LOXIAS®

BLACK FRIDAY 2025

Consumer expectations and conversations ahead of the sales season.

Analysis based on public data collected through the Brandwatch tool.
Analysis period from 1st August to 30th September 2025.
Mentions collected in English.

What the black friday big numbers say about consumer expectations 2025

109k ^ +29%*
MENTIONS

19M ˅ -98%*
IMPRESSIONS

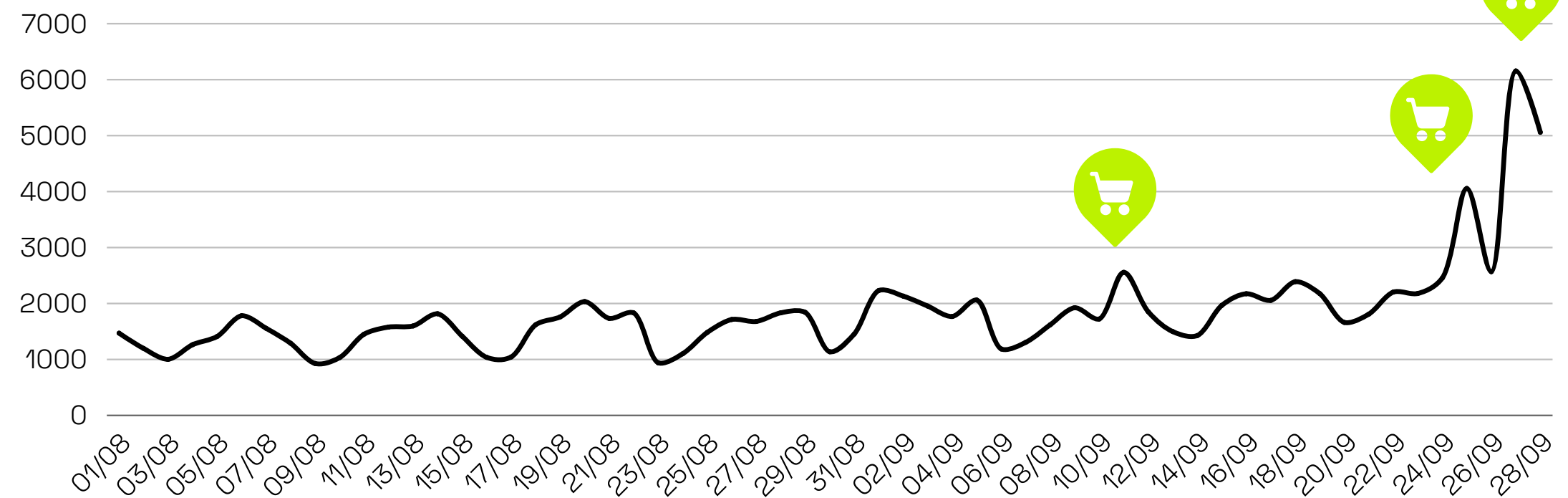**119M** ˅ -25%*
REACH

60.1K ^ +33%*
UNIQUE AUTHORS

Source: Brandwatch developed by Loxias
Analysis period: August 1st - September 30
Previous period: June 1 – July 31.*

Top post 27th september

Reach: 161K

Insights

Between Aug–Sep 2025, mentions (+29%) and authors (+33%) grew, but impressions (-98%) and reach (-25%) dropped, showing **fragmented debates**. The late September peak was driven by three factors: the review of the game *Lost Soul Aside*, which recommended **waiting for discounts**; the announcement of the Jordan 4 "Black Cat" for Black Friday; and the *FalconStable* crypto campaign. Fair **pricing expectations** and strategic launches remain key triggers, now amplified by micro-communities.

