



The Black Friday Meta ads playbook for retailers 2026

What 5,000+ retailers spent and paid on Meta last Black Friday, and benchmarks to help plan this year.



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Three ways to use this playbook

5 minutes

Skim

Read the one-page summary on [page 3](#) for the numbers that matter and five moves to make now.

15 minutes

Plan

Go to your sector on [pages 15–24](#) for week-by-week costs and recommendations.

During the peak

Track

Check your costs against the peak-week scorecard on [page 25](#) during Black Friday and Cyber Monday weeks.

At a glance

Black Friday 2026 at a glance

We analyzed \$675 million in Meta ad spend from 5,000+ retailers. Here are the numbers that matter most, and five moves to make now.

The numbers that matter

2.4×

Black Friday week spend vs. September, 2025

+16–41%

typical CPM rise by Black Friday week, 2025

+29%

Toys & Hobbies CPM, latest 2026 week vs. 2025

56–79%

Cyber Monday week spend vs. Black Friday week, 2025

11–17%

lower typical Christmas-week CPC vs. September, 2025

Five moves to make now

Now

Check what your budget will buy this year.

[Page 12](#)

Typical CPMs this September were 3–17% higher than last year, while CPC stayed within 7%. Allow for higher impression costs, then check what that means for your traffic and sales targets.

October

Use October to finish your main tests.

[Page 6](#)

In 2025, costs started rising from November 3 in Apparel & Accessories to Black Friday week in Electronics & Gaming.

November

Give Black Friday and Cyber Monday weeks their own budget lines.

[Page 7](#)

Black Friday week took 10–13% of the season's spend, and Cyber Monday week took 56–79% of that again.

Black Friday week

Scale your best sales campaigns at the peak.

[Page 8](#)

Sales campaigns took a larger share of spending in every sector, while their share of campaigns changed little.

Christmas week

Consider reserving budget for Christmas week.

[Page 9](#)

It had the cheapest clicks of the season in four of the five sectors.



Section 1

Black Friday 2025 in numbers

What Black Friday cost retailers on Meta last year, and how they spent their budgets.

Key takeaways

- 1.1** Typical CPMs rose 16–41% by Black Friday week, and up to 57% at the upper end of the range. [Page 5](#)
- 1.2** Costs held steady through October in every sector, then started rising between November 3 and Black Friday week. [Page 6](#)
- 1.3** Black Friday week took 10–13% of the season's budget, and Cyber Monday week was a second peak. [Page 7](#)

Also in this section 1.4 Sales campaigns [Page 8](#) 1.5 Christmas week [Page 9](#) 1.6 Lower-CPC advertisers [Page 10](#)

\$79.0M

spent on Meta ads by these retailers in Black Friday week 2025, up from \$32.5 million in a typical September week

1.1

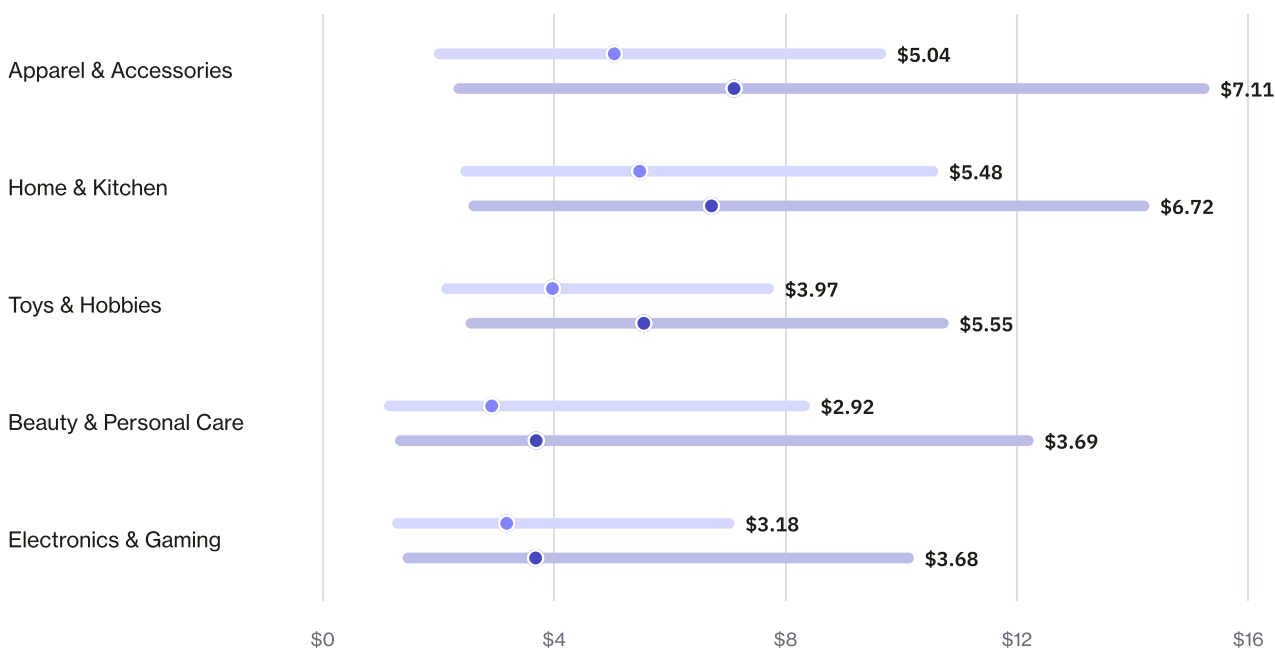
What Black Friday actually cost in 2025

Every sector paid more to reach shoppers in Black Friday week: typical CPMs rose 16–41%. Click-through rates also went up, so cost per click rose less, by 10–31%.

Typical CPM and range, September vs. Black Friday week 2025

Dot = typical (median) advertiser. Bar = range (middle 50% of advertisers).

■ September 2025 ■ Black Friday week 2025



Costs rose more at the upper end of the range

The upper end of each sector's CPM range rose faster than the lower end. In Apparel & Accessories, CPM at the top of the range went from \$9.74 to \$15.33 (+57%), while the bottom of the range went from \$1.92 to \$2.26 (+18%). Across sectors, the top of the range rose 34–57% and the bottom rose 6–20%.

What this means for you

Compare your CPM with your sector's median and range. If yours is higher, investigate the reasons before peak season. Treat the comparison as context: a higher CPM alone does not tell you whether a campaign is performing poorly.

Track your Meta CPM, cost per purchase and ROAS in one [Supermetrics Studio](#) dashboard, so you can see whether higher reach costs are also making sales more expensive.

