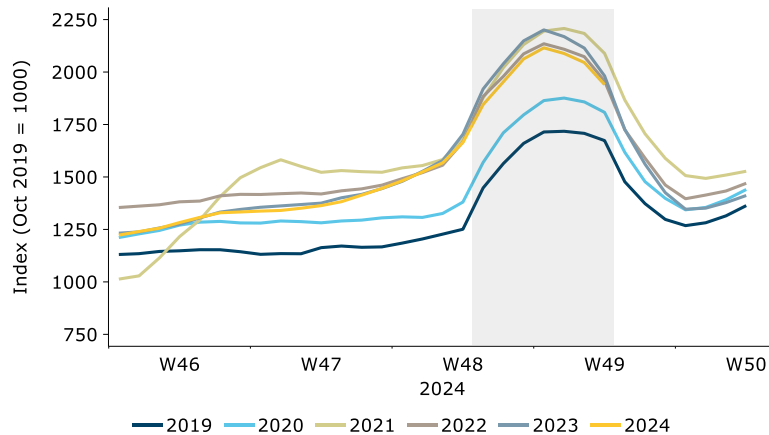
- There is a clear Black Friday bump in clothing sales.
- This year, nominal spend was similar to 2022 – lower than last year.
- Spending peaked around 40% higher than the previous week. That’s a smaller peak than last year but spending growth picked up a little earlier and the monthly % increase is identical, over 70% m/m.

Weekly % change



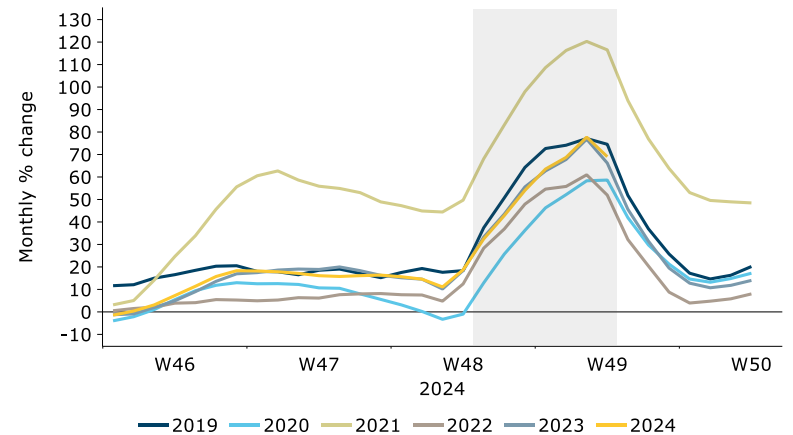
Source: ANZ Research

Level of spend



Source: ANZ Research

Monthly % change

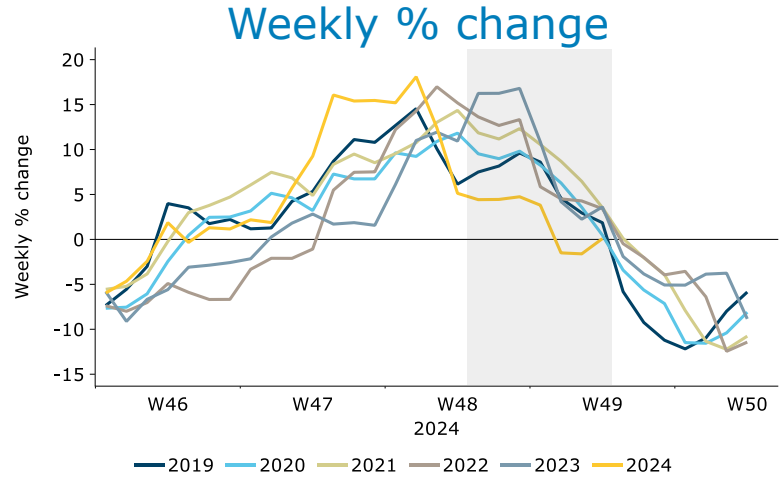


Source: ANZ Research

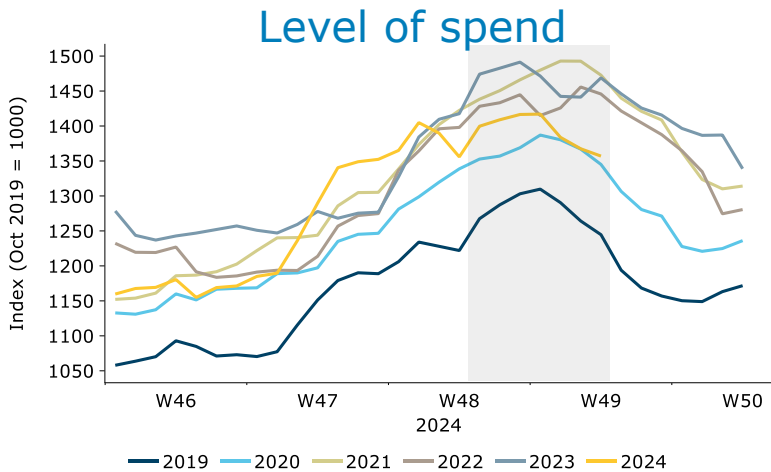
The top three categories in the Clothing group are (general) Clothing Stores, Sports & Apparel Stores, and Shoe Stores. They make up 90% of the category.