- **More authors, less reach:** conversations decentralized into niches.
- Games, fashion, and crypto drive engagement, led by micro-communities in Black Friday 2025.
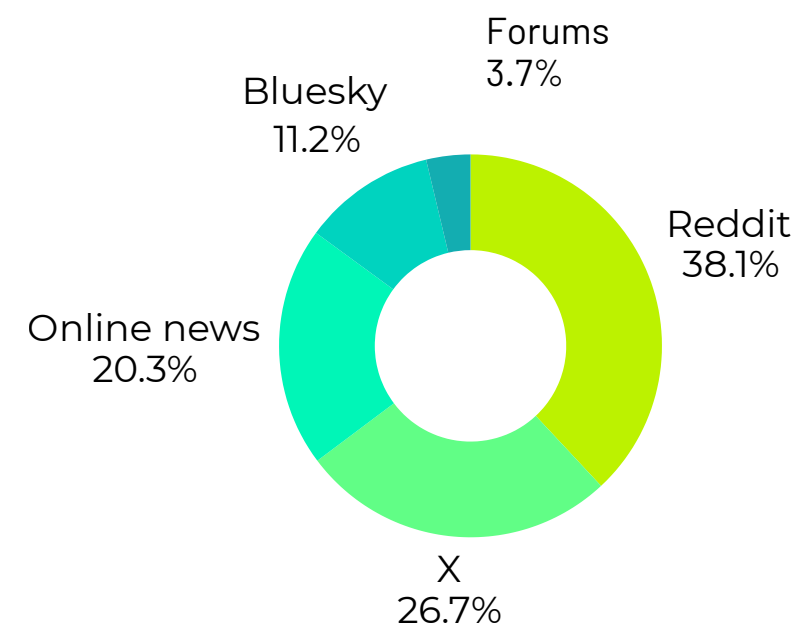
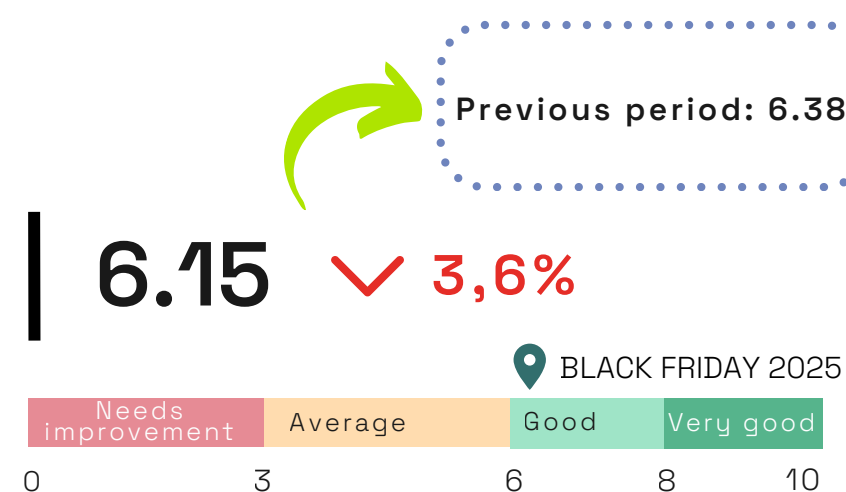# Black Friday 2025 conversations reflect a balance of perceptions
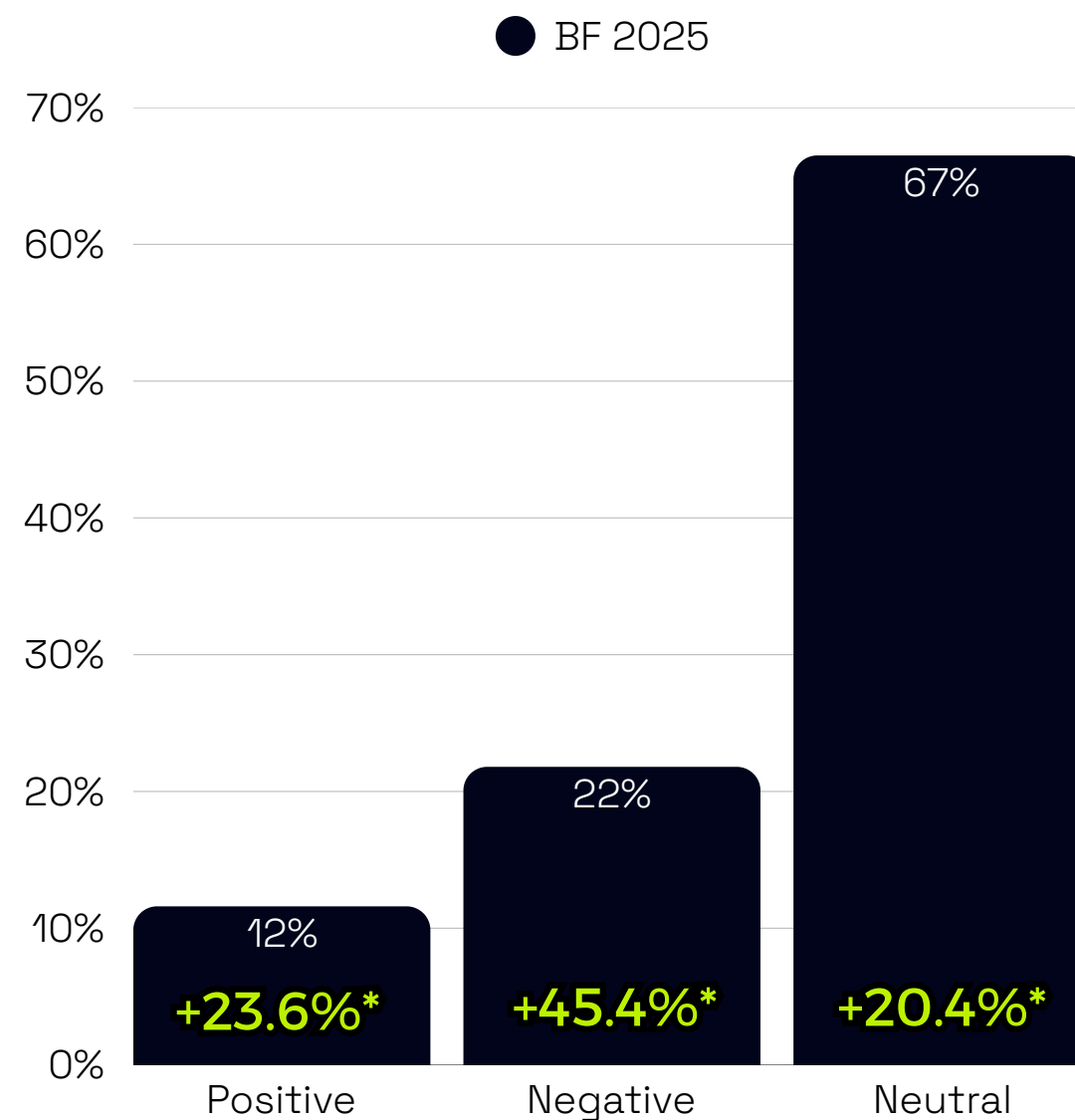
● BF 2025