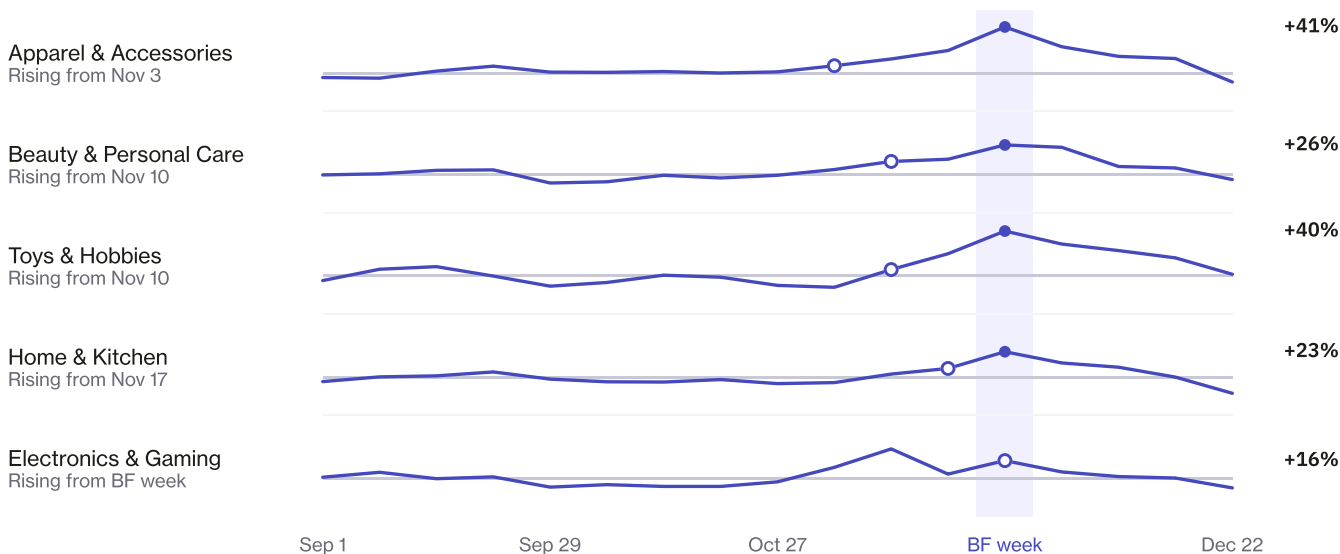
1.2

Costs hold steady in October, then climb in November

Through October, typical CPC stayed within a cent of September levels, or below them, in every sector. CPMs then started rising, at different times in each sector.

Typical CPM vs. September, by week, 2025

Grey line = September level. Open circle = the week CPMs rose 5%+ above September and stayed there.



Sector	CPMs 5%+ above September from	By the week of Nov 17
Apparel & Accessories	Week of Nov 3	+20%
Beauty & Personal Care	Week of Nov 10	+14%
Toys & Hobbies	Week of Nov 10	+20%
Home & Kitchen	Week of Nov 17	+8%
Electronics & Gaming	Black Friday week*	+4%

*Electronics & Gaming CPMs rose 10% (week of Nov 3) and 26% (Nov 10), then eased to +4% before Black Friday week.

What this means for you

Use October to complete your main creative and audience tests, before the cost increases seen last year. If that pattern repeats, sustained CPM increases would begin around November 2 for Apparel & Accessories, and November 9 for Beauty & Personal Care and Toys & Hobbies.

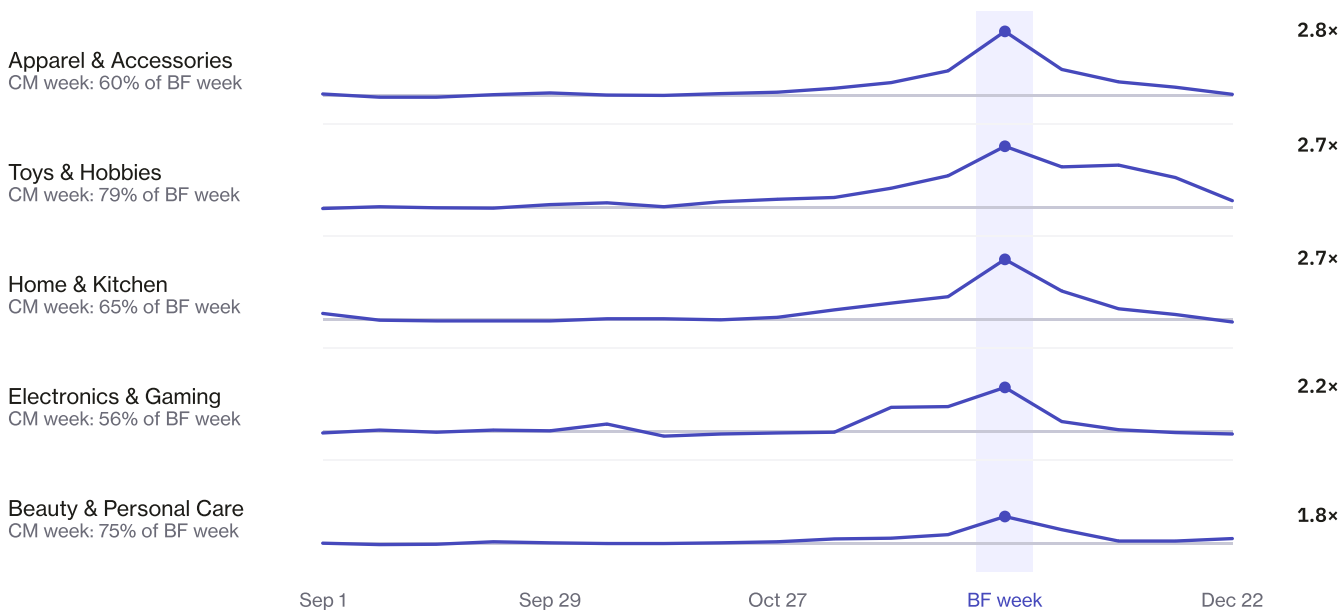
1.3

How budgets moved, week by week

Black Friday week took 9.6–13.4% of each sector's September-to-December budget, and Cyber Monday week was a second peak. The five weeks from November 3 to Cyber Monday week took 36–42%.

Spend per advertiser vs. September, by week, 2025

Grey line = September level (1.0x).



Spending increased much faster than the number of active advertisers

From September to Black Friday week, the number of advertisers running ads rose just 3–6% in each sector. The average advertiser's spend rose 1.8 to 2.8 times.

SPEND UP TO 2.8x
BLACK FRIDAY WEEK

2.8x



What this means for you

Give Black Friday and Cyber Monday weeks separate budget lines. Use your sector's 2025 split as a reference, then adjust for your promotional calendar and available budget. In Toys & Hobbies, spending remained elevated into December, so plan beyond Cyber Monday.

