

NORDIC BLACK FRIDAY REPORT

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Consumer insights 2025

From our Nordic platforms Prisjakt.nu SWE, Prisjakt.no NOR and Hintaopas.fi FIN



Prisjakt



Black Friday Through a Nordic Lens

Welcome to the first-ever Nordic Black Friday Report – a unique deep dive into how consumers in Sweden, Norway and Finland approach the year’s most intense shopping event. Based on extensive surveys across the region, the report explores what drives Nordic shoppers to engage: from preferred channels and shopping priorities to what ultimately triggers a purchase.

What emerges is a distinct portrait of the Nordic consumer as informed, strategic and value-driven. While Black Friday remains a major retail milestone, shoppers in this region don’t act on impulse. They compare prices, use digital tools, and look beyond discounts to benefits like free shipping, flexible returns and loyalty perks.

Despite many shared habits, national differences are clear. Finnish consumers show the highest buying intent, while Swedes take a more cautious stance. Norwegians maintain a strong connection to physical stores, even as mobile and online shopping dominate across all markets. Market-

ing preferences also vary with Finland leaning more towards traditional media, while Sweden and Norway rely more heavily on comparison services. Across the region, mindful consumption is a consistent theme.

At Prisjakt, we believe better decisions are built on better insights. That’s why we continuously track pricing trends and consumer behaviour across the Nordics. While we regularly publish local reports in Sweden, Norway and Finland, this is our first time analysing the findings on a cross-market level in one single, regional report.

We invite you to explore the insights. Hopefully, the Nordic Black Friday Report equips you with valuable perspectives to better understand and connect with Nordic consumers.

Peter Greberg
CEO



**Nordic consumers are
digitally driven and
conscious shoppers**

Isabella Ahmadi
Consumer Expert, Prisjakt Sweden



**Younger consumers are
reshaping how deals are dis-
covered across the Nordics**

Liisa Matinvesi-Bassett
Country Manager, Hintaopas

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About Prisjakt

Prisjakt is a leading price and product comparison service, helping millions of consumers make smarter purchasing decisions. With local platforms in Sweden, Norway, Finland, Denmark, New Zealand and the UK, we gather prices, availability and user reviews across thousands of online retailers – with the goal of making shopping more transparent, fair and informed.

