

## Press release

### European Consumer Centre Luxembourg

Luxembourg, 26 November 2025

## Black Friday & Cyber Monday 2025: How to Spot Real Deals

On 28 November 2025, many retailers will once again offer Black Friday promotions. But not every bargain is genuine, nor necessarily unique, as the next big sales event, Cyber Monday, follows just a few days later on 1 December 2025.

The European Consumer Centre Luxembourg (ECC Luxembourg) therefore advises consumers to pay close attention to offers, to understand discount promotions properly, and to avoid paying inflated prices.

Across the EU, traders must clearly display the total price before purchase, including all taxes and fees. However, in online shops, additional costs often only appear during the checkout process, usually in the form of shipping or service fees. In marketing, this practice is known as drip pricing. Consumers are therefore advised to always check the final price and what is included before purchasing.

### How to Compare Prices

Monitoring prices over time and comparing offers can help consumers identify genuine bargains. If in doubt, online comparison platforms can provide guidance. They make orientation easier but do not always list all offers or present them objectively. Under EU rules, platforms must disclose how products are recommended and ranked. However, information on extra costs, the completeness of offers, or the accuracy of displayed prices is often still missing.

### Practical tips:

- Filter comparison results according to your own criteria so that suggestions better match your needs.
- Check prices directly on the trader's website and compare multiple providers.
- Consider not only the price, but also quality, warranties, and service.
- Using private browsing or clearing cookies and search history can help avoid personalised ads or price adjustments.
- It can also be helpful to clear your search history and cookies or use private browsing when searching for products online. This helps avoid personalised ads and tailored pricing.

Some online shops and sales platforms also allow users to track a product's price history, which provides a clear picture of price fluctuations.

### Beware of Aggressive Marketing Techniques

Consumers should stay calm and resist so-called dark patterns designed to pressure them into making a purchase. These tactics create urgency, for example with countdown timers, artificial

scarcity (“only 2 items left”), or claims of high demand (“7 people are viewing this item”).

Traders may also use dark patterns to make price comparisons difficult, such as by switching between unit price and price per weight.

This type of practice can be illegal and classified as a misleading commercial practice.

### Watch Out for Fake Shops!

Every year, many fake shops appear online around Black Friday and remain active for only a few days. Extremely low prices, missing legal information (e.g., no imprint or terms and conditions), or offering only unsafe payment methods are typical warning signs.

- Pay particular attention to:
- Newly registered or unusual domains
- Missing contact or company information
- Prepayment as the only payment option
- No reviews or repeated generic texts

More information on safer online shopping can be found on the ECC Luxembourg [website](#).

This year, in view of Black Friday, ECC Luxembourg has also collaborated with [BEE SECURE](#) to provide additional tips for consumers: [Black Friday: Shop with Peace of Mind During Online Promotions](#).

### About us – [www.cecluxembourg.lu](http://www.cecluxembourg.lu)

The European Consumer Centre GIE Luxembourg is part of a network of 29 European Consumer Centres in the European Union, as well as in Iceland and Norway. The ECC-Net also cooperates with the International Consumer Centre in the UK. We inform consumers about European consumer law and assist them in the settlement of cross-border consumer matters.

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