Track daily Meta spend against your weekly budgets in [Supermetrics Studio](#), so you can spot overspending before it eats into your Cyber Monday allocation.

1.4

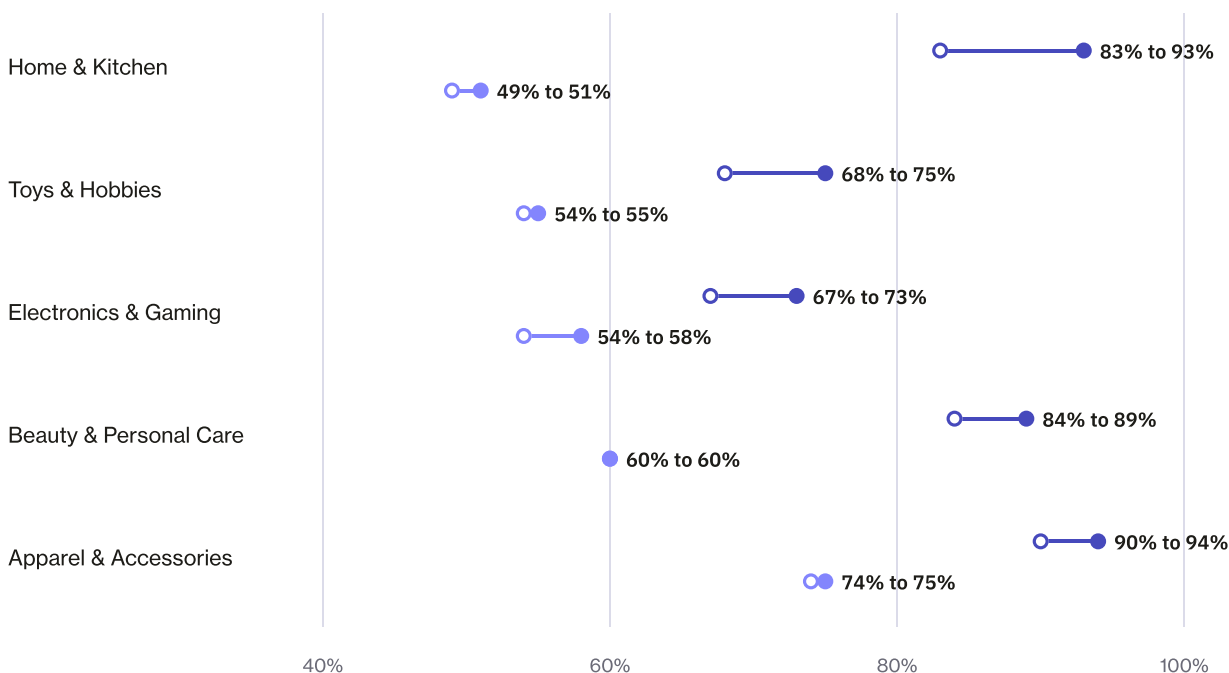
Sales campaigns took more budget, while their share of campaigns changed little

Sales campaigns took a bigger share of spend in every sector: in Home & Kitchen, from 83% in September to 93% in Black Friday week. Their share of campaigns barely moved (49% to 51%).

Sales campaigns: share of spend vs. share of campaigns, 2025

Open circle = September. Filled circle = Black Friday week.

■ Share of spend ■ Share of campaigns



Awareness campaigns' share of spend fell before Black Friday in every sector, most in Toys & Hobbies (15% to 5%) and Home & Kitchen (7% to 2%).

What this means for you

Run awareness campaigns in October, while reach costs less. Know which sales campaigns are performing best by early November, so they're ready to take a bigger budget in Black Friday week.

With [Supermetrics for Claude](#) or [ChatGPT](#), you can ask AI to compare ROAS across your October Meta sales campaigns and identify which to consider scaling for Black Friday.

1.5

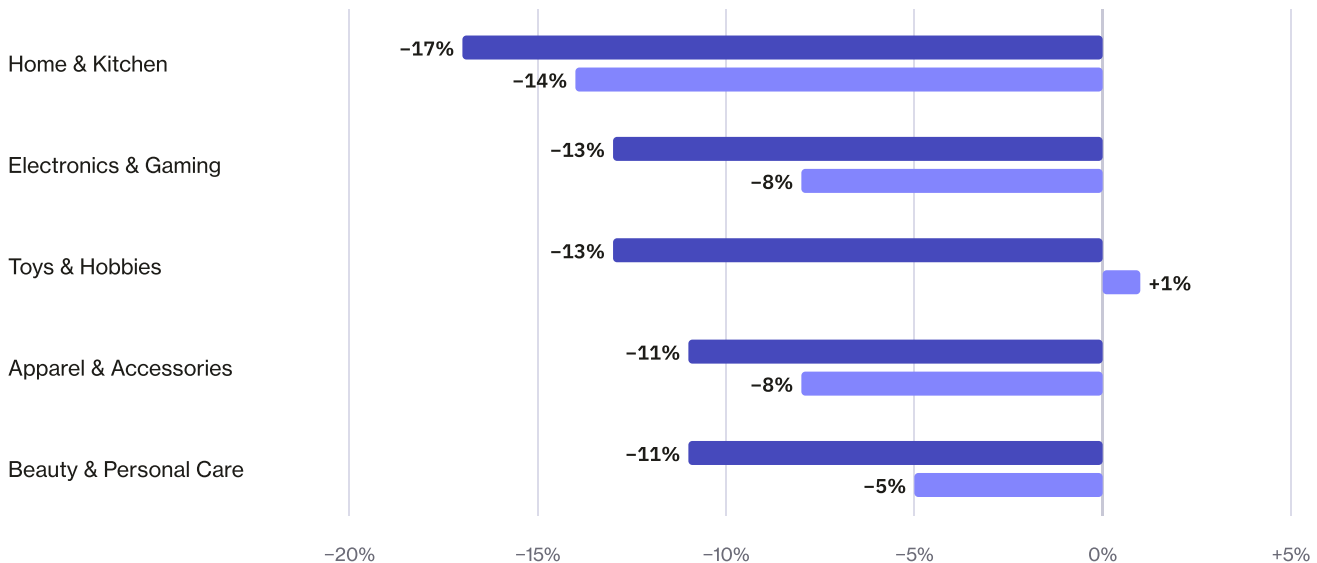
The cheapest week comes after the peak

In the week of December 22, typical cost per click was 11–17% below September in every sector. It was the cheapest week of the season for clicks in four of the five sectors; in Toys & Hobbies, that came in October.