Durables

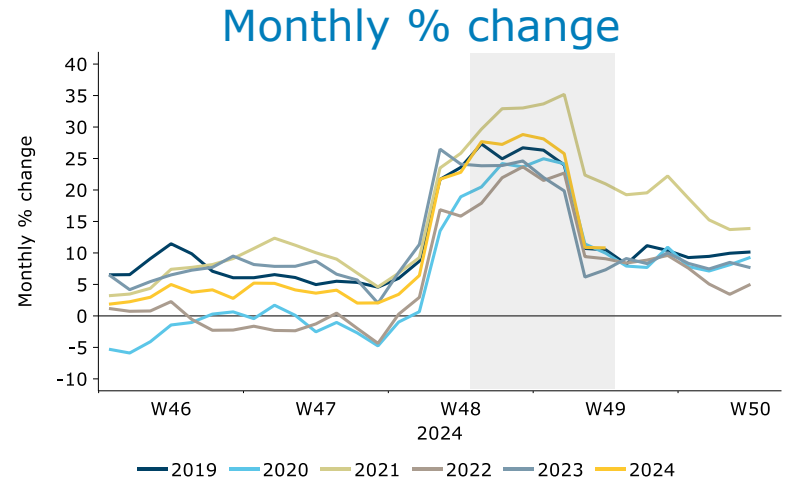
- For durables the Black Friday bump seems to be moving earlier, but with a similar boost over a month.
- This year, nominal spend was the lowest since 2020.



Source: ANZ Research



Source: ANZ Research

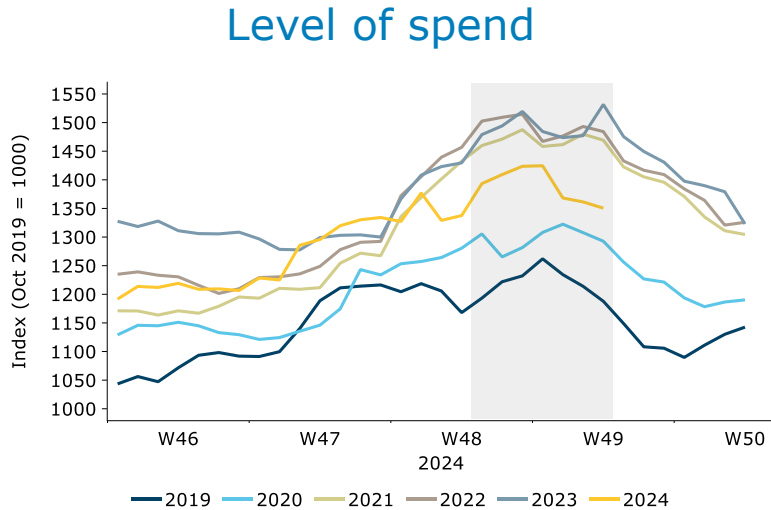


Source: ANZ Research

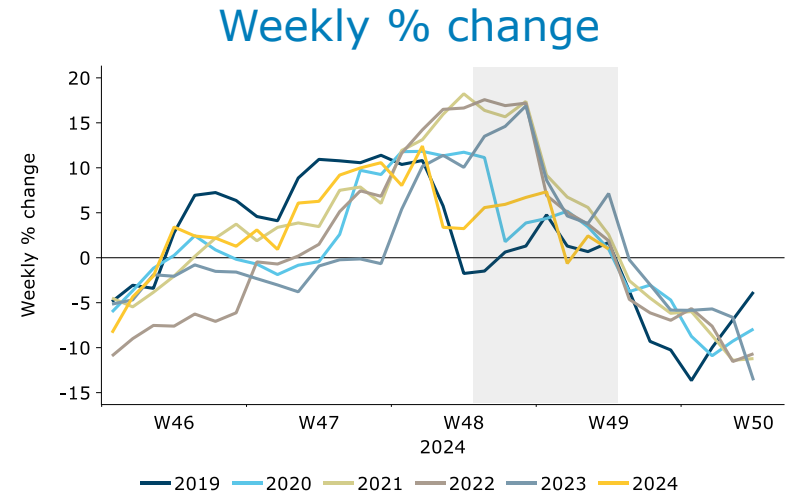
The Durables group includes the following categories: Automotive Parts & Accessories (47%), Car & Truck Dealers (29%), Misc. Durable Goods (7%), Bicycle Shops (7%), Motorcycle Shops (5%), Motor Homes/ Campers (4%) and Boat Dealers (1%).