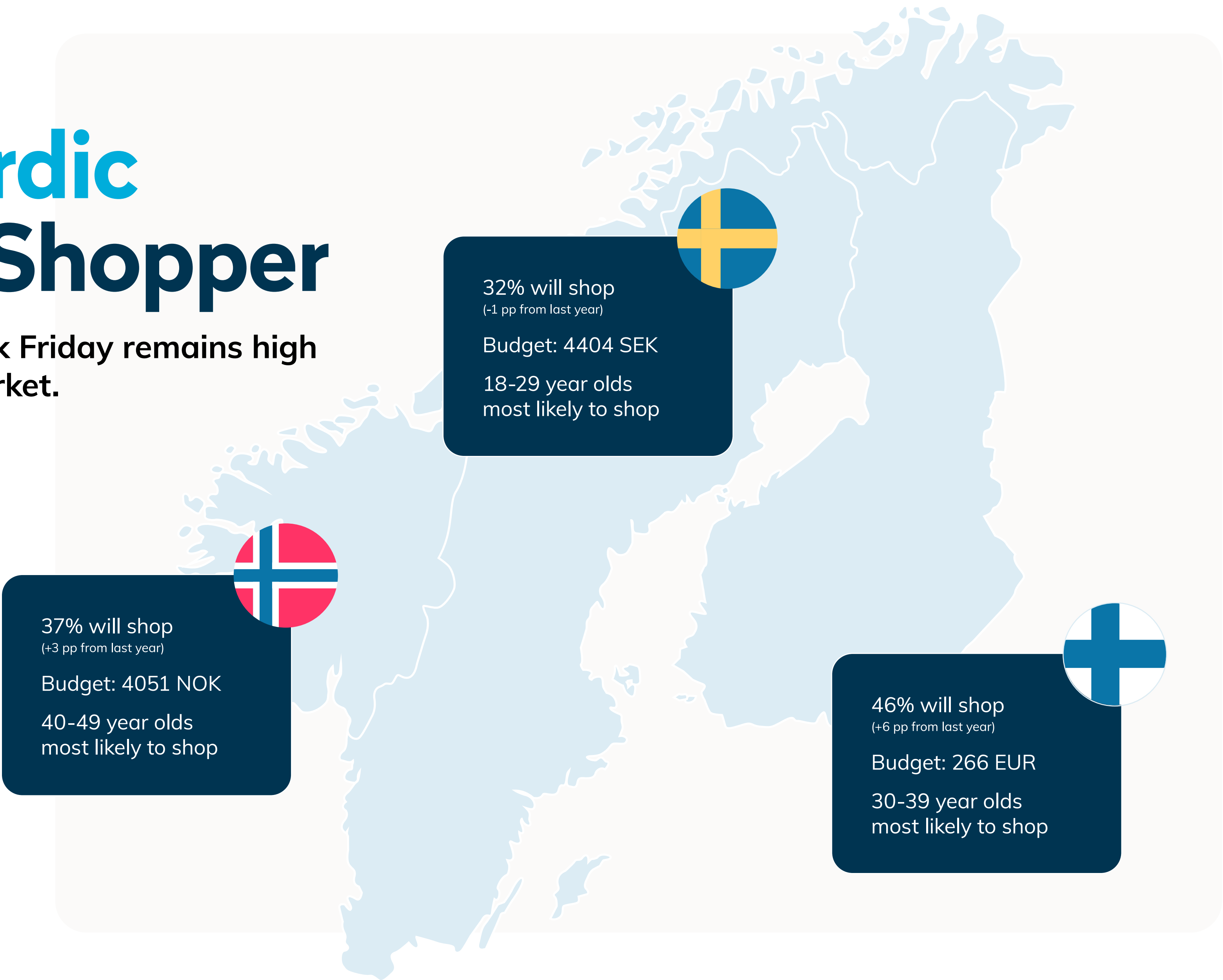
Meet the Nordic Black Friday Shopper

Across the Nordics, interest in Black Friday remains high – but consumer habits differ by market.

Finnish shoppers lead the way, with 46% planning to shop, followed by Norway at 37%. Sweden stands out with a more cautious outlook, where 32% expect to take part.

Age makes a difference. In Sweden, the 18–29 group is the most eager to shop, closely followed by those aged 30–39. In Norway, it’s the 40–49-year-olds who top the list, with younger shoppers just behind. Finland sees the highest engagement among 30–39-year-olds. Across all three markets, older age groups are consistently less likely to shop.

Shopping intent may be equal – but budgets are not. Men and women plan to shop at similar rates, but men report higher spending power across all countries.



Nordic Black Friday Shopping Habits

Online shopping clearly dominates Black Friday plans across the Nordics.

In Sweden and Norway, consumers favour mobile and computer shopping – with a full 8 out of 10 planning to use at least one digital channel. Finland shows lower digital intent, with 5 out of 10 opting for online options. Physical stores still hold appeal, especially in Norway, where 42% plan to shop in person – compared to 32% in Finland and only 27% in Sweden.

Age clearly influences shopping behaviour across the Nordics. In Sweden, consumers aged 18–39 are the most likely to shop via mobile, while in Norway, it's the 30–49 age group that leads mobile usage. Across all three markets, older consumers are consistently more inclined to shop in physical stores – underscoring how channel preferences shift with age.

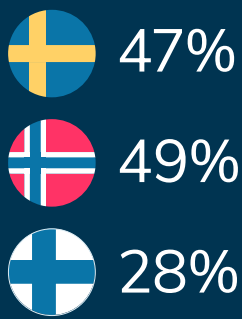
“Nordic consumers are digitally driven and conscious shoppers. They compare prices, weigh their options, and shop with purpose – especially during big sales like Black Friday.”

Isabella Ahmadi
Consumer Expert,
Prisjakt Sweden

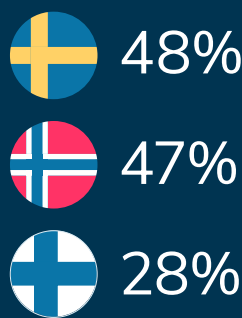


Question: How do you plan to shop during Black Friday and Black Week?
Respondents were able to select multiple options.