Typical CPC and CPM in Christmas week vs. September, 2025

Week of December 22, 2025, compared with the September average.

■ Typical CPC ■ Typical CPM



-17%

biggest drop: Home & Kitchen CPC vs. September

4 of 5

sectors' cheapest clicks came in Christmas week

Dec 21

is the matching week in 2026



What this means for you

Consider reserving budget for Christmas week if you have a relevant offer, such as gift cards or January-sale promotions. Clicks were cheaper then in four of the five sectors, but use your own conversion results to decide whether to keep spending.

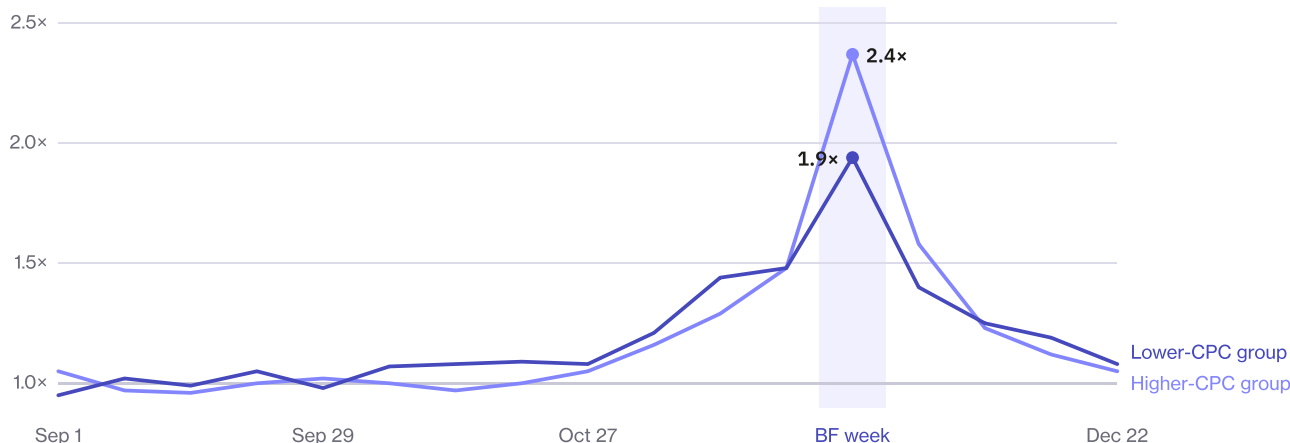
1.6

Lower-CPC advertisers had a smaller combined spending peak—but timing varied by sector

We split advertisers by their CPC across the full season, relative to their own sector's median. This compares click costs within sectors. It does not rank advertisers by sales or profitability.

Weekly spend vs. September, lower-CPC and higher-CPC groups, 2025

All five sectors combined, split into two equal-sized groups. Median CPC: \$0.09 (lower-CPC group), \$0.52 (higher-CPC group).



Lower-CPC group vs. higher-CPC group

Oct 20 vs. Nov 3

when spend started rising

1.9x vs. 2.4x

peak spend vs. baseline

3.2 vs. 2.9

new ad sets per week, on average

An association, not a cause

These patterns show an association with lower CPC; they do not establish that earlier spending or more ad sets caused lower costs. Lower-CPC advertisers also tended to spend much less (in Apparel & Accessories, about \$1,830 a week vs. \$12,677), so the groups aren't directly comparable.

What this means for you

An earlier ramp wasn't consistently associated with lower CPC across sectors. Lower-CPC advertisers started earlier in Home & Kitchen, at the same time in Apparel & Accessories and Beauty & Personal Care, and later in Electronics & Gaming and Toys & Hobbies. Use your sector's pattern and your own results to decide when to increase spend.



Section 2

2026 so far

Before the season has even started, retailers are paying more to reach shoppers than they did last year.

Key takeaways

- 2.1** Click-through rates are up 12–14% in four of the five sectors, which has kept cost per click within 7% of last year. [Page 12](#)
- 2.2** If last year's pattern repeats, typical Black Friday week CPMs in 2026 would range from \$3.77 to \$7.91. [Page 13](#)

+29%

Toys & Hobbies typical CPM in the latest single week (Sep 28–Oct 4) vs. the same week of 2025. Its five-week average is +17%.

Five-week average change in typical CPM, by sector

+17%

Toys & Hobbies

+14%

Beauty & Personal Care

+11%

Apparel & Accessories

+6%

Home & Kitchen

+3%

Electronics & Gaming

Weeks of Aug 31 to Oct 4, 2026, vs. the same weeks of 2025.

2.1

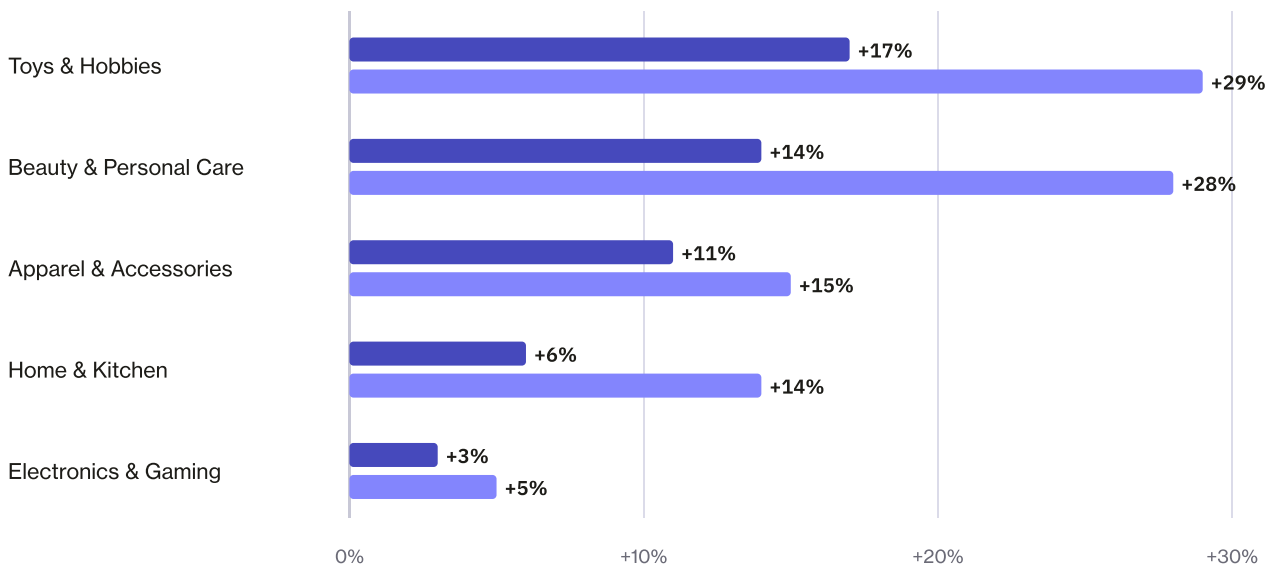
This year's starting costs are already higher

Typical CPMs are up in every sector, but higher click-through rates have kept cost per click within 7% of last year.