Positive 12% +23.6%*
Negative 22% +45.4%*
Neutral 67% +20.4%*

Source: Brandwatch developed by Loxias
Analysis period: August 1st - September 30
Previous period: June 1 – July 31.*

Share of mentions

Forums 3.7%
Bluesky 11.2%
Reddit 38.1%
Online news 20.3%
X 26.7%

Brand Health Index

Previous period: 6.38

6.15 ⌄ **3,6%**

BLACK FRIDAY 2025

Needs improvement	Average	Good	Very good
0	3	6	8	10

Wordcloud

special stuff send night working
discount days long gotta big
Business buying coming end watch Walmart home started
products late offer free month Christmas play weekend check
put drop lot games prices market order
brand Amazon money years wait day buy price Cyber crazy left
half feel store week sales sale time good early TV pay worth
sign give work holiday next season start peacock
ready find open thing deal people game deals today cheap
Rebecca fun love bought Thanksgiving man full ago ads literally
holidays bad great months waiting email Bears
show Yeah made care real live shopping remember paid
line hit sell brands wanna things release BFCM
weeks biggest stores move running couple Q4
Halloween

Insights

Conversations about Black Friday 2025 show a predominance of neutral mentions (67%), followed by negative (22%) and only 12% positive. The Brand Health Index dropped to 6.15, below the previous period (6.38), reflecting a more critical perception. Most **interactions happen on Reddit** (38.1%) and X (26.7%), with focus on topics related to price, waiting, promotions, and games.

- Drop of -0.23 in the brand health index.
- Limited positivity, but with relative growth (+23.6%).
- **Expectation and distrust** around "sales," "wait," and "game."
- Reddit as the main space for Black Friday discussions.

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Black Friday 2025 reveals consumption patterns across discounts and retail strategies
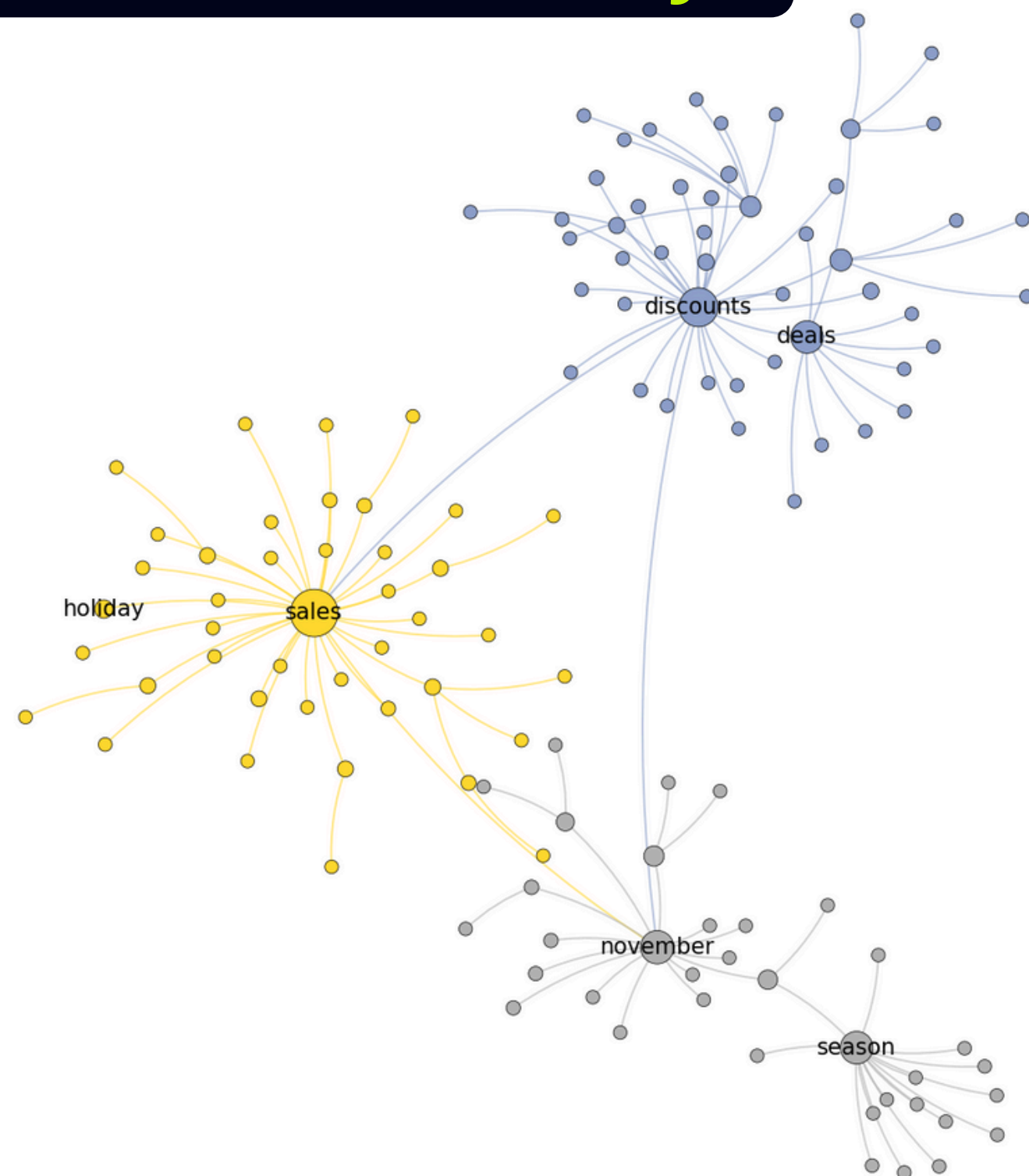
Deal hunting with a sense of urgency