Computer or tablet



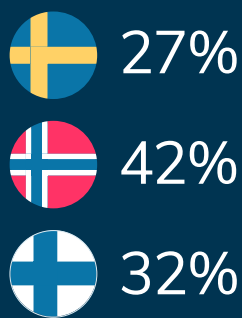
Mobile phone



Did you know...!

Half of Swedes and Norwegians plan to buy Christmas gifts during the sale – but only one in four Finns say the same.

Physical store



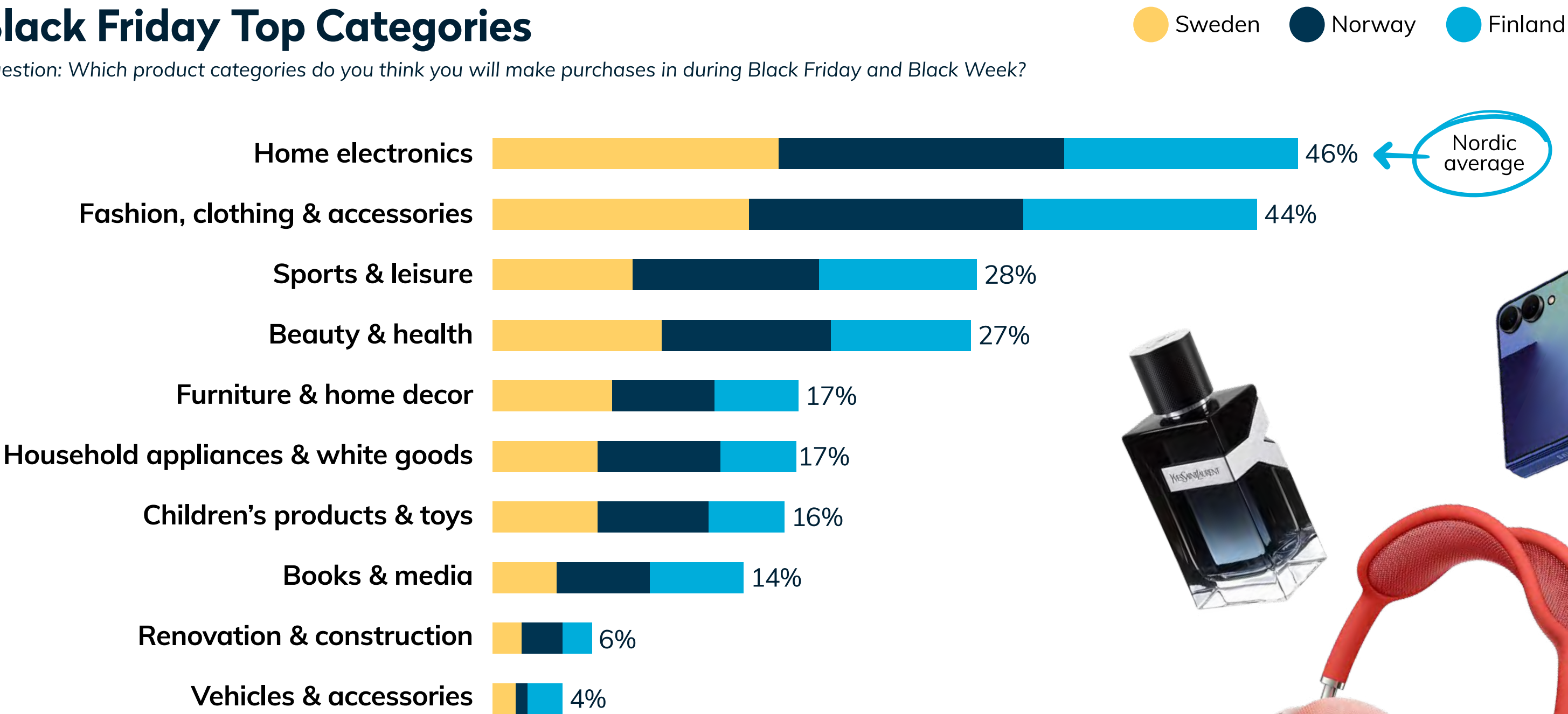
What's in the Nordic shopping basket?

