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Two thirds of Brits search for bargains every week, as a quarter say Brexit has got us watching the pennies

New research released today reveals that nearly two thirds (61%) of Brits are looking for discounts and deals at least once a week - with one in ten admitting to bargain hunting each and every day, as money gets tighter thanks to Brexit worries.

With Black Friday sales due to start next week, research from [hotukdeals](#), the UK's biggest deal-sharing community, found that 62% of Brits would be searching for Black Friday offers. And as sales start earlier each year, on average, shoppers are planning to spend from the 26th November, three days before the main event.

But the confusion on Brexit, including the upcoming General Election, has got shoppers nervous to reach for their wallets, with over half of Brits (57%) admitting the worries have affected their spending habits, with the biggest areas for belt-tightening being eating out (39%); furniture (38%); fashion (36%); electronics (35%); beauty (32%).

One in five (20%) also commented that they have noticed products are more expensive whilst 25% are paying more attention to what they're spending.

It's no surprise then that a huge 85% of UK shoppers said they look for deals online, with nearly half (41%) spending up to 30 minutes each day searching for discounts both in store and on the web.

And a third of Brits (34%) have been waiting patiently to buy products they have had their eye on in the Black Friday sales, as another 30% admit they have regretted missing out on great Black Friday deals before.

On average shoppers will be spending £158 with nearly half (47%) looking for electronics deals, followed by fashion (31%), toys (24%) and gaming (23%).

However, when asked if they believed that Black Friday deals were as good as they seemed, 85% said that some deals may look better than they actually are, with 20% saying they felt pressured to buying Black Friday items and a quarter of people (25%) admitting to buying an item they didn't need. It's no surprise then that many shoppers seek out expert advice before they buy to make sure they are getting the best deals.

Dan Plant, Head of Content and Community at [hotukdeals](#), commented: “Black Friday can be a tricky time to navigate with thousands of deals and discounts from hundreds of retailers. Shoppers can use hotukdeals to tap into the tips and expert advice from our nearly 2 million strong community to help make the smartest purchasing decisions - whether that is buying or NOT buying - and find the products they love without falling into any Black Friday shopping traps.”

In preparation for Black Friday, hotukdeals has put together top tips for shopping smart from their near 2 million community members who know how to find the best deal:

1. Get the hotukdeals app

With some deals only available for a limited time, the free hotukdeals app enables users to set keyword alerts, such as Xbox, TV, LEGO or fashion, to receive notifications for new items instantly. The app helps users navigate the huge amount of offers available wherever they are, with the community voting hot or cold on deals to show others that the hotter the deal, the stronger the offer.

2. Sign up and save

With deals starting at varying times across Black Friday, hotukdeals members recommend that shoppers sign up to newsletters and emails from their favourite retailers to gain early access to discounts and VIP slots. The trick is to be ready as early as possible to avoid missing out.

3. Do your research

Regardless of whether it's Black Friday or not always check the item's value for money. Members of hotukdeals advise doing some research before purchasing and checking the price history of a product. Experienced Black Friday shoppers warn others to beware of exaggerated discounts and check reviews to make sure you're getting a worthwhile deal on a quality product.

4. Stack discounts

During Black Friday, savvy shoppers on hotukdeals check for discount codes to add alongside a deal to stack for extra savings. They also look for 'deal extras' on items that retailers are price matching on. Extended warranty, free delivery or bundled music subscriptions are also extras worth looking out for.

5. Keep payment details updated

With items going out of stock quickly, shoppers can add products they plan on buying to their online basket in advance. To further speed up the check-out process, shoppers should check their saved payment details and delivery address are up to date, in case items sell out.

6. Use multiple devices

Members of hotukdeals recommend using multiple devices on Black Friday in case there is a virtual queue. For consumers with just one device, use multiple tabs to browse, so you're ready to shop as deals go live at each retailer.

hotukdeals users can vote hot or cold on deals, alerting others that the hotter the deal, the stronger the offer. Hot or cold votes are based on factors such as price, quality of the product and retailer. The hotukdeals app is free to download on [iOS](#) and [Android](#).

-ENDS-

Notes to Editors:

Research conducted by Censuswide with 2001 UK residents in November 2019.

Hotukdeals user case studies and comment available upon request.

Dan Plant, Head of Content and Community at [hotukdeals](#), is an experienced spokesperson and commentator who champions real consumers and their rights, including getting the best deal. Following senior positions at MoneySavingExpert, MoneySupermarket and Barclaycard, Dan's new role at hotukdeals sees him working closely with the community of nearly 2 million consumers who share deals, vouchers and tips to help others shop smarter. Topics Dan can talk on include pricing trends, money saving tips, consumer rights, how to spot shopping scams and the power of shopping communities.

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About hotukdeals:

[hotukdeals](#) is the UK's biggest deal-sharing community where over 1.9 million users find, rate and share the best deals from on and off the high street every day. Members use the temperature gauge to vote on deals so other users know that the hotter the deal, the stronger the offer. hotukdeals is a founding member of the [Pepper.com](#) Group, the world's largest shopping community which operates in Germany, Brazil, France, India, Mexico, the Netherlands, Austria, Poland, Russia and Spain. Each month 25 million consumers use the twelve Pepper platforms to discuss current offers and make 12,000 purchase decisions per minute.

ABOUT PEPPER MEDIA HOLDING

Pepper.com, the world's largest shopping community, was founded in 2014 by Fabian Spielberger and Paul Nikkel. Through international partnerships and conversations, Pepper.com gives smart shoppers around the world a voice to share deals, tips and ideas, connecting members in eleven countries on four continents. The Pepper.com group is headquartered in Berlin/Germany with offices in Belo Horizonte, Guadalajara, London, Lyon, Mumbai and Winnipeg and consists of market-leading platforms such as [Dealabs](#) (France), [DesiDime](#) (India), [hotukdeals](#) (United Kingdom), [mydealz](#) (Germany), [Pelando.com.br](#) (Brazil), [Pepper.com](#) (The Netherlands), [Pepper.it](#) (Italy), [Pepper.pl](#) (Poland), [Pepper.ru](#) (Russia), [Preisjaeger](#) (Austria) and [PromoDescuentos](#) (Mexico). 25 million consumers use these platforms every month to make 12,000 purchasing decisions per minute.

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