Brings together users focused on spotting and sharing high-value promotions. The community values significant discounts and reacts quickly to time-sensitive opportunities. Terms like "limited," "week," and "hunter" reflect an active and competitive behavior, while "biggest" and "chaos" highlight the fast-paced nature of conversations around the best available deals.

Retail sales strategy and seasonality

Focused on actions and performance analysis in retail, especially during peak sales periods such as Christmas, Black Friday, and Cyber Monday. The group discusses the role of major retailers, like Amazon, and shares insights on seasonal sales execution. Terms like "monitor," "late," and "typically" indicate a focus on behavioral patterns and strategic adjustments throughout campaign cycles.

Sneakerhead culture and Air Jordan releases

Gathers fans of Nike Air Jordan models, with attention on the anticipation and impact of new drops. Terms like "drop," "release," and "Chicago" reflect both product interest and the historical legacy of Michael Jordan. Conversations about sizing and emotional reactions ("scream") reinforce the engagement of a community that identifies as a group ("family") and shares a cycle of tips, wins, and frustrations.

The graph transforms large volumes of data into a visual network that shows how the points are connected. Each point represents a relevant term or topic, and the lines indicate their relationships. Its purpose is to reveal how groups connect with each other — and highlight the central elements.
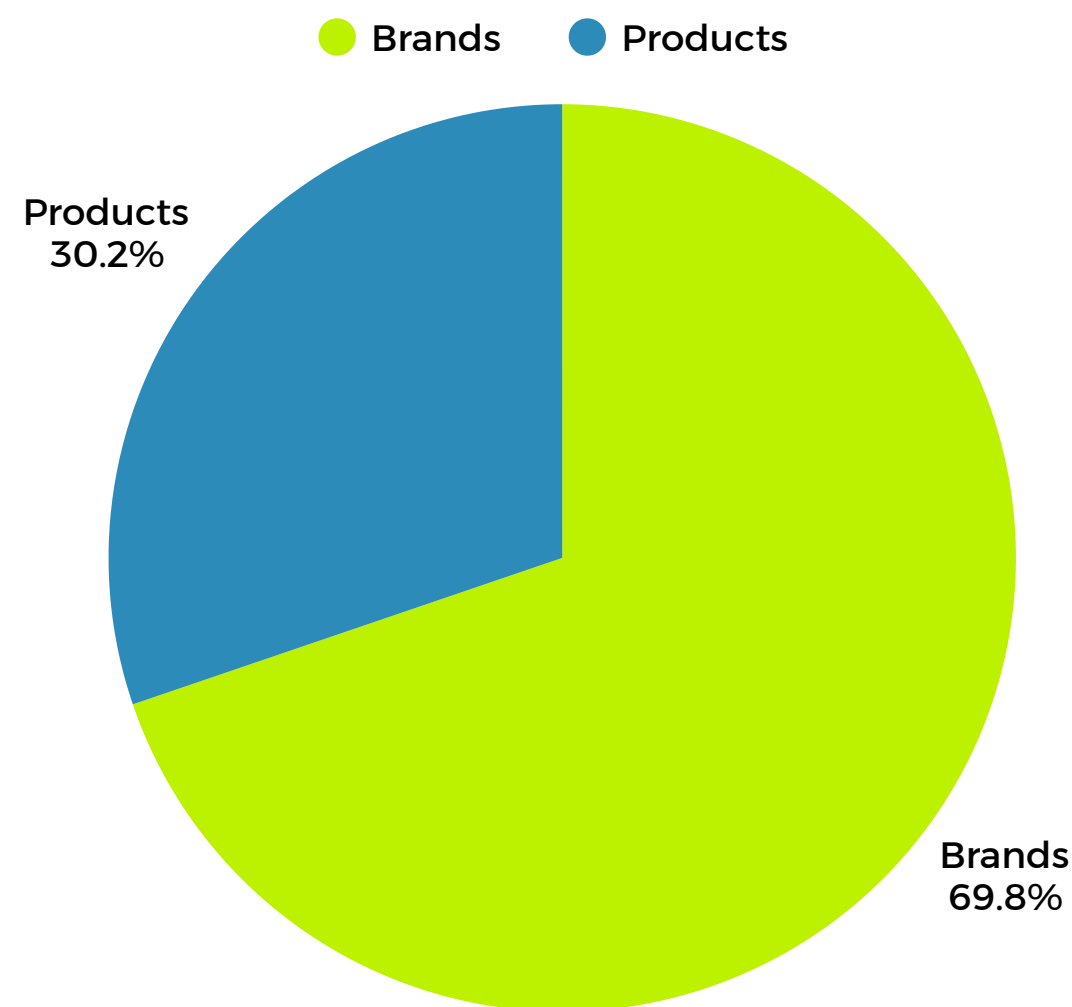
INDUS TRY

