

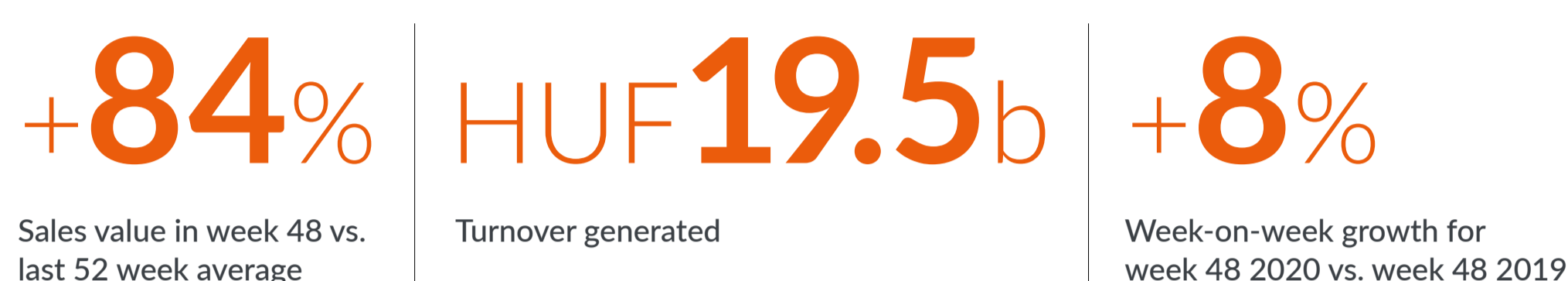
# Who Won Black Friday Week?

After a year like no other, manufacturers and retailers in the technology and durables market had to adapt quickly to win the Black Friday battle for the customer. With a significant share of shopping experiences around the world taking place entirely online, just how were sales impacted?


This infographic covers the key learnings and trends observed in Hungary across the period, outlining what it took for brands to win and where the opportunities might lie ahead.

Sales in Black Friday week were positive compared to last year's figures 

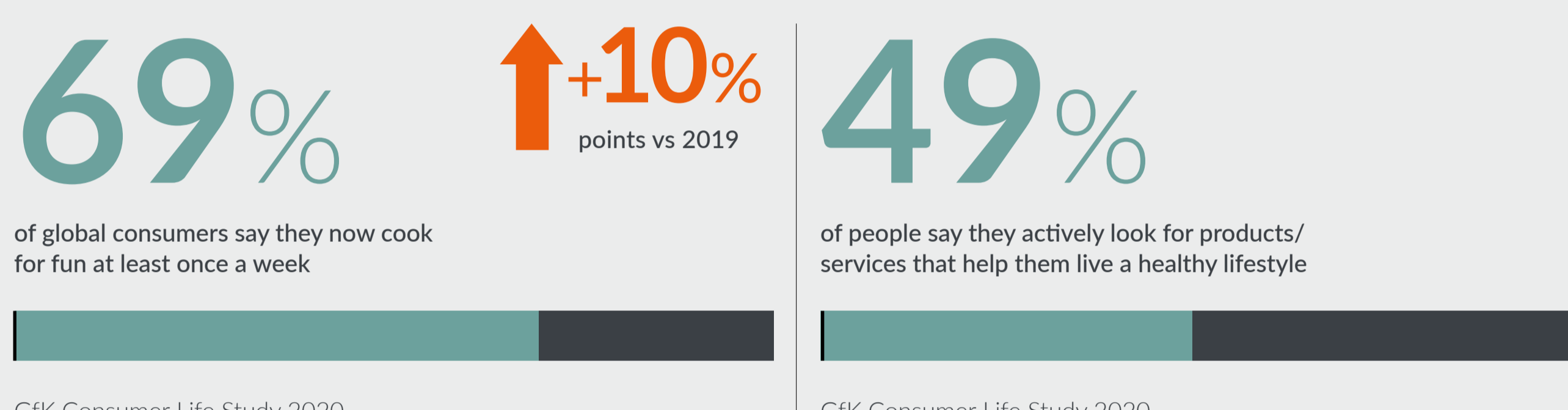
Sales across all technical consumer goods categories in Hungary



GfK Market Intelligence: Sales Tracking, weekly data, 2020

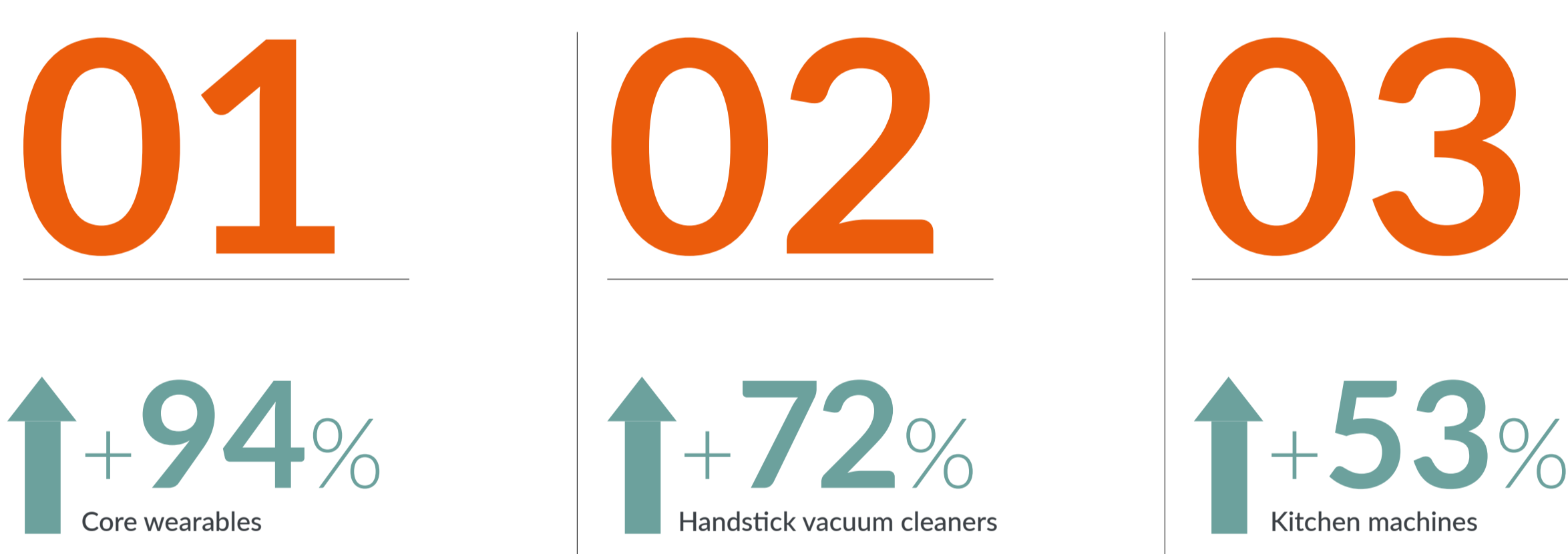
But shopping behaviour and consumer demands have changed radically 

With consumers adjusting to the 'new normal', the impact of Covid-19 is apparent in their purchasing decisions




Three winning product groups in Hungary 

Sales value growth compared to week 48 2019

