

Black Friday 2024

The biggest trends for Consumer Tech & Durables in Belgium.



Find out how this year’s Black Friday played out. This infographic highlights key trends in the Belgian market, including top-selling products, popular promotions, and more insights.

The key results for Consumer Tech & Durables

+9.3%

Year-on-year growth for week 48 2024 vs. week 47 2023

€203mio

Turnover generated in million Euros in week 48 2024

+53%

Week-on-week growth for week 48 2024 vs. week 47 2024

+232%

Sales value in week 48 2024 vs. last 52 week average



+6.3%

Growth in Physical Stores



+12.5%

Growth Online

The best performing product groups

01 Hair Stylers

+43%

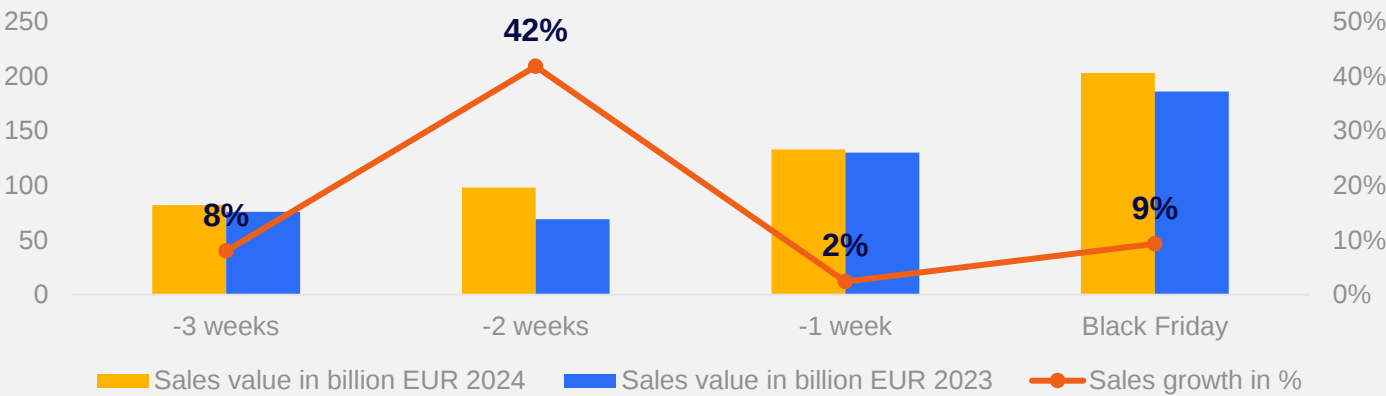
02 Media Tablets

+28%

03 Vacuum Cleaners

+25%

Sales value in the weeks leading up to Black Friday



The impact of promotional activities increases

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



Hot Air Fryers

Hot Air Fryers saw the largest share of price promotion sales

59%