Auto parts

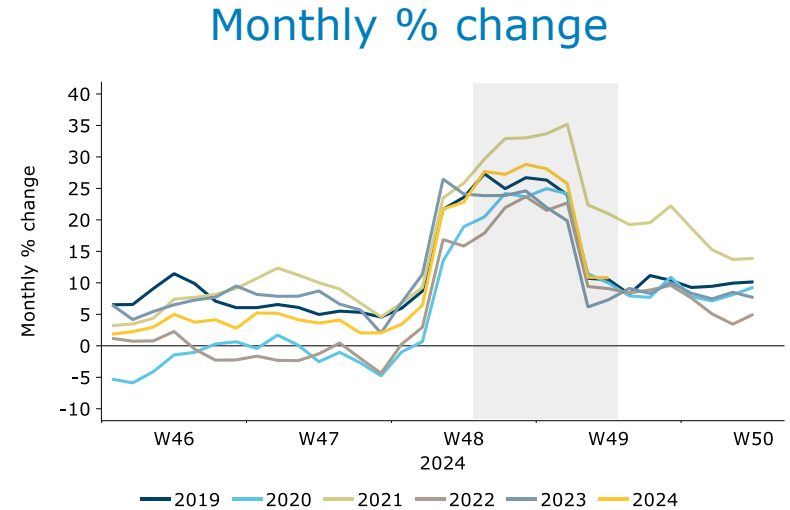
- Auto parts in the durables category is experiencing lower spending than in previous years.
- The Black Friday bump spread was solid, but was spread over a longer time period (starting earlier).



Source: ANZ Research



Source: ANZ Research

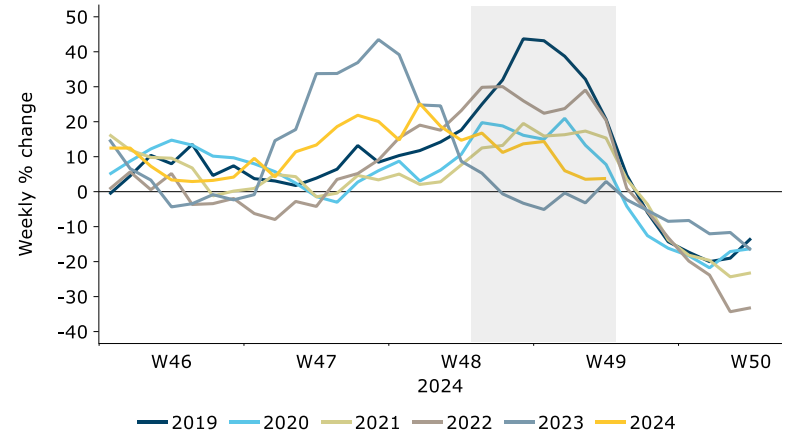


Source: ANZ Research

Bicycle shops

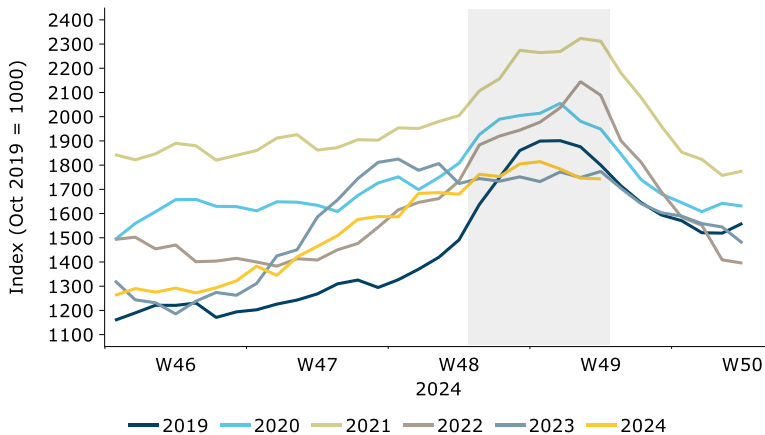
- Bike shops, also in the durables category, have been in the doldrums for some time in terms of the level of spending. It was lower during the Black Friday period too.
- However, in terms of the monthly change in spending, it was the biggest bump seen in the whole forecast period.
- Again, the Black Friday boost came earlier.

