

Black Friday 2023

Key trends across major markets and product categories

Black Friday 2023, marked by aggressive early discounting, higher prices on the day, and sales driven by upgrades rather than replacements, stood out as a fiercely competitive but vital chance for Tech and Durables brands and retailers to recover lost revenue after a tough year.

The channel landscape is evolving, showcasing a rise in online activity that facilitates easy price comparisons for consumers. However offline remains key, particularly for research.

How did you do? Benchmark your performance, understand consumer preferences, and quickly identify top-selling products and categories to make next year bigger, better and more profitable.

Black Friday sales dipped compared to 2022, with weaker pre-event performance despite extended promotions beyond week 47.

Sales across all Technical Consumer Goods categories in key Black Friday markets*

+104%

Sales value in week 47 2023 vs. last 52 week average

+51%

Week-on-week growth for week 47 2023 vs. week 46

€6.3bn

Turnover generated in week 47 2023

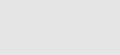
-3%

Year-on-year growth for week 47 in 2023 vs. 2022

Certain countries took the lead

Sales value across all Technical Consumer Goods categories

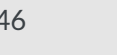
Germany



€1.36bn

Biggest Black Friday market by sales value

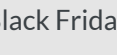
Spain



+99%

Strongest growth for week 47 vs. week 46

Türkiye



+17%

Strongest year-on-year growth for Black Friday week

Top three product groups worldwide

01 AR/VR Glasses

+48%



02 Deep Fryers

+32%



03 Mini/Bluetooth Speaker

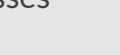
+21%



Sales Value EUR +/- Last Year Black Friday

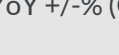
Super-performers in specific countries

Germany

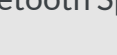


AR/VR Glasses

+190%

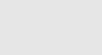


Brazil

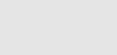


Mini/Bluetooth Speakers

+45%

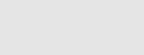


Great Britain



Deep fryers

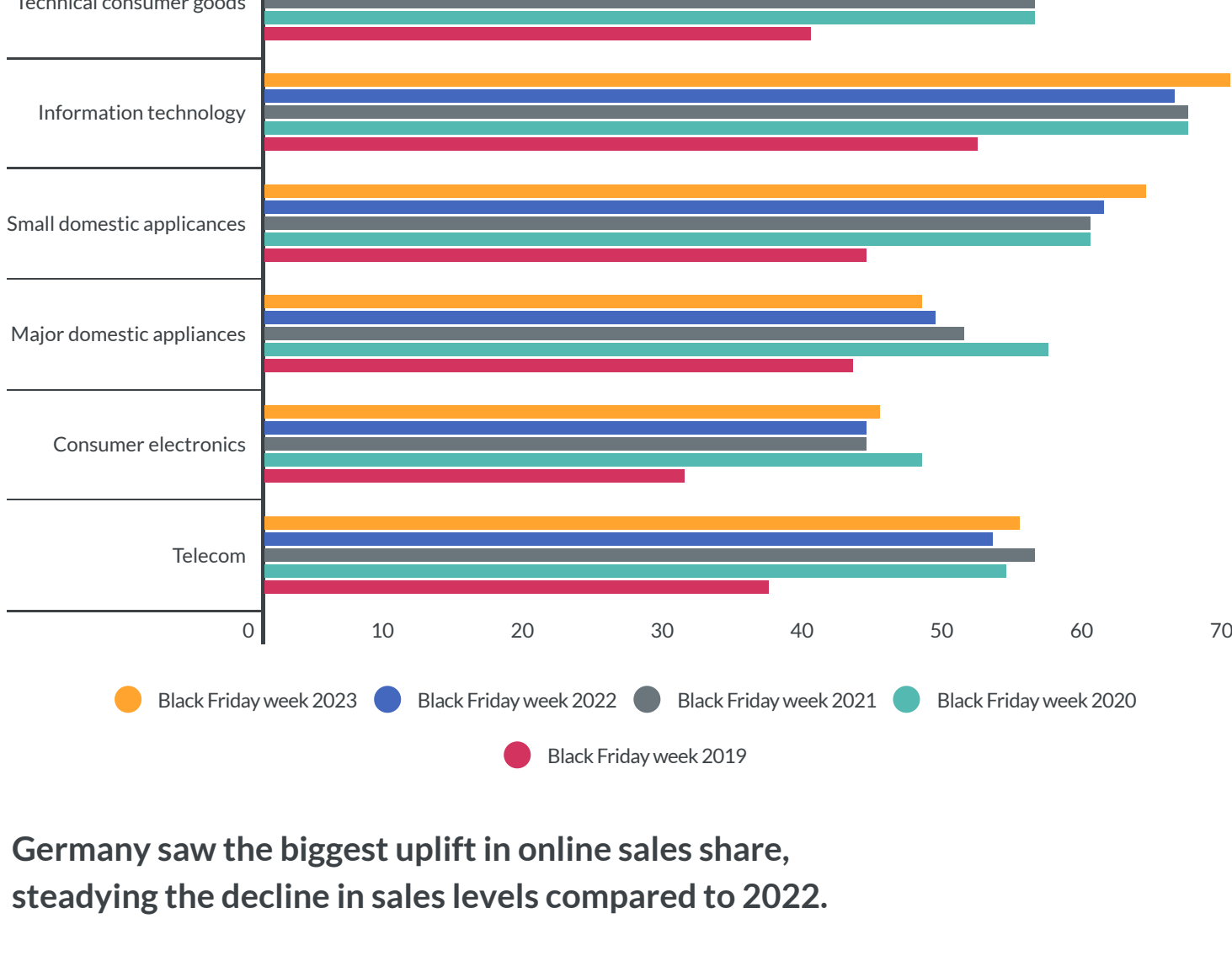
+115%



Source: Sales Value EUR, YoY +/- % (CW47/23 vs CW47/22)

Black Friday 2023 saw a surge in online channels, surpassing even the pandemic-driven peaks of 2020.

Online sales value share %



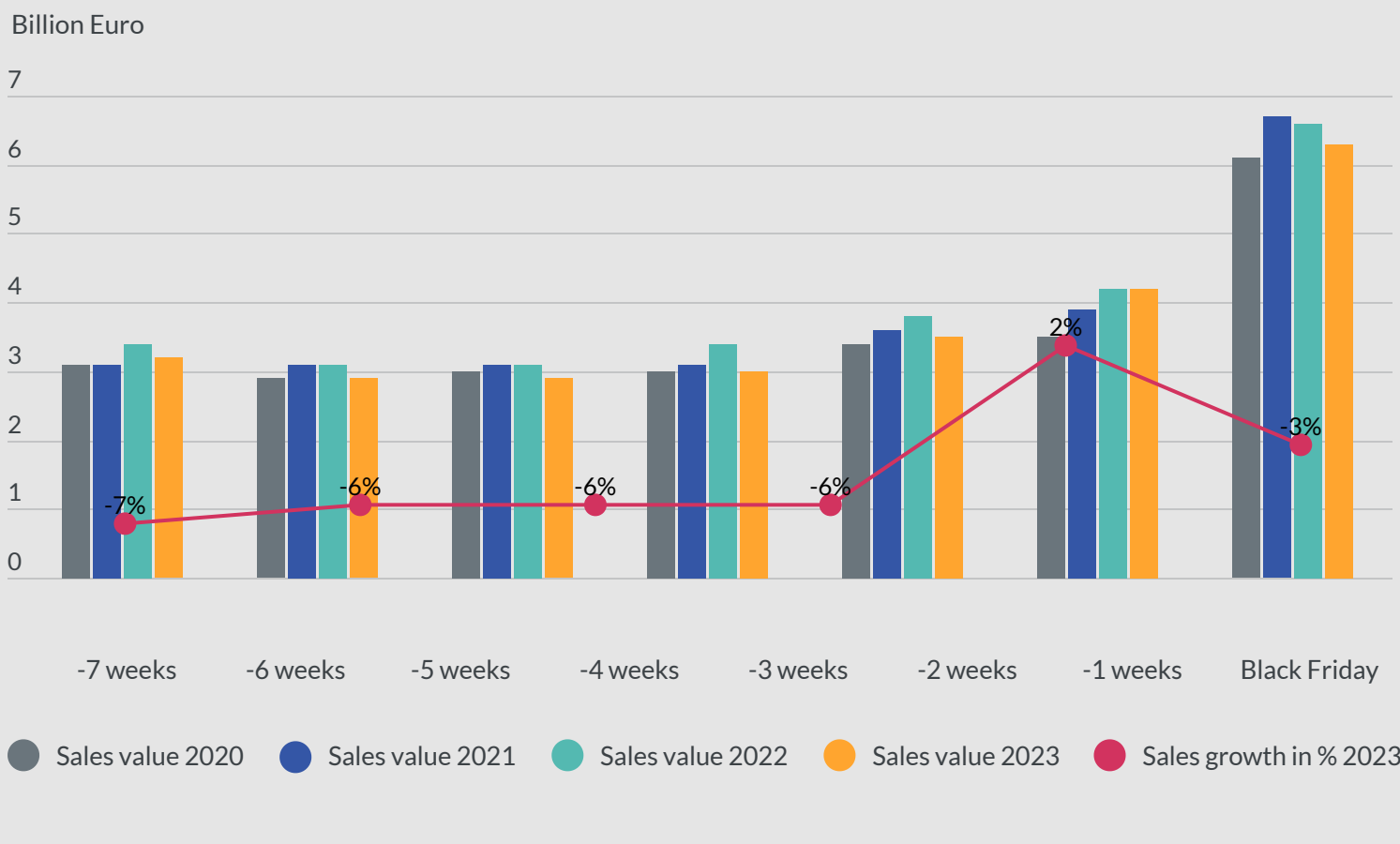
Germany saw the biggest uplift in online sales share, steadying the decline in sales levels compared to 2022.