Typical CPM vs. the same weeks of 2025

Weeks of Aug 31 to Oct 4, 2026, compared with the matching weeks of 2025.

■ Five-week average ■ Latest week (Sep 28)



-3% to +4%

active advertisers vs. 2025, by sector

+12-14%

click-through rate vs. 2025, in four sectors

±7%

largest CPC change vs. 2025, any sector

CPM UP TO +29%
CPC WITHIN ±7%



What this means for you

If your goal is to maintain impression volume, allow for higher CPMs in your budget assumptions. If your goal is traffic or sales, check CPC and your own conversion performance before increasing spend. Higher CPMs have not translated into equally large increases in CPC.

2.2

What Black Friday could cost if last year's pattern repeats

These are planning scenarios: September 2026 costs adjusted by last year's seasonal changes. They show what costs could look like if the same pattern repeats.

Typical CPM

Sector	Sep 2025	BF week 2025	Sep 2026	BF week 2026 est.	CM week 2026 est.
Apparel & Accessories	\$5.04	\$7.11	\$5.61	\$7.91	\$6.92
Home & Kitchen	\$5.48	\$6.72	\$5.80	\$7.11	\$6.53
Toys & Hobbies	\$3.97	\$5.55	\$4.63	\$6.47	\$5.93
Beauty & Personal Care	\$2.92	\$3.69	\$3.32	\$4.19	\$4.12
Electronics & Gaming	\$3.18	\$3.68	\$3.25	\$3.77	\$3.44

Typical CPC

Sector	Sep 2025	BF week 2025	Sep 2026	BF week 2026 est.	CM week 2026 est.
Home & Kitchen	\$0.29	\$0.35	\$0.28	\$0.34	\$0.30
Apparel & Accessories	\$0.21	\$0.28	\$0.22	\$0.29	\$0.25
Beauty & Personal Care	\$0.24	\$0.26	\$0.24	\$0.26	\$0.25
Toys & Hobbies	\$0.18	\$0.22	\$0.19	\$0.22	\$0.19
Electronics & Gaming	\$0.18	\$0.21	\$0.17	\$0.20	\$0.18

BLACK FRIDAY WEEK CPM, 2026 EST.

\$3.77–\$7.91



What this means for you

Use these as the cost assumptions in your Black Friday plan, and check your own numbers against them each week. Your sector page ([pages 15–24](#)) breaks them down week by week.

Build a [Supermetrics Studio](#) dashboard with these estimates alongside your actual Meta CPM and CPC, so you can spot when costs move beyond your planning assumptions.



Section 3

Your sector plan

Here's how the five sectors compare. Each sector that follows gets a one-page summary and a 2026 week-by-week plan.

All five sectors at a glance

Sector	Sustained CPM rise from*	BF week CPM 2026 est.	BF week share of season	CM week vs. BF week	Christmas week CPC vs. Sep	Page
Apparel & Accessories	Around Nov 2	\$7.91	13.4%	60%	-11%	15
Beauty & Personal Care	Around Nov 9	\$4.19	9.6%	75%	-11%	17
Electronics & Gaming	Black Friday week†	\$3.77	11.5%	56%	-13%	19
Home & Kitchen	Around Nov 16	\$7.11	13.0%	65%	-17%	21
Toys & Hobbies	Around Nov 9	\$6.47	11.1%	79%	-13%	23

*The 2026 week matching the week typical CPMs rose 5% or more above September in 2025. †After a short spike from November 2 to 15.

How to use each sector plan

Step 1

Find your window

Use October and early November, while costs are close to September levels.

Step 2

Set your budget

Multiply your September weekly spend by each week's "Spend vs. Sep" figure.

Step 3

Track the peak

Compare your daily costs with the sector reference points on [page 25](#).



Sector 3.1

Apparel & Accessories

The biggest Black Friday spike. Retailers in this sector spent \$244.0 million on Meta ads from September to December 2025.

2.8x

Black Friday week spend per advertiser vs. September, 2025

Black Friday week 2025 benchmarks

\$21,352

average spend per advertiser

\$7.11

typical CPM (range \$2.26–\$15.33)

\$0.28

typical CPC (range \$0.08–\$0.62)

The range shows where the middle 50% of advertisers sat last Black Friday. Use it to put your own costs in context.

Timing

Around Nov 2

sustained CPM rise begins, if 2025 repeats

60%

Cyber Monday week spend vs. Black Friday week

–11%

typical CPC in Christmas week vs. September

Example: \$10,000 a week in September

\$28,000

Black Friday week (Nov 23)

\$17,300

Cyber Monday week (Nov 30)

\$145,600

total, Oct 19 to Dec 27

Based on the average 2025 advertiser. For your budget, use the “Spend vs. Sep” column on the [next page](#).

3.1

Apparel & Accessories: week by week

How the average advertiser scaled spend in 2025, on 2026 dates, with weekly cost estimates based on last year's pattern. Spending multipliers describe last year's pattern; adapt them to your available budget and sales results.

Week (2026)	Spend vs. Sep	Typical CPM est.	Typical CPC est.	What to do
Oct 19	1.0×	\$5.61	\$0.22	Test new ads and audiences
Oct 26	1.1×	\$5.67	\$0.22	Pick your winning ads
Nov 2	1.2×	\$5.98	\$0.22	Historical cost rise begins. Prioritize proven ads.
Nov 9	1.4×	\$6.31	\$0.23	Move budget to your best sales campaigns
Nov 16	1.7×	\$6.73	\$0.25	Ramp up
Nov 23 (BF)	2.8×	\$7.91	\$0.29	Peak week
Nov 30 (CM)	1.7×	\$6.92	\$0.25	Second peak, at about 60% of BF week
Dec 7	1.4×	\$6.44	\$0.23	Keep going for holiday gifts
Dec 14	1.2×	\$6.33	\$0.23	Wind down
Dec 21	1.0×	\$5.16	\$0.20	Cheapest week: retarget and sell gift cards

Recommendations

- Use \$7.91 as an initial Black Friday CPM assumption.**
 That's up from \$5.61 this September and \$7.11 in Black Friday week last year.
- Aim to complete your main tests before November 2.**
 In 2025, typical CPMs stayed within 5% of September until the week of November 3, then rose 12% by November 10 and 20% by November 17.
- Compare your September CPM with the \$5.61 sector median.**
 At the top of the 2025 range, Apparel CPMs rose 57% in Black Friday week (\$9.74 to \$15.33), against 18% at the bottom.



