

Retail footfall expected to rise on Black Friday as shoppers move away from online

Retail footfall is expected to be up 12.8% on 25 November this year, also known as Black Friday, according to experts.

Retail intelligence firm Springboard said that shoppers are expected to capitalise on discounts amid inflationary pressure and fears around Christmas supply shortages.

There is also likely to be a shift to shopping in physical retail spaces, after years of growth online, due to the rise in postage charges and the increasing cost of returns.

UK shopping centres are likely to see a 16.3% increase in footfall compared to last year, while high streets are expected to see a 13.2% rise, Springboard said.

But footfall will still be 7.8% lower than Black Friday 2019, before the coronavirus pandemic, it added.

Diane Wehrle, insights director at Springboard, said: "As household budgets become increasingly squeezed – further emphasised in the chancellor's new autumn statement – shoppers become more discerning in their purchasing decisions.

"This creates a greater desire amongst shoppers to browse and purchase in physical retail stores rather than online, as they are able to engage more fully with the product and feel more confident that they are making the correct purchasing decision.

"At the same time, for many shoppers Black Friday will provide the first opportunity this year to savour the Christmas spirit

and to enjoy the Christmas decorations and lights in high streets and shopping centres, particularly as many shoppers stayed away from physical stores over the previous two years.”

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