BLACK FRIDAY 2025

Explore the habits and preferences of Black Friday shoppers.

Analysis based on public data collected through the Brandwatch tool.
Analysis period from 1st August to 30th September 2025.
Mentions collected in English.

Brands lead the Black Friday 2025 conversation and emerge as protagonists in the consumer narrative

Insights

Discussions about Black Friday 2025 are mostly centered on brands (69.8%), surpassing products (30.2%), indicating that the **competition for attention** is more related to positioning and reputation than to offers alone. This highlights Black Friday's role as a **consumer confidence barometer** and a space for competitive differentiation. The fact that brands dominate the conversation shows that credibility, customer experience, and consistency are being closely observed alongside promotions.

- **7 out of 10 mentions are brand-related**.
- Products account for a smaller share (30.2%).
- Black Friday's relevance for consumer confidence and global pricing (Reuters).
- The event positions **brands as protagonists in the consumption narrative**.
- Actionable insight: investing in clear communication on availability, pricing policies, and customer service can create an advantage, as brand perception is shaping the conversation more than the offers themselves.

Did You Know?

The rise of Black Friday in the United States reflects a structural shift in the consumer calendar. Since the 1990s, the event has surpassed Christmas in customer traffic and revenue, repositioning the promotional period as the true trigger for year-end sales. More than just a clearance, it has become a barometer of consumer confidence and retail health. In 2024, with more than $10 billion generated online in a single day, it demonstrates the strength of a ritual that concentrates demand, reshapes inventories, and drives global pricing strategies.
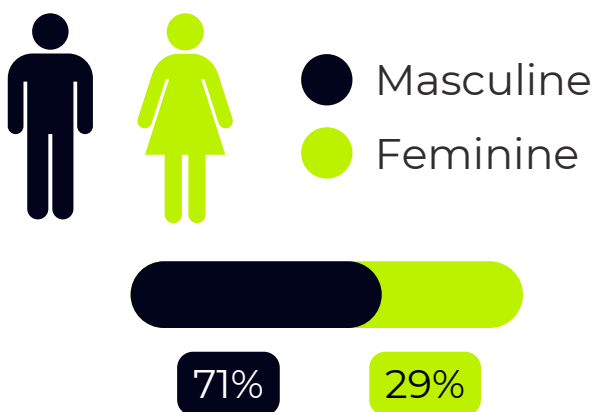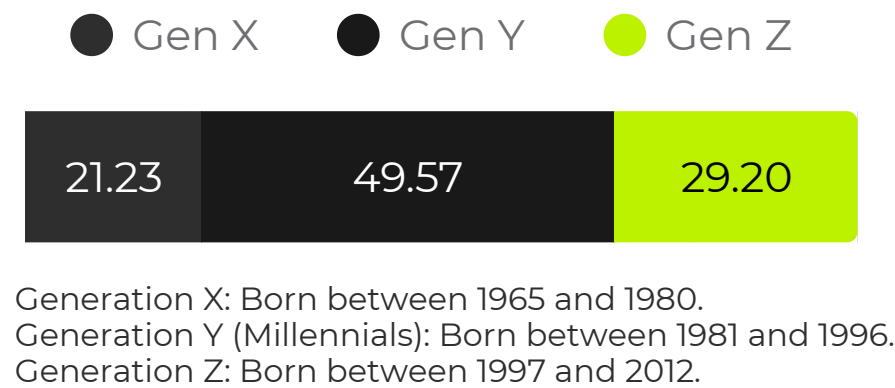
Source: Reuters

Reuters

Brands Products

Products
30.2%

Brands
69.8%

Source: Brandwatch developed by Loxias
Analysis period: August 1st - September 30
Previous period: June 1 – July 31.*

The Black Friday 2025 shopper seeks innovation, efficiency, and reliable digital experiences

Gender

- Masculine
- Feminine

71%   29%

Generation

- Gen X
- Gen Y
- Gen Z

| 21.23 | 49.57 | 29.20 |

Generation X: Born between 1965 and 1980.
Generation Y (Millennials): Born between 1981 and 1996.
Generation Z: Born between 1997 and 2012.