Weekly % change



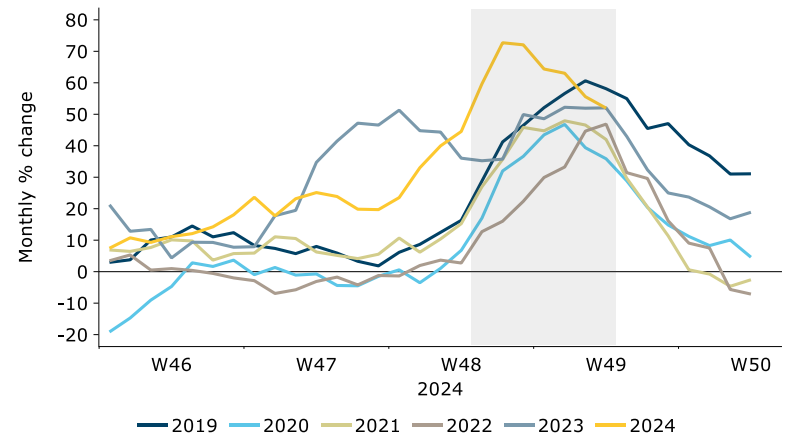
Source: ANZ Research

Level of spend



Source: ANZ Research

Monthly % change

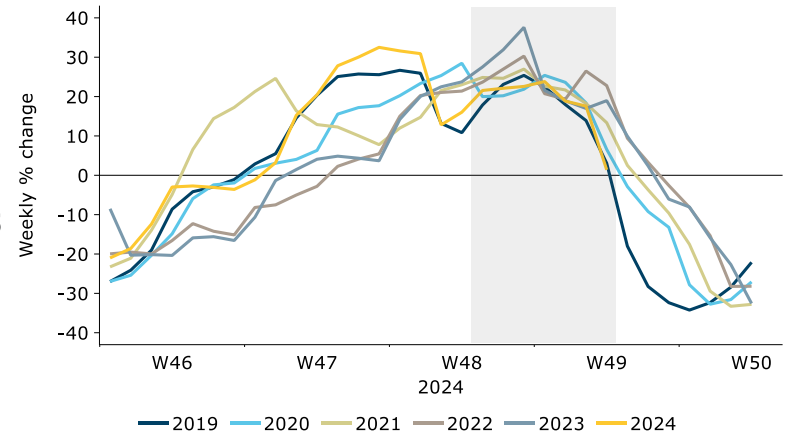


Source: ANZ Research

Housing

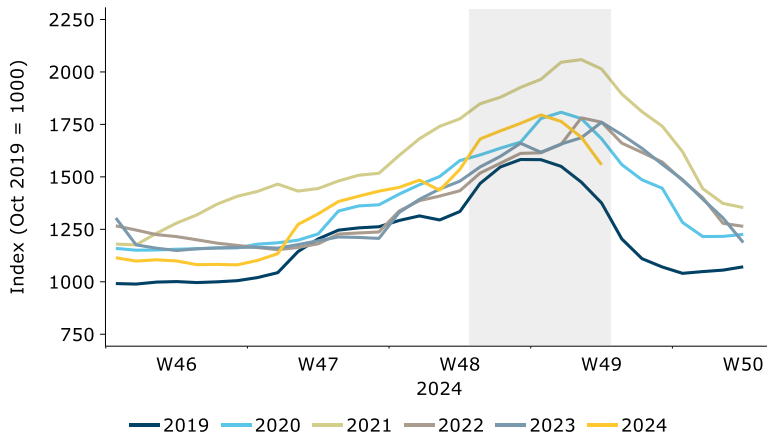
- The housing-related group spend was strongest in 2021 when house prices were booming.
- However, there was a decent climb in turnover into Black Friday week, though sales then started to drop away quite quickly.
- Putting aside the 2021 frenzy, the boost in spend around the Black Friday period was pretty decent.

