

# Less frenzied Black Friday as millennials stay in

By Rachel Abrams, New York Times

If you're in the retail business in the United States, you probably really care about these two things: millennials and Black Friday.

But more and more, these two big drivers of the industry don't mix inside stores – a dynamic that is reshaping one of the country's biggest shopping days.

Young people of all kinds, a coveted group for retailers because of their free-spending ways, are increasingly turning to their computers and phones to do their holiday shopping, spreading out more widely the days they open their wallets. Crowds on Friday, the unofficial kickoff of the holiday shopping season, will tilt older than a few years ago, and also, it appears, more cautious with their money.

**Read the whole story**