Interests

Business
Sports
Technology
Games

0% 2% 4% 6% 8% 10% 12% 14%
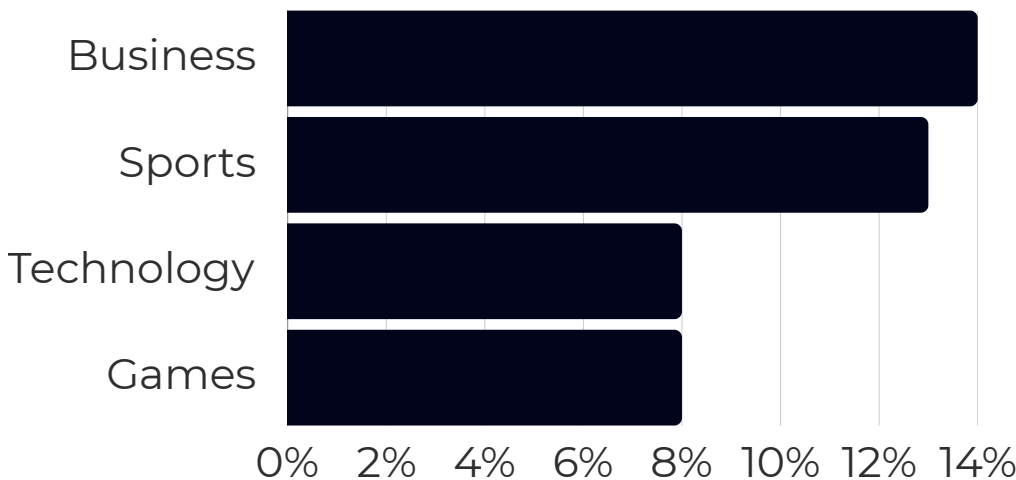
Professional Profile: Daniel Carter, 32, tech executive in New York with an MBA. Ambitious, organized, leads teams and uses digital tools to keep high performance.

Connection with Black Friday: Sees Black Friday as a chance to upgrade tech. Researches prices and reviews, seeking not only discounts but added value and reliability.

Digital Habits: Active on Reddit and X, follows trends and influencers. Uses news sites and apps to track deals, always connected to make data-driven choices.

What He Values: Values innovation, efficiency, transparency, and design. Trusts brands with quality, strong support, and consistent digital experiences.

Consumer Habits: Plans purchases, makes lists, and compares before buying. Prefers online for convenience, investing in tech and productivity accessories.

2025

Name: Daniel Carter
Gender: Male
Location: New York, USA
Occupation: Executive in a mid-sized tech company
Education: Bachelor's in Business Administration, MBA in Marketing