Weekly % change



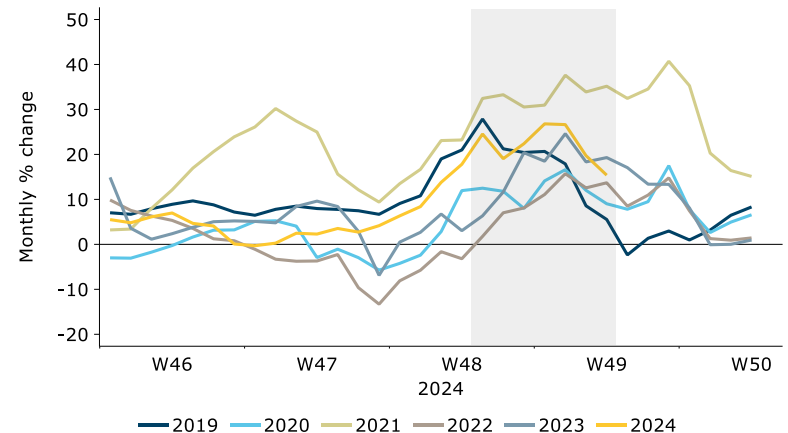
Source: ANZ Research

Level of spend



Source: ANZ Research

Monthly % change



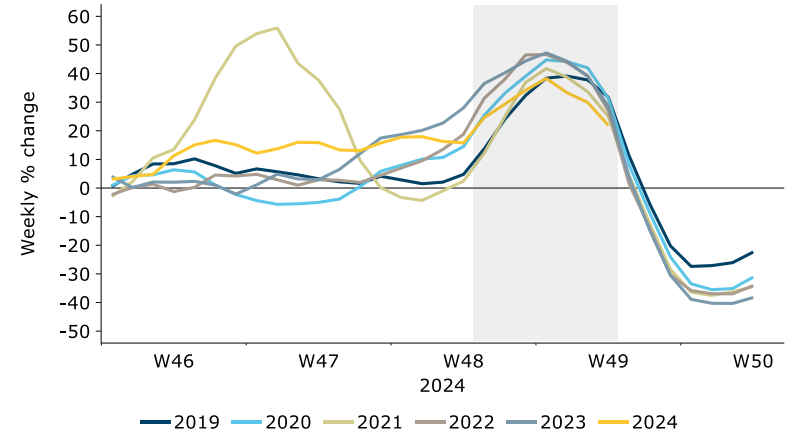
Source: ANZ Research

The top three in the Housing group are Hardware Stores (30%), Construction Materials (29%), and Home Furnishing & Supply Stores (18%).

Home Furnishing & Supply Stores

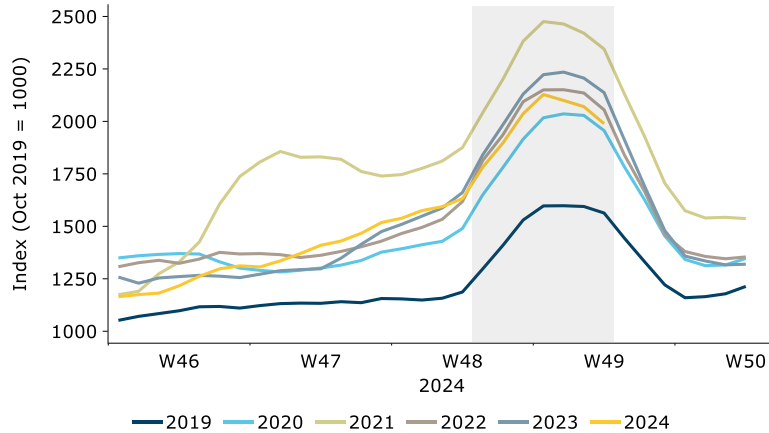
- Home furnishings and supply stores in the housing category saw a solid Black Friday bump, though the level of spending still peaked lower than in the past three years.

