



Trustpilot Insights  
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## INSIGHT REPORT

# Black Friday 2024: Consumer Insights and Market Implications

Analyzing Holiday Season Trends to Understand Engagement, Spending, and Operational Risk

## Key findings

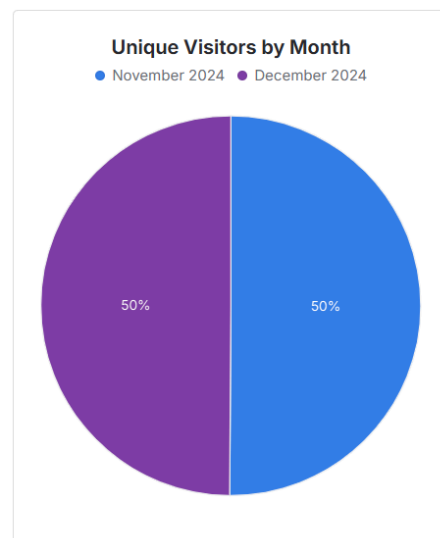
- Record engagement on Trustpilot during Nov–Dec 2024 coincided with pre-purchase research ahead of Black Friday, with unique visitors rising 20% YoY to 124.6M. High early engagement may indicate increased holiday spend per consumer.
- Electronics and Clothing drove the largest category spikes, with sentiment analysis revealing predictable stress points: shipping and delivery issues in December led to many reviews mentioning delays, and 23% of these were 1-star.
- Post-Christmas, negative sentiment shifted to returns and refunds, with 71% of reviews mentioning these issues rated 1-star, reflecting operational friction points that could impact merchants during peak periods.
- Patterns in traffic, engagement, and review sentiment highlight Trustpilot's predictive value.

## Introduction

This report examines Trustpilot activity during the 2024 holiday season, highlighting record traffic, heightened consumer engagement, and category trends that demonstrate the platform's continued influence on purchasing decisions. By analyzing traffic, search impressions, and review sentiment across key markets and industries, we identify how pre-purchase research, peak shopping periods, and post-purchase experiences provide insight into consumer behavior and operational performance.

## Engagement

Trustpilot reached an all-time high of **124.6M unique visitors** during November and December 2024, representing **20% YoY growth**.



- Black Friday was the single busiest day, followed by Cyber Monday.
- Visitor numbers held steady across both November and December, despite global retail spend peaking in December.
- This suggests that consumer research and decision-making is shifting earlier into November, while purchases continue later, indicating higher spend per customer in December.

This shows that Trustpilot is playing a bigger role as a discovery and validation platform for consumers, making it an early indicator of holiday spending trends.

## Regional Patterns

- Google search impressions for Trustpilot surged across key regions (ROW +217% YoY, ROE +102% YoY, North America +67% YoY) on Black Friday, showing how Trustpilot is a key checkpoint in a consumer's journey.
- The ANZ region has delivered a consistent ~19% YoY visitor increase during the holidays since 2021, suggesting a stable market with healthy growth.
- The UK had minimal growth (+2%). This is expected as the UK is a very mature market for Trustpilot. The fact that there is still growth in the UK YoY highlights Trustpilot's continued relevance in a saturated market.
- North American company profile loads jumped to +47.7% YoY in 2024 (vs. just +8.8% in 2023). Furthermore, Black Friday saw ~+50% profile load growth in North America and ANZ, confirming Trustpilot's role in big-ticket and seasonal purchase validation.

## Industry Trends

- Electronics and Clothing experienced the largest spike in traffic around Black Friday, aligning with 2024's top-selling products (Bluetooth headphones and Dyson Airwrap). This, again, shows how well Trustpilot data aligns with overall trends.
- Seasonal categories like Fitness & Nutrition, Health & Beauty, and Gaming Services saw dramatic drop-offs post-holiday, as they had sharp but short-lived spikes in engagement.
- In contrast, Clothing and Electronics retained engagement into January, indicating stickier, recurring consumer research.

## Review Analysis: Electronics Industry

*Reviews were pulled for electronics companies for the relevant countries where the reviews were in English.*

### Overview

Analysis between Oct 2024 and Jan 2025 reveals a clear holiday-season pattern: stable customer sentiment before Black Friday, followed by a sharp decline through December and lingering pain points into January. Review volumes surged during peak shopping weeks, whilst negative sentiment spiked at two predictable pressure points: shipping and delivery delays immediately after Black Friday, and returns/refunds frustrations post-Christmas. There were also complaints regarding price immediately after Black Friday.

### Pre-Black Friday (Nov 1–28)

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- Average star rating is steady at around 4.0 stars.
- Common mentions: shipping, product quality, and customer service - generally balanced in tone.
- The sentiment around price was generally positive, with price-related reviews averaging 3.96 stars.

### Post-BF to Christmas (Nov 29–Dec 25)

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- Reviews surged (+15% MoM in Dec).
- The average star rating begins to drop, reaching a low of 3.69 in mid-December.
- Shipping/delivery mentions jump to 43.23% of reviews from 37.86%.

- Over 23% of reviews that mention shipping/ delivery were rated 1-star. This indicates that a substantial number of customers experienced negative delivery experiences during the peak holiday season.
- During this period, reviews mentioning price were slightly more negative.
- The slight drop in sentiment and the increase in negative reviews could be attributed to issues such as disappointment with discounts, or complaints about products being out of stock during sales.

### **Post-Christmas (Dec 26 - Jan 31)**

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- Review volume declined, but negative sentiment intensified.
- Mentions of returns and refunds become highly correlated with extremely negative sentiment, indicating a high number of post-holiday return-related issues.
- 71.2% of returns/refund-related reviews rated 1-star (vs. similar number of reviews mentioning these themes pre-holidays but much higher dissatisfaction now).
- This suggests that the process for returns and refunds was a major pain point for customers after the holidays.
- Sentiment around price, however, recovered to around pre-BF numbers.

### **Conclusion**

From these reviews we can see that Trustpilot reviews reveal operational pain points before official reporting, particularly around shipping and post-holiday returns. These patterns can function as early warning signals for investor risk monitoring.