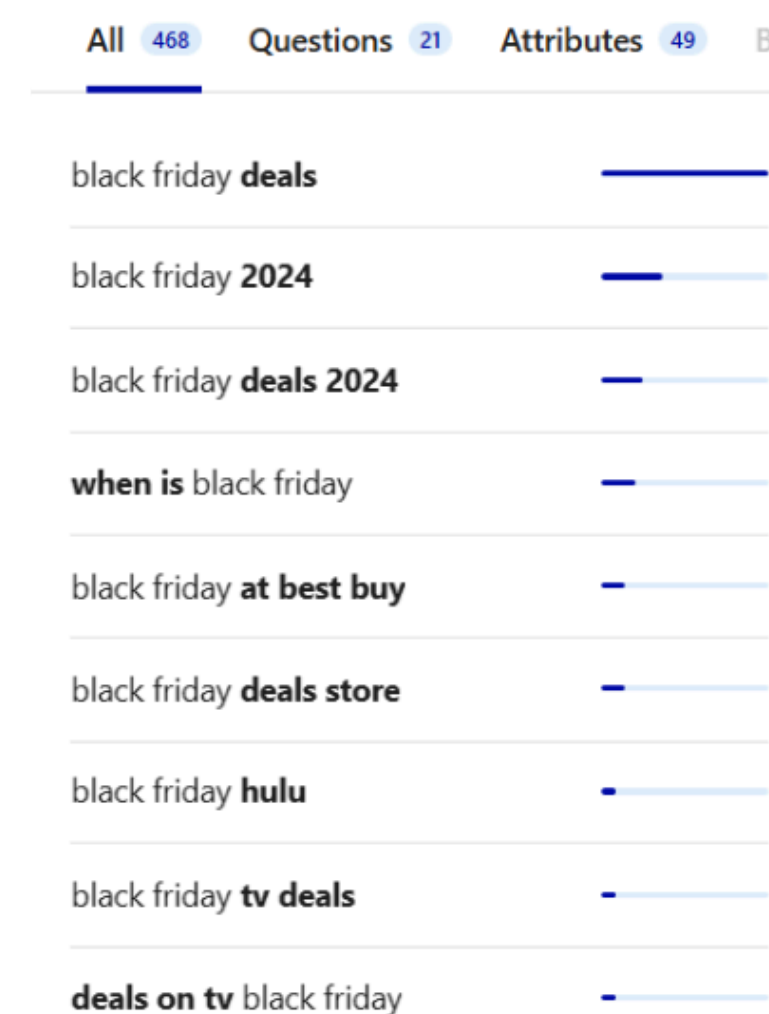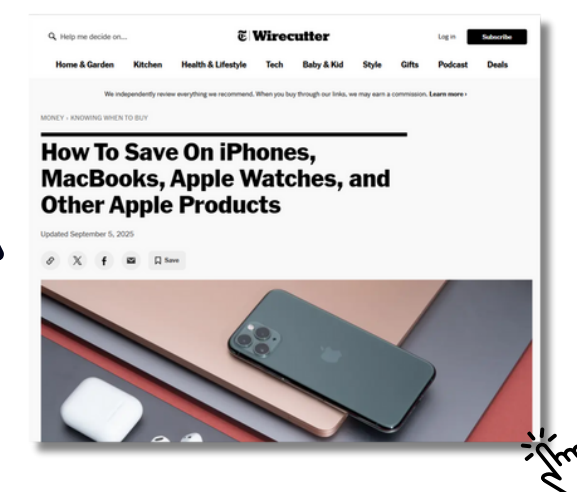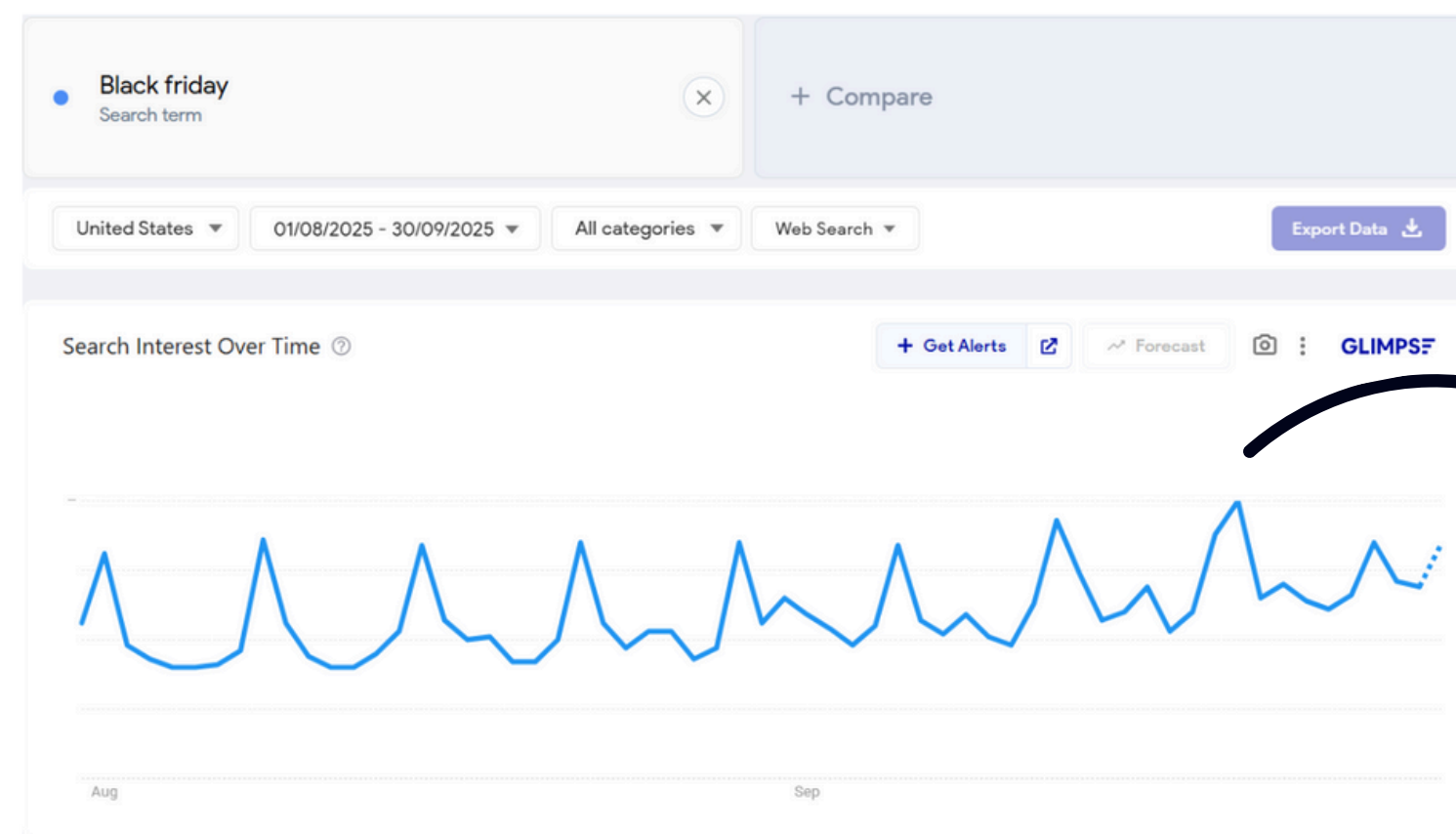# SEARCH TRENDS

BLACK FRIDAY 2025

See how early Google searches signal rising anticipation and consumer intent ahead of the Black Friday season.

Methodology: EUA, 1st August to 30th September 2025, term "Black Friday" on Google Trends.