Weekly % change



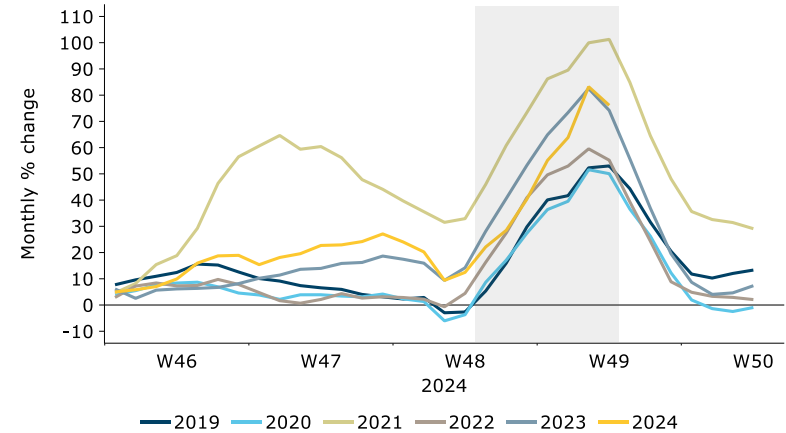
Source: ANZ Research

Level of spend



Source: ANZ Research

Monthly % change

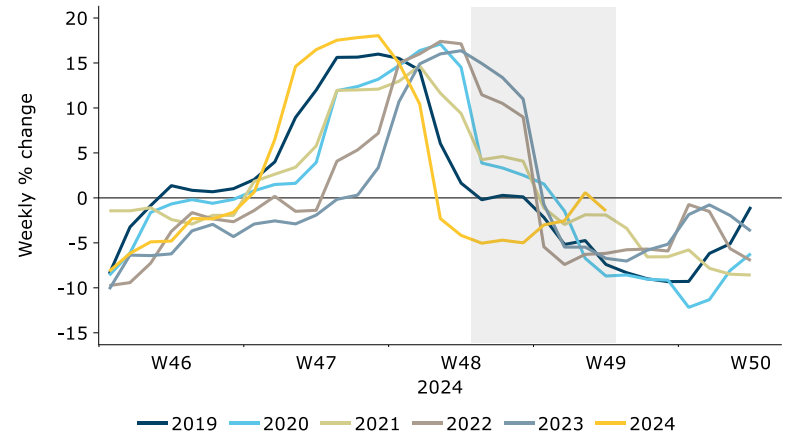


Source: ANZ Research

Discretionary

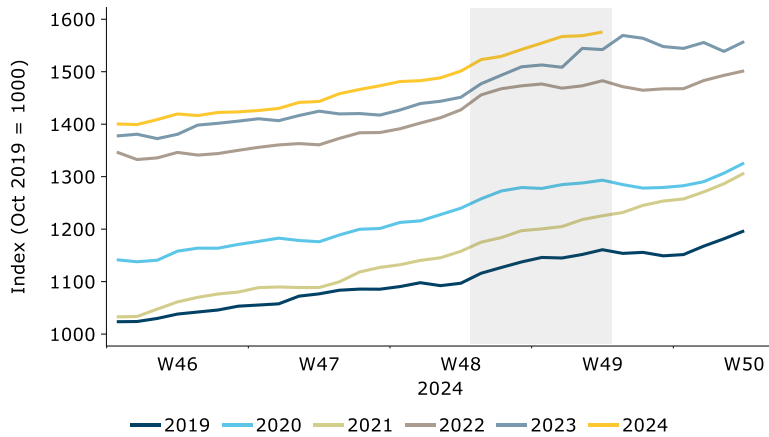
- In level terms, spending on discretionary items looks like a steady climb into Christmas, but the weekly % change shows the Black Friday bump has been getting earlier and earlier.
- Indeed, it was all over bar the shouting by the time Black Friday itself rolled around.
- However, this category is dominated by restaurants and bars (66%) – other factors like weather may be more important.

Weekly % change



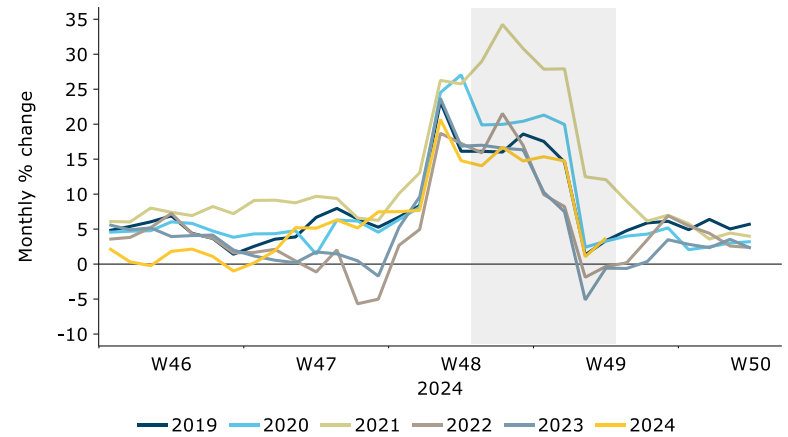
Source: ANZ Research

Level of spend



Source: ANZ Research

Monthly % change



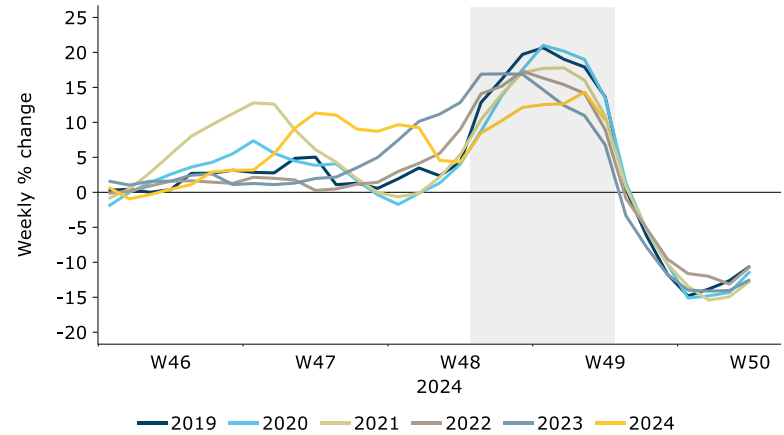
Source: ANZ Research

The top two in the Discretionary group are Restaurants & Bars (66%) and Beer, Wine & Liquor (11%).

Miscellaneous Goods

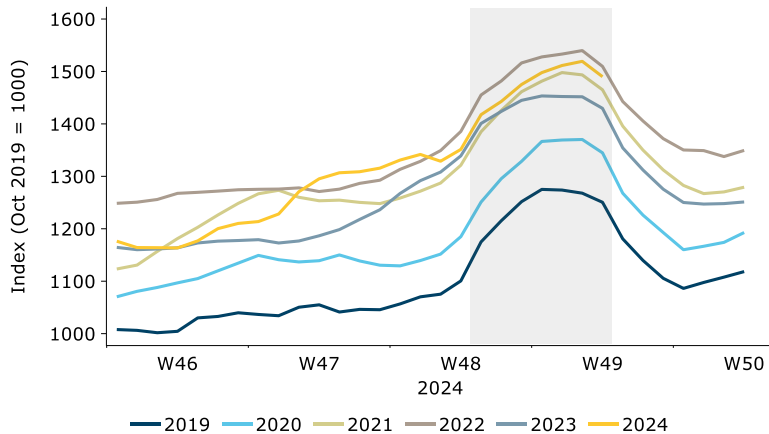
- There is a clear Black Friday bump in miscellaneous goods sales.
- In 2024 turnover was higher than last year, though it didn't manage the highs seen in 2022.
- The weekly change in spending suggests some retailers "jumped the gun". The monthly increase in spending was the highest since 2021.