Sector 3.2

Beauty & Personal Care

A smaller spike, spread over two weeks. Retailers in this sector spent \$266.2 million on Meta ads from September to December 2025.

1.8x

Black Friday week spend per advertiser vs. September, 2025

Black Friday week 2025 benchmarks

\$16,455

average spend per advertiser

\$3.69

typical CPM (range \$1.25–\$12.29)

\$0.26

typical CPC (range \$0.10–\$0.82)

The range shows where the middle 50% of advertisers sat last Black Friday. Use it to put your own costs in context.

Timing

Around Nov 9

sustained CPM rise begins, if 2025 repeats

75%

Cyber Monday week spend vs. Black Friday week

–11%

typical CPC in Christmas week vs. September

Example: \$10,000 a week in September

\$17,600

Black Friday week (Nov 23)

\$13,900

Cyber Monday week (Nov 30)

\$120,300

total, Oct 19 to Dec 27

Based on the average 2025 advertiser. For your budget, use the “Spend vs. Sep” column on the [next page](#).

3.2

Beauty & Personal Care: week by week

How the average advertiser scaled spend in 2025, on 2026 dates, with weekly cost estimates based on last year's pattern. Spending multipliers describe last year's pattern; adapt them to your available budget and sales results.

Week (2026)	Spend vs. Sep	Typical CPM est.	Typical CPC est.	What to do
Oct 19	1.0×	\$3.21	\$0.23	Test new ads and offers
Oct 26	1.0×	\$3.29	\$0.23	Pick your winning ads
Nov 2	1.1×	\$3.46	\$0.23	Run awareness while it's cheaper
Nov 9	1.2×	\$3.70	\$0.25	Costs start rising. Shift to sales.
Nov 16	1.3×	\$3.77	\$0.25	Ramp up
Nov 23 (BF)	1.8×	\$4.19	\$0.26	Peak week
Nov 30 (CM)	1.4×	\$4.12	\$0.25	Second peak, at about 75% of BF week
Dec 7	1.1×	\$3.55	\$0.23	Back toward normal
Dec 14	1.1×	\$3.51	\$0.23	Back to normal
Dec 21	1.1×	\$3.17	\$0.21	Cheapest clicks of the season: retarget

Recommendations

- 1 Allow for higher impression costs in your plan.**
 Typical CPMs this September were \$3.32, up 14% on last year, and 28% higher in the latest week. If last year's pattern repeats, Black Friday week would be about \$4.19.
- 2 Plan Black Friday and Cyber Monday as one two-week push.**
 Black Friday week took just 9.6% of the season's spend, the lowest of any sector, and Cyber Monday week kept 75% of that level.
- 3 Read CPM alongside CPC and your sales results.**
 In 2025, CPMs rose 26% in Black Friday week, but CPC rose only 10%, helped by click-through rates rising from 1.40% to 1.55%.



Sector 3.3

Electronics & Gaming

An early cost spike, followed by a short post-Black Friday spending tail. Retailers in this sector spent \$29.6 million on Meta ads from September to December 2025.

2.2×

Black Friday week spend per advertiser vs. September, 2025

Black Friday week 2025 benchmarks

\$6,367

average spend per advertiser

\$3.68

typical CPM (range \$1.38–\$10.22)

\$0.21

typical CPC (range \$0.10–\$0.62)

The range shows where the middle 50% of advertisers sat last Black Friday. Use it to put your own costs in context.

Timing

Nov 2–15

matching 2026 window for the short CPM spike seen in 2025

56%

Cyber Monday week spend vs. Black Friday week

–13%

typical CPC in Christmas week vs. September

Example: \$10,000 a week in September

\$22,400

Black Friday week (Nov 23)

\$12,800

Cyber Monday week (Nov 30)

\$127,200

total, Oct 19 to Dec 27

Based on the average 2025 advertiser. For your budget, use the “Spend vs. Sep” column on the [next page](#).

3.3

Electronics & Gaming: week by week

How the average advertiser scaled spend in 2025, on 2026 dates, with weekly cost estimates based on last year's pattern. Spending multipliers describe last year's pattern; adapt them to your available budget and sales results.

Week (2026)	Spend vs. Sep	Typical CPM est.	Typical CPC est.	What to do
Oct 19	0.9×	\$3.02	\$0.18	Test new ads and offers
Oct 26	1.0×	\$3.16	\$0.16	Have early-November deals ready
Nov 2	1.0×	\$3.58	\$0.18	Launch early deals
Nov 9	1.7×	\$4.11	\$0.20	Allow for a possible temporary CPM spike.
Nov 16	1.7×	\$3.38	\$0.17	Costs ease. Keep spend up.
Nov 23 (BF)	2.2×	\$3.77	\$0.20	Peak week
Nov 30 (CM)	1.3×	\$3.44	\$0.18	Smaller second peak, at about 56% of BF week
Dec 7	1.0×	\$3.31	\$0.19	Back to normal
Dec 14	1.0×	\$3.27	\$0.17	Back to normal
Dec 21	0.9×	\$2.98	\$0.15	Cheapest week: build audiences for January

Recommendations

1 Have your offers ready for early November.

In 2025, spend per advertiser hit 1.7 times September in the week of November 10, two weeks before Black Friday.

2 Be ready for a cost spike in the week of November 9.

In the week of November 10, 2025, typical CPMs were 26% above September levels, then eased. The corresponding 2026 week begins November 9. Our estimate for 2026 is \$4.11, vs. \$3.77 in Black Friday week.

3 Plan for spending to ease sooner after Cyber Monday.

Cyber Monday week spend was 56% of Black Friday week, the lowest of any sector, and spend was back to normal within two weeks.



Sector 3.4

Home & Kitchen

A late, steep climb. Retailers in this sector spent \$129.8 million on Meta ads from September to December 2025.

2.7×

Black Friday week spend per advertiser vs. September, 2025

Black Friday week 2025 benchmarks

\$19,568

average spend per advertiser

\$6.72

typical CPM (range \$2.52–\$14.29)

\$0.35

typical CPC (range \$0.14–\$0.78)

The range shows where the middle 50% of advertisers sat last Black Friday. Use it to put your own costs in context.

Timing

Around Nov 16

sustained CPM rise begins, if 2025 repeats

65%

Cyber Monday week spend vs. Black Friday week

–17%

typical CPC in Christmas week vs. September

Example: \$10,000 a week in September

\$26,900

Black Friday week (Nov 23)

\$18,000

Cyber Monday week (Nov 30)

\$142,800

total, Oct 19 to Dec 27

Based on the average 2025 advertiser. For your budget, use the “Spend vs. Sep” column on the [next page](#).