Across the Nordics, home electronics tops the list of Black Friday purchases, closely followed by fashion, clothing, and accessories. These two categories consistently lead in all three countries.

Beyond that, consumer preferences begin to diverge. Sports and leisure takes the third spot in both Norway and Finland, while Swedish shoppers show a stronger interest in beauty and health. In Finland, books and media maintain a solid mid-tier position, whereas in Sweden and Norway, household appliances and furniture are more popular. At the lower end of the scale, renovation products and vehicle-related items attract the least attention across all markets – suggesting that Nordic consumers tend to prioritise personal and practical purchases over larger, long-term investments during the sales.

Black Friday Top Categories

Question: Which product categories do you think you will make purchases in during Black Friday and Black Week?



Black Friday Top Products

Most clicked product categories on Prisjakt during Black Week 2024



- 1.Headphones
- 2.Mobile phones
- 3.Televisions
- 4.Perfumes
- 5.Monitors



- 1.Headphones
- 2.Mobile Phones
- 3.Fitness Watches
- 4.Televisions
- 5.Jackets



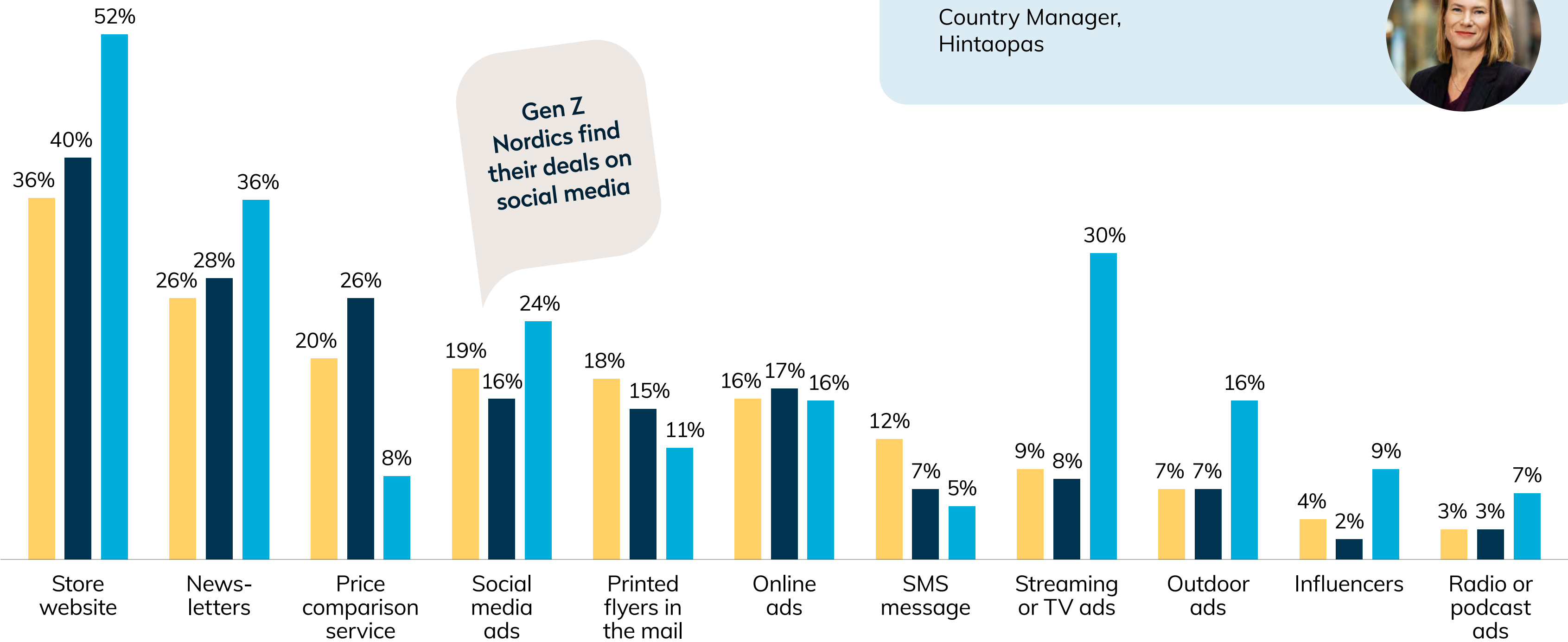
- 1.Mobile Phones
- 2.Headphones
- 3.Televisions
- 4.Robot Vacuum Cleaners
- 5.Perfumes

Nordics turn to store websites – but local habits differ

Which marketing channels do the Nordic consumers prefer during Black Friday? This chart reflects the diverse ways they appreciate to stay informed and inspired ahead of the sale.