Weekly % change



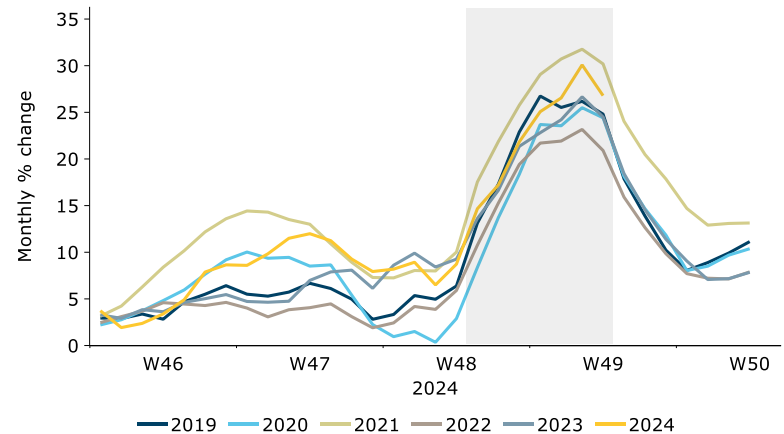
Source: ANZ Research

Level of spend



Source: ANZ Research

Monthly % change



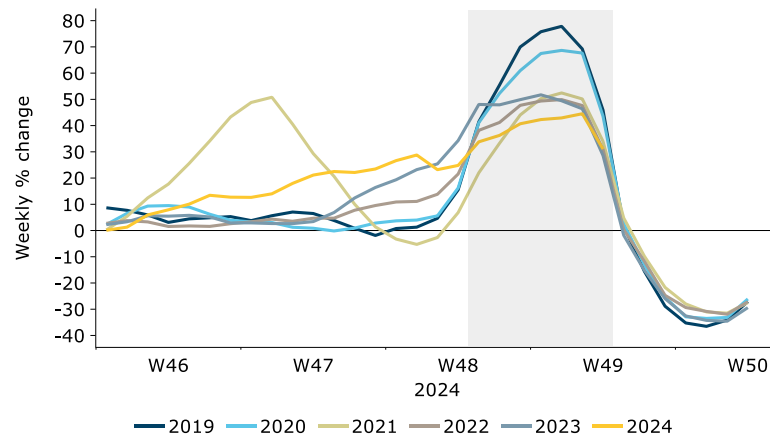
Source: ANZ Research

Grocery and Convenience stores make up just over half of this group. Fuel & Service Stations (15%), Discount, Department & Appliance Stores (9%) and Misc General Merchandise (9%) are other large categories.

Discount, Department and Appliance Stores

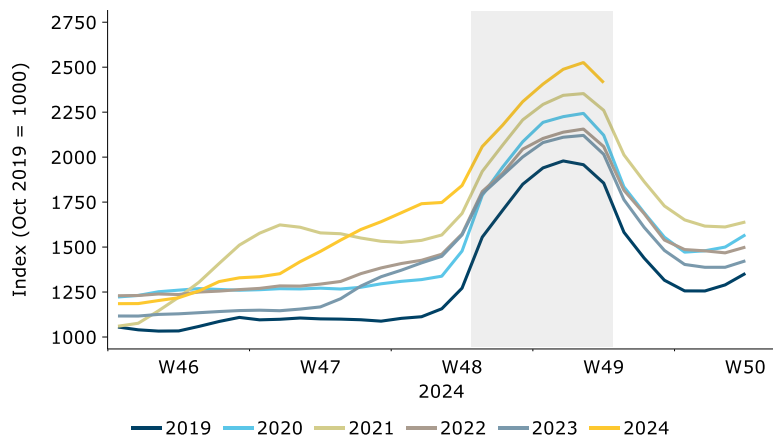
- This category within the miscellaneous goods group has a very clear Black Friday impact.
- Again, the timing has changed, with the pickup in spending occurring earlier.
- This means the weekly % growth in spending didn't reach the peaks seen in previous years, but the lift in spending month to month is impressive – it doubled.

