GfK Growth from Knowledge

Black Friday 2021: the biggest trends

Are you clued in to this year's Black Friday sales performance for the consumer tech and durables industry? With rising prices, supply chain challenges, and uncertainty from COVID-19, the competition amongst manufacturers and retailers to win over consumers' wallets was fierce. This infographic highlights the key results so that you can put your own performance into perspective. Find out how the event played out, which products and categories sold, how the current conditions impacted discounting levels and more.

Black Friday week sales were slightly weaker than in 2020 — still with marginal growth within the three weeks leading up to the event

Sales across all technical consumer goods categories in key Black Friday markets*

+113% Sales value in week 47 vs. last 52 week average

+69% Week-on-week growth for week 47 vs. week 46

5.5bn Turnover generated

-1% Year-on-year growth for week 47 2021 vs. 48 2020

Certain countries took the lead

Value sales across all technical consumer goods categories

Biggest Black Friday market
Germany
1.4bn

Strongest week 47 vs. 46 growth
Brazil
+220%

Strongest year-on-year growth for Black Friday week
Russia
+33%

Three winning product groups around the globe

01 +62% Deep fryers

02 +33% Hair dryers

03 +20% Tumble dryers

Super-performers in specific countries

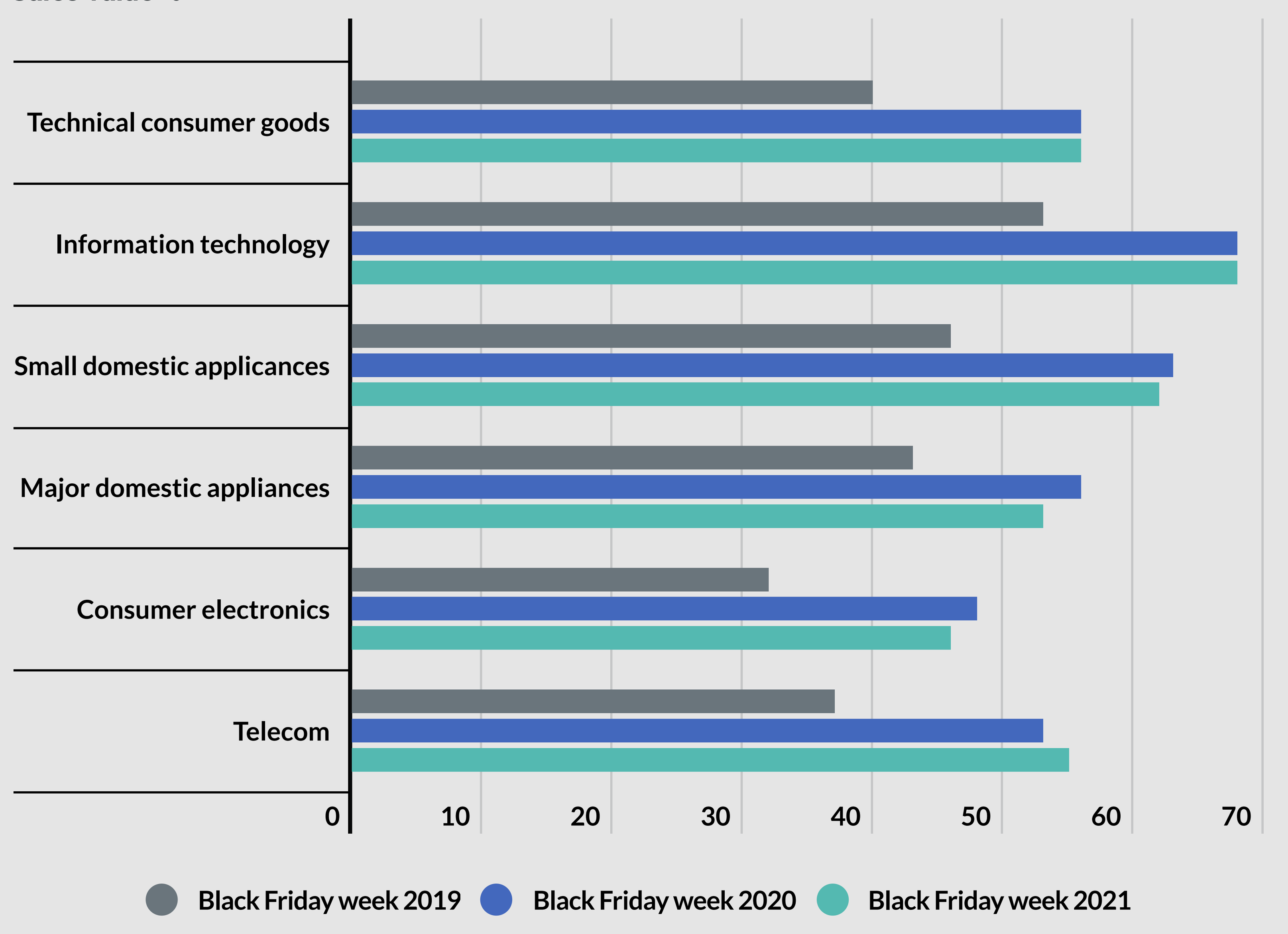
Italy: +41% Wearables

Russia: +90% Tumble dryers

United Kingdom: +67% Deep fryers

Continuing last year's trend, online shopping accounted for the highest revenue, following a new wave of COVID-19 restrictions