Across the Nordics, store websites remain the most popular source for discovering Black Friday and Black Week offers. Store newsletters follow closely behind, highlighting the value of direct retailer communication across all three markets. However, consumer habits vary between countries. Price comparison services play a far greater role in Sweden and Norway than in Finland, where shoppers haven't adopted comparison tools to the same extent.

Digital advertising channels – including social media platforms such as TikTok and Instagram – reach consumers across all markets, while Finland stands out for its stronger connection to traditional media such as TV and streaming ads. Younger consumers show a distinct pattern, with those aged 18–29 most likely to discover offers through social media ads and influencers.



Question: Through which channels do you prefer to receive information about offers before and during Black Friday and Black Week?

Sweden Norway Finland

– Younger consumers are reshaping how deals are discovered across the Nordics, with platforms like TikTok and Instagram playing an ever-larger role. Yet each market still has its own habits – from Finland’s stronger engagement with traditional media to Sweden and Norway’s more established use of comparison services. For retailers, reaching consumers effectively means understanding and adapting to these local differences.

Liisa Matinvesi-Bassett
Country Manager,
Hintaopas



Beyond price – what drives Nordic shoppers during Black Week

Across the Nordics, shoppers agree that free shipping is the most compelling reason to shop during Black Friday and Black Week — well ahead of any other incentive. This is the added benefit that consumers value most, except discounts. Free returns and loyalty benefits also play a strong role, showing that convenience and customer care drive purchasing decisions alongside discounts.

There are some national differences: Sweden and Norway place more weight on price guarantees, while Finnish shoppers value loyalty rewards and flexible payment options. Environmental or charitable initiatives remain niche but signal an awareness of responsible shopping.

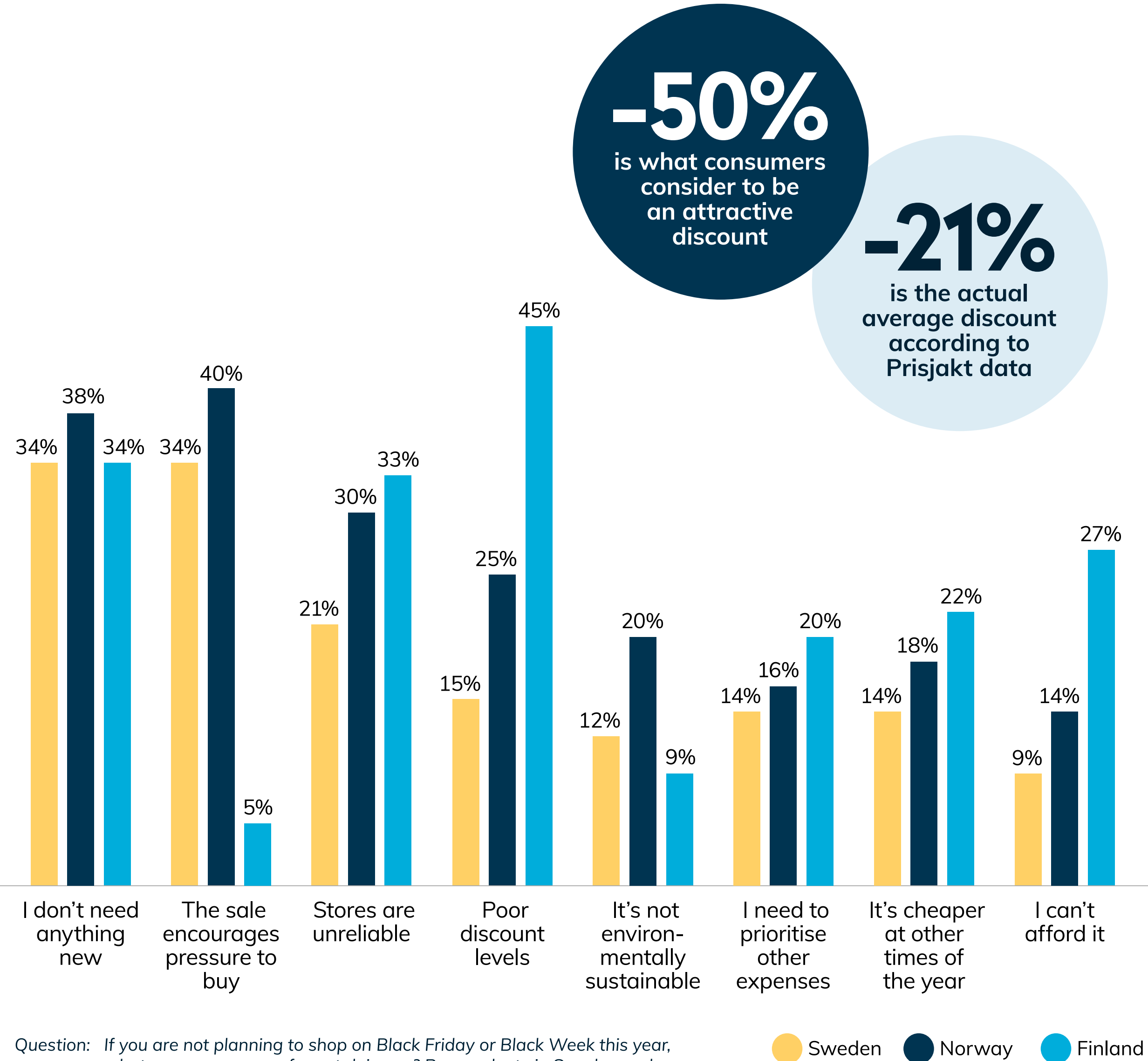
– Price is still the main driver, but it’s clear that consumers are looking to save money in more ways than just discounts. Perks like free delivery, returns and loyalty rewards don’t just drive purchases – they help build long-term relationships between shoppers and retailers, says Isabella Ahmadi, consumer expert at Prisjakt Sweden.