Black Friday 2025: constant search for discounts and premium electronics drives the conversation

Searches related to **Black Friday 2025** revolve around promotions, with terms like "deals," "Best Buy," and "TV deals" leading, highlighting consumer focus on **specific discounts**. The graph shows weekly peaks of interest, suggesting a **constant monitoring** pace up to the event. Editorial content such as Wirecutter's piece on Apple also boosts anticipation around premium electronics.

- "Deals" leads searches, linked to retailers and categories.
- Weekly peaks keep consumer attention active before the event.
- Apple and electronics concentrate purchase expectations.

Methodology: EUA, 1st August to 30th September 2025, term "Black Friday" on Google Trends.

Black Friday 2025 highlights brand protagonism and new consumer dynamics

Reach and engagement impact Between August and September 2025, Black Friday registered 109,000 mentions, 60,100 unique authors, 119 million impressions, and an estimated 19 million in reach. Compared to the previous period, mentions grew by +29% and authors by +33%, but reach (–25%) and impressions (–98%) dropped sharply, signaling more decentralized conversations within micro-communities. The late September peak was driven by three fronts: the Lost Soul Aside review, the Jordan 4 "Black Cat" announcement, and FalconStable's crypto campaign.

Sentiment and consumer perception Perception was predominantly neutral (67%), followed by negative (22%) and positive (12%). The Brand Health Index dropped from 6.38 to 6.15 (-0.23), reflecting stronger criticism around prices and distrust in promotions. Positive engagement grew relatively (+23.6%) but not enough to shift the skeptical outlook. Reddit accounted for 38.1% of interactions, followed by X (26.7%), with focus on "sales," "wait," and "games."

Conversation drivers and market focus Discussions clustered around three axes: fast deal hunting, sneakerhead culture around Jordan releases, and retail strategy analyses during seasonal sales. Mentions related to brands made up 69.8% of the total, compared to 30.2% for products, reinforcing that brand reputation, clarity, and consistency weigh more heavily than isolated offers.

Search trends and conclusion On Google Trends, top searches were "deals," "Best Buy," and "TV deals," with weekly peaks indicating ongoing monitoring before the event. Editorial content, such as Wirecutter's Apple coverage, also boosted anticipation around premium electronics. In summary, Black Friday 2025 consolidates its role as a consumer confidence barometer and a competitive space for brand differentiation.

About
Loxias

WHO WE ARE

Loxias.ai combines 10 years of experience in social media technology inherited from its mother Polis Consulting with leading AI driven Social Media monitoring and analytics platforms, a robust proprietary methodology and its experienced and highly motivated team of social media analysts and data scientists.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise – everything is just a few clicks away through our e-commerce platform.

DEMOCRATIZING ENTERPRISE DATA AND INSIGHTS WITH INTELLIGENCE POWERED BY AI

LEARN FROM THE BEST
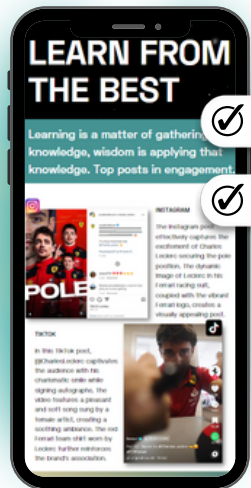
☑ Image Analysis

☑ Unlock Content Opportunity

Loxias utilizes exclusive AI methodology and skilled data analysts to assist brands and companies in comprehending market trends and shifts in social media and public conversations, providing valuable business insights.

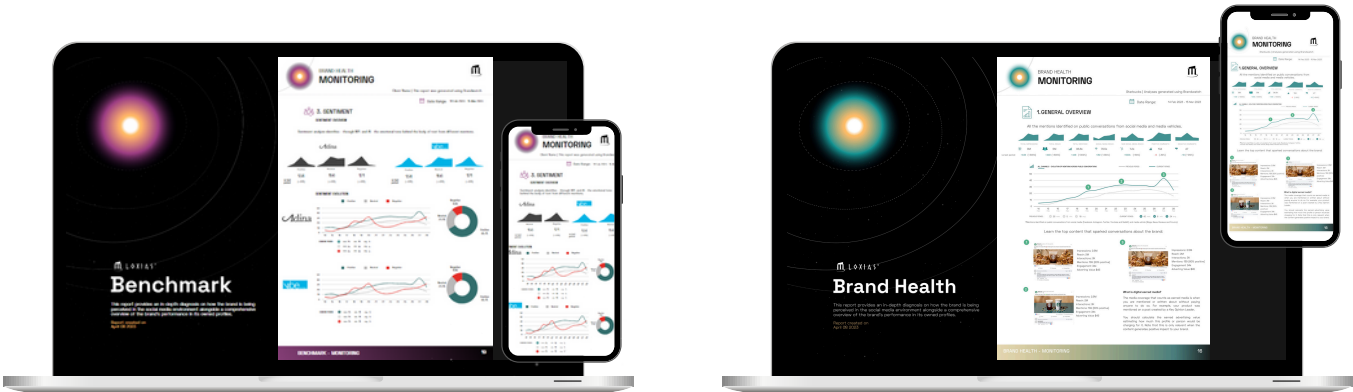### In-deph analysis of a particular brand in the social media landscape

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Discover brand narratives, compare customer perceptions.

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THANK YOU_

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