3.4

Home & Kitchen: week by week

How the average advertiser scaled spend in 2025, on 2026 dates, with weekly cost estimates based on last year's pattern. Spending multipliers describe last year's pattern; adapt them to your available budget and sales results.

Week (2026)	Spend vs. Sep	Typical CPM est.	Typical CPC est.	What to do
Oct 19	1.0×	\$5.67	\$0.28	Run awareness and test new ads
Oct 26	1.1×	\$5.46	\$0.28	Keep testing at September prices
Nov 2	1.3×	\$5.51	\$0.29	Pick your winning sales campaigns
Nov 9	1.5×	\$5.96	\$0.30	Shift budget from awareness to sales
Nov 16	1.6×	\$6.24	\$0.30	Costs start rising. Ramp up.
Nov 23 (BF)	2.7×	\$7.11	\$0.34	Peak week
Nov 30 (CM)	1.8×	\$6.53	\$0.30	Second peak, at about 65% of BF week
Dec 7	1.3×	\$6.31	\$0.29	Keep going
Dec 14	1.1×	\$5.80	\$0.28	Wind down
Dec 21	0.9×	\$4.96	\$0.23	Cheapest week of the season: retarget

Recommendations

- Use the first half of November.**
 In 2025, Home & Kitchen CPMs stayed within 5% of September until the week of November 17, later than any sector except Electronics & Gaming.
- Review your awareness-to-sales budget split in early November.**
 Awareness fell from 7% of spend in September to 2% in Black Friday week, while sales rose from 83% to 93%.
- Use \$0.34 as an initial Black Friday CPC assumption.**
 CPC rose 21% in 2025, to \$0.35. It's about 5% lower this year so far.



Sector 3.5

Toys & Hobbies

Black Friday runs to Christmas. Retailers in this sector spent \$5.8 million on Meta ads from September to December 2025.

Smaller sample (around 200 advertisers): treat as directional.

2.7x

Black Friday week spend per advertiser vs. September, 2025

Black Friday week 2025 benchmarks

\$4,360

average spend per advertiser

\$5.55

typical CPM (range \$2.47–\$10.82)

\$0.22

typical CPC (range \$0.08–\$0.43)

The range shows where the middle 50% of advertisers sat last Black Friday. Use it to put your own costs in context.

Timing

Around Nov 9

sustained CPM rise begins, if 2025 repeats

79%

Cyber Monday week spend vs. Black Friday week

–13%

typical CPC in Christmas week vs. September

Example: \$10,000 a week in September

\$27,200

Black Friday week (Nov 23)

\$21,400

Cyber Monday week (Nov 30)

\$171,800

total, Oct 19 to Dec 27

Based on the average 2025 advertiser. For your budget, use the “Spend vs. Sep” column on the [next page](#).

3.5

Toys & Hobbies: week by week

How the average advertiser scaled spend in 2025, on 2026 dates, with weekly cost estimates based on last year's pattern. Spending multipliers describe last year's pattern; adapt them to your available budget and sales results.

Week (2026)	Spend vs. Sep	Typical CPM est.	Typical CPC est.	What to do
Oct 19	1.2×	\$4.57	\$0.17	Buy clicks while they're cheap
Oct 26	1.2×	\$4.23	\$0.18	Run awareness for gift shoppers
Nov 2	1.3×	\$4.15	\$0.17	Pick your winning ads
Nov 9	1.5×	\$4.88	\$0.19	Costs start rising. Shift to sales.
Nov 16	1.9×	\$5.54	\$0.18	Ramp up
Nov 23 (BF)	2.7×	\$6.47	\$0.22	Peak week
Nov 30 (CM)	2.1×	\$5.93	\$0.19	Second peak, at about 79% of BF week
Dec 7	2.2×	\$5.67	\$0.19	Christmas push
Dec 14	1.8×	\$5.36	\$0.20	Last shipping-date push
Dec 21	1.2×	\$4.69	\$0.16	Gift cards and last-minute gifts

Recommendations

- 1 Allow for the largest CPM increase seen so far.**
 Typical CPMs this September were 17% above last year, and 29% higher in the latest week, the most of any sector. If last year's pattern repeats, Black Friday week would be about \$6.47.
- 2 Keep budget for December.**
 In 2025, spend stayed at about twice September from Black Friday to mid-December, and Cyber Monday week kept 79% of Black Friday week's level.
- 3 Use October to test while click costs are lower.**
 Typical CPC hit its lowest point of the season, \$0.15, in the week of October 6, 2025. Awareness spend fell from 15% to 5% by Black Friday, so run it early.

Scorecard

Your peak-week scorecard

Compare your peak-week costs with these sector reference points. The CPM and CPC estimates apply this year's cost changes to last Black Friday's median and upper quartile. Use differences to guide investigation alongside your own sales results.

Costs: Black Friday week 2026 est.

Sector	CPM typical	CPM upper quartile	CPC typical	CPC upper quartile
Apparel & Accessories	\$7.91	\$17.06	\$0.29	\$0.65
Beauty & Personal Care	\$4.19	\$13.95	\$0.26	\$0.83
Electronics & Gaming	\$3.77	\$10.47	\$0.20	\$0.58
Home & Kitchen	\$7.11	\$15.12	\$0.34	\$0.75
Toys & Hobbies	\$6.47	\$12.61	\$0.22	\$0.44

Click-through rate and budget share, 2025

Sector	CTR typical	CTR lower quartile	BF week share of season	CM week share of season
Apparel & Accessories	2.77%	1.72%	13.4%	8.1%
Beauty & Personal Care	1.55%	0.91%	9.6%	7.2%
Electronics & Gaming	1.71%	1.12%	11.5%	6.4%
Home & Kitchen	2.03%	1.20%	13.0%	8.5%
Toys & Hobbies	2.87%	1.84%	11.1%	8.7%

Typical = median. Quartiles bound the middle 50% of advertisers. Budget share = share of Sep-Dec 2025 spend.