Top benefits that entice Nordic consumers to shop during Black Friday – except discounts

Free shipping	52%
Free returns	29%
Price guarantee (price match)	27%
Customer loyalty program benefits	24%
Extended return/exchange period	16%
Option to reserve items in advance	13%
Extended store opening hours	10%
Campaigns supporting charitable or eco-friendly causes	9%
In-store or online events	9%
Favorable deferred payment options	9%
Climate-compensated shipping	5%
None	15%

Question: Apart from discounts, are there any other actions from retailers that would make you more likely to shop during Black Friday and Black Week?





Question: If you are not planning to shop on Black Friday or Black Week this year, what are your reasons for not doing so? Respondents in Sweden and Norway could select multiple options, Finland selected up to three.

Why consumers skip Black Friday

While Black Friday attracts millions across the Nordics, many consumers still choose to opt out. One of the most common reasons across all markets? Simply not needing anything new.

In Finland, the top reason for skipping the sales is that the discounts aren't good enough – a concern that ranks only fourth in both Sweden and Norway. Interestingly, the perception that Black Friday encourages unnecessary buying pressure is widespread in both Sweden and Norway, but far less common among Finnish consumers.

Financial factors also play a role, with some shoppers citing limited budgets or other spending priorities, while a smaller share highlight environmental or sustainability reasons for opting out.

– Choosing not to shop can be just as intentional as choosing to engage for the Nordic consumer. For many, it's about real needs, questioning the true value of discounts, or prioritising their budget. It's a clear sign that a culture of smart shopping runs deep in the region.

Liisa Matinvesi-Bassett
Country Manager,
Hintaopas



Looking for more insights into Nordic consumer behaviour?

The price and product comparison service Prisjakt continuously monitors real-time shopping and pricing trends across the Nordics.

For more insights, data requests, or media commentary, please contact the Prisjakt team at press@prisjakt.nu.

prisjakt.nu • hintaopas.fi • prisjakt.no



About the Survey

The survey was conducted online in Sweden, Norway, and Finland with a minimum of 1,000 respondents in each country. Participants were aged 18–79, forming a nationally representative sample of the population in each market. The web survey was carried out at the end of September 2025 in collaboration with Opinion and Bilendi.