



Black Friday and Cyber Monday

In the United States, about [36 percent](#) of consumers plan to shop in person on Black Friday this year, and [71 percent](#) intend to participate in Cyber Monday shopping. [In 2023](#), consumers spent \$12.4 billion on Cyber Monday and \$9.8 billion on Black Friday.

According to [TransUnion](#)'s analysis of e-commerce transactions, online retailers saw a 35% increase in fraud attempts during 2023's Black Friday and Cyber Monday period compared to the rest of the holiday season.

In reports to [Better Business Bureau](#) in 2023, over 80% of consumers said they lost money when encountering an online shopping scam.

Tips to avoid becoming a victim of fraud during the holiday season:

- [Research](#) online retailers before making a purchase. Make sure it is a legitimate business with a physical address and available contact information.
- Be skeptical of social media ads. These are often scams.
- Beware of 'too good to be true' prices. They usually are. Either you will never receive the item, or it will be of a much lower quality than advertised.
- [Check/protect your devices](#).
 - Change your passwords frequently.
 - Check your privacy and security settings.
 - Enable automatic software updates.

DPrep Safety wishes everyone a safe and happy holiday season.

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