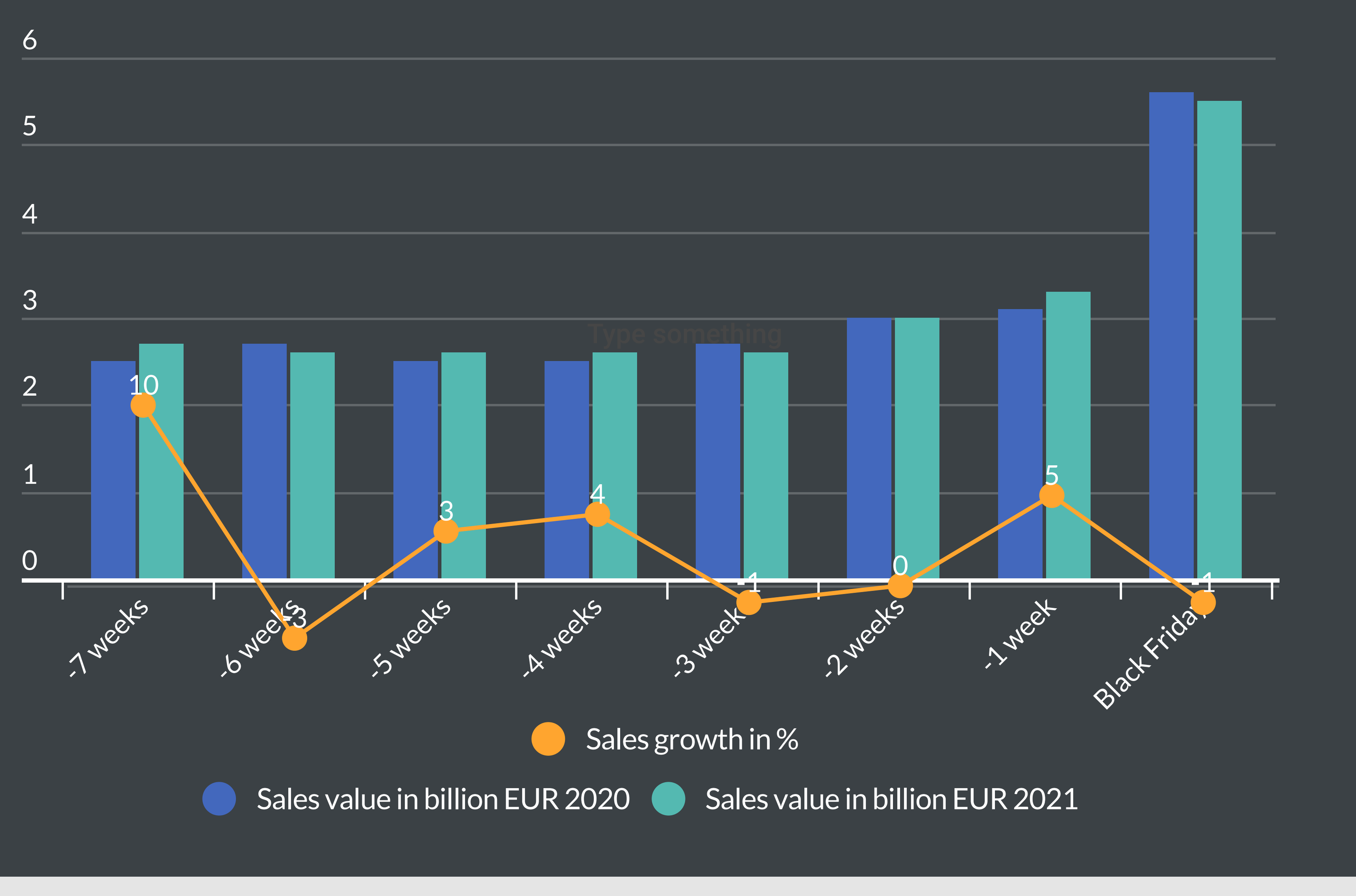
Sales value %



This trend was driven by Germany where online shares went up more than 6% points compared to last year

59% Online value share Black Friday week 2020

While the week before Black Friday saw elevated demand, the other weeks were on par with the previous year's performance



With prices on the rise and a trend towards premiumization, many brands did not heavily discount this year

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

35%	Black Friday 2021
33%	Black Friday 2020
41%	Black Friday 2019

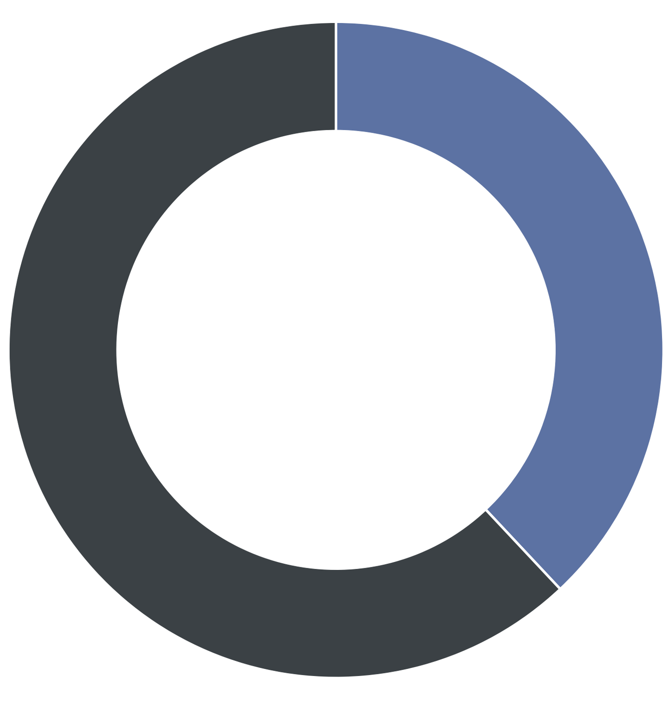
Audio home systems saw the largest share of price promotion sales, similar to last year:

69% Audio home system most impacted by price cuts

Beyond Black Friday 2021

Purchase decisions are increasingly driven by brand values

38% of consumers only buy products and services that appeal to their beliefs, values or ideals.



How manufacturers and retailers can prepare for the future

01 Ensure to address shoppers' growing environmental concerns

52% of global consumers think that brands and companies have to be environmentally responsible.

02 Make sure the "hygiene and well-being" trend is provided for in your strategy

43% of consumers actively look for products and services that help them live a healthy lifestyle.

03 Have upcoming shopping channels on your agenda

43% of tech and durables shoppers have been using the "buy" button on social media networks.

04 Build and maintain trust with customers

42% of consumers only buy products or services from a trusted brand.

Source: GfK Market Intelligence: Sales Tracking 2021 and GfK Consumer Life 2021

For more information on Black Friday, visit our
Peak Season Insights Hub

Ready to make the most of 2022's peak weeks?

Contact your local GfK Key Account Manager or discover on our website how weekly Market Intelligence: Sales Tracking can help you maximize sales and promotions.

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