+4.5% points



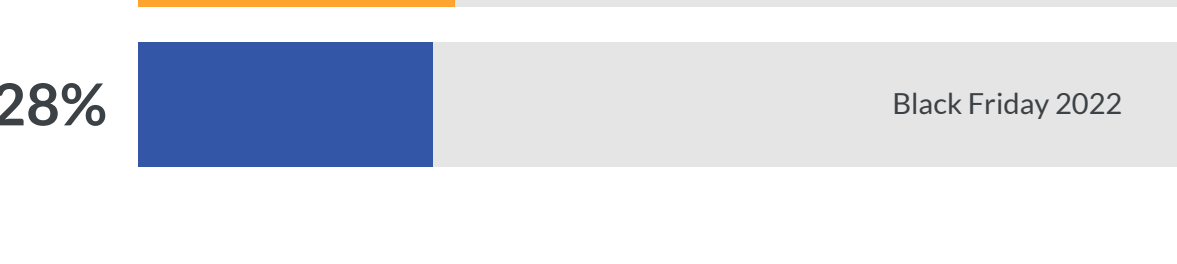
Absolute growth of online share value vs. Black Friday week 2022

The three weeks leading up to Black Friday experienced spikes in demand, reinforcing the trend of extending the event season for smoother fulfillment.



After less discounting in years of strong demand, stimulating volume sales via promotions becomes more relevant.

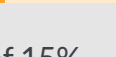
Sales volume sold with a price cut of >15% compared to previous Black Friday



Last year, audio home systems led in price promotions sales, but this year, deep fryers took the top spot.

Deep fryer sales were most impacted by price cuts

64%



Sales Units% with price cut of 15%

Beyond Black Friday 2023

Stabilization, not normalization characterized global consumer behavior in the last 12 months:

97%

Used some form of money-saving strategy

38%

Postponed a purchase until the product was on promotion

36%

Switched from a name brand to a less expensive brand

What will drive consumer spend in 2024?

Product lifetime costs

46%

Of global consumers agree with the statement "I prefer to own fewer, but higher quality, items."

42%

Bought energy-saving products in the last 12 months, for their long-term savings.

27%

Have purchased second-hand goods instead of new ones in the last 12 months.

Making life easier

41%



Of global consumers agree with the statement "I am prepared to pay more for the products that make my life easier."

52%



Agree with: "I really like the idea of technology that 'knows' me and can make recommendations and take actions based on my wants and needs."

Individualism and the tailored experience

01

Of global consumers agree with the statement "I like to buy products that can be tailored to my needs."

48%

02

Agree with: "It is important to indulge or pamper myself on a regular basis."

39%

Environment and sustainability

51%

Of global consumers see climate change as a very or extremely serious issue.

#5

Global warming is now the fifth highest concern for consumers worldwide, up from #13 in 2015.

46%

Take environmental protection factors into account when deciding which item to buy.

Source: GfK Consumer Life 2023, global; gfknewron Consumer 2023; GfK Consumer Life, Global Smart Home report 2023 (18 countries)

Maximize your peak week sales

Drive sales and promotions success with weekly Market Intelligence: Sales Tracking. Contact your local GfK Key Account Manager for details or [visit our website](#).

*Key markets are defined as: Germany, Italy, Spain, Great Britain, Czech Republic, Hungary, Russia, Turkey and Brazil. All sales data is shown in Euros.