What to do when a number moves

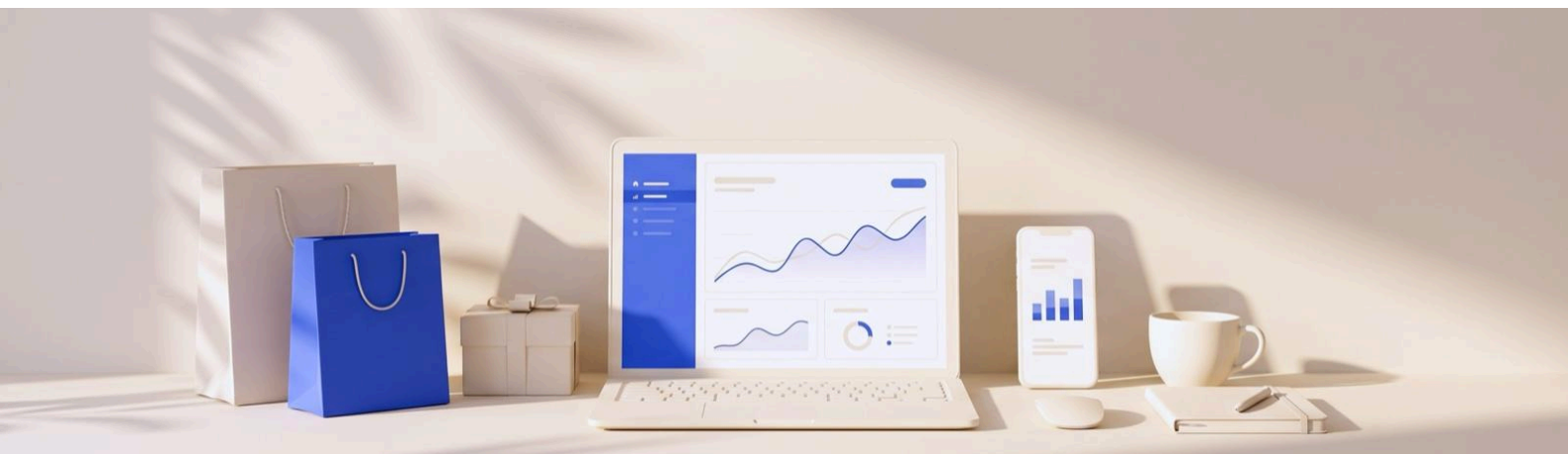
- 1 CPM remains above the sector's estimated upper quartile**
 Check whether higher impression costs are also increasing your cost per sale. Review audiences and placements before reallocating budget.

- 2 CPC rises faster than CPM**
 Check whether CTR has fallen over the same period. Review creative and offer performance before making changes.

- 3 CTR falls below the sector's lower quartile**
 Review your creative and offer. Check conversion performance before deciding whether to refresh ads or reduce spend.

- 4 Spending ahead of plan by midweek**
 Check your remaining budget against your Cyber Monday plans. Cyber Monday week took 56–79% of Black Friday week's spend in 2025.

To check these numbers daily without manual exports, pull your Meta, Google, and store data into one view. See [page 26](#).



Supermetrics

How Supermetrics helps retailers prepare

Supermetrics is an AI-first marketing intelligence platform. It brings your marketing data together so you can see what's working during the busiest weeks of the year, and act on it fast.

Data connectors

Pull data from Meta Ads, Google Ads, TikTok Ads, Google Analytics 4, Shopify, and more.

On Black Friday

See spend, costs, and sales from every channel side by side, updated daily.

Reporting and data warehouse destinations

Send data to Google Sheets, Excel, Looker Studio, or Power BI, or to BigQuery, Snowflake, Amazon Redshift, or Amazon S3.

On Black Friday

Track pacing against the numbers in this playbook, and keep this season's data for next year.

Supermetrics for Claude and ChatGPT

Ask questions about your live marketing data in plain language.

On Black Friday

Ask "Is my Meta CPM this week above my sector's Black Friday estimate?" and get the answer from your own data.

Supermetrics Studio Beta

Ask Claude or ChatGPT to build a dashboard, then share it as a link that pulls fresh data every time it's opened.

On Black Friday

Give your team one live view of peak week. We built the analysis for this playbook with Studio.

Campaign drafts and health checks Beta

Draft campaigns for Google, Meta, Microsoft, TikTok, and LinkedIn. New campaigns are always created paused.

On Black Friday

Catch targeting and budget mistakes before they spend your peak-week budget.

200,000+

companies use Supermetrics

15%

of global ad spend flows through Supermetrics

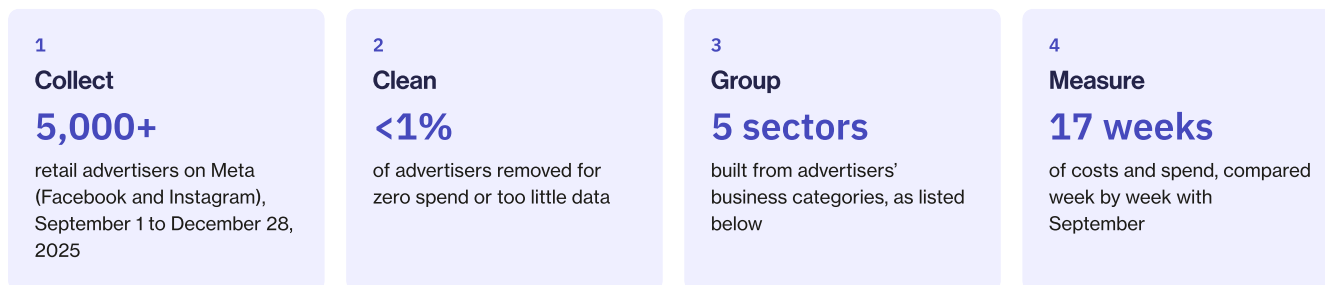
[Start your free trial](#)

Connect your data and track your Black Friday numbers live.

Methodology

About the data

This analysis covers spending and media costs. It does not establish which spending patterns generated the most sales or profit. Use these patterns as a starting point, then adapt them to your own results and spending limits.



The time windows

2025: the 17-week season we analyzed



2026: the five weeks from August 31 to October 4, compared with the same weeks of 2025.

The five sectors

Sector	Ad spend	What's included
Beauty & Personal Care	\$266.2M	Health and beauty, beauty and salon services
Apparel & Accessories	\$244.0M	Clothing and accessories
Home & Kitchen	\$129.8M	Home and garden, furniture (excluding household appliances)
Electronics & Gaming	\$29.6M	Electronics, household appliances, power and electrical supplies, and video games
Toys & Hobbies	\$5.8M	Toys and games, hobbies and creative arts, and indoor games

Totals: \$675.4M ad spend, 143.9B impressions, 1.94B clicks, and 1.06M ad sets. Typical = the median advertiser; range = the middle 50% (25th to 75th percentile). Costs are calculated per advertiser each week, counting only advertisers with at least 1,000 impressions that week.

Spend vs. September Spend per active advertiser that week ÷ September 2025 average	2026 estimate Typical cost in September 2026 × 2025 change from September to that week	Lower-CPC and higher-CPC groups Each advertiser's CPC across the season vs. their sector's median
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Currency USD · Weeks Monday to Sunday · Data pulled October 13, 2026 · Source Aggregated, anonymized Meta ads data