Weekly % change



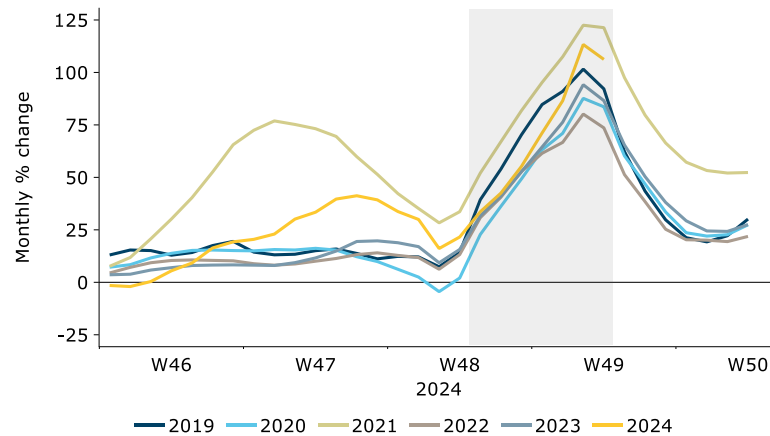
Source: ANZ Research

Level of spend



Source: ANZ Research

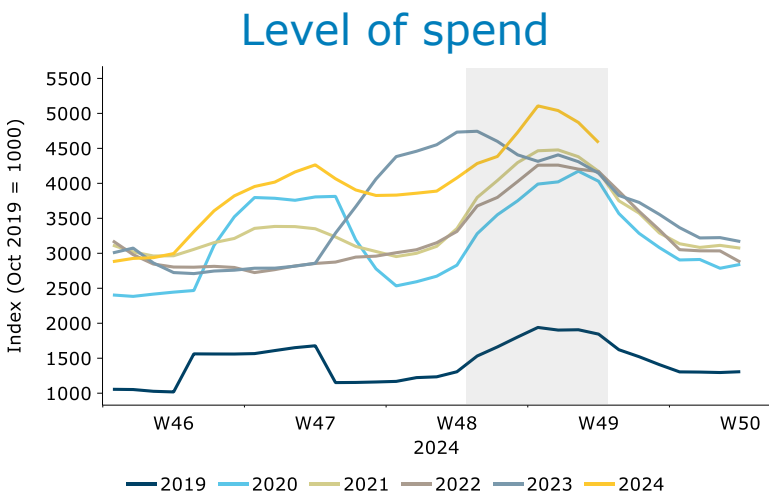
Monthly % change



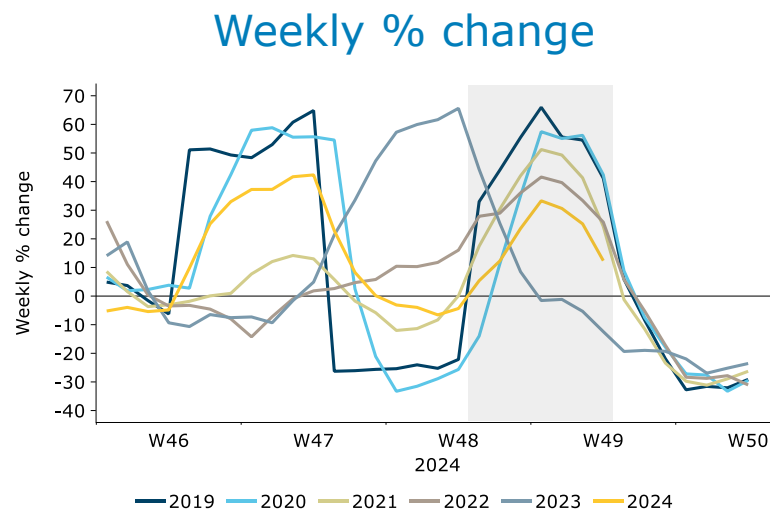
Source: ANZ Research

Computers & Software

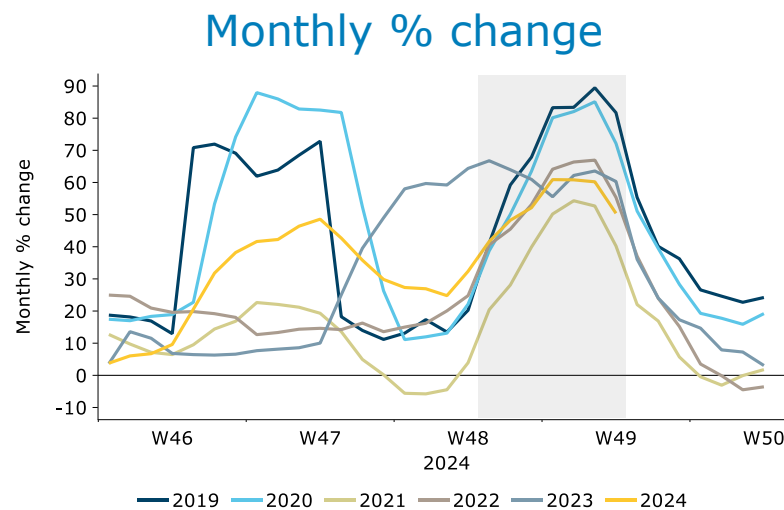
- Computers and software sales saw a solid Black Friday bump in level terms, though this year it came in a double peak, in a pattern not seen for a few years.
- Because the lift in spend was spread out, the weekly % change in spending didn't reach highs seen in years when the bump in spending was more concentrated.
- However, the monthly boost was on par with previous years, and the level of spending hit a new high.



Source: ANZ Research



Source: ANZ Research



Source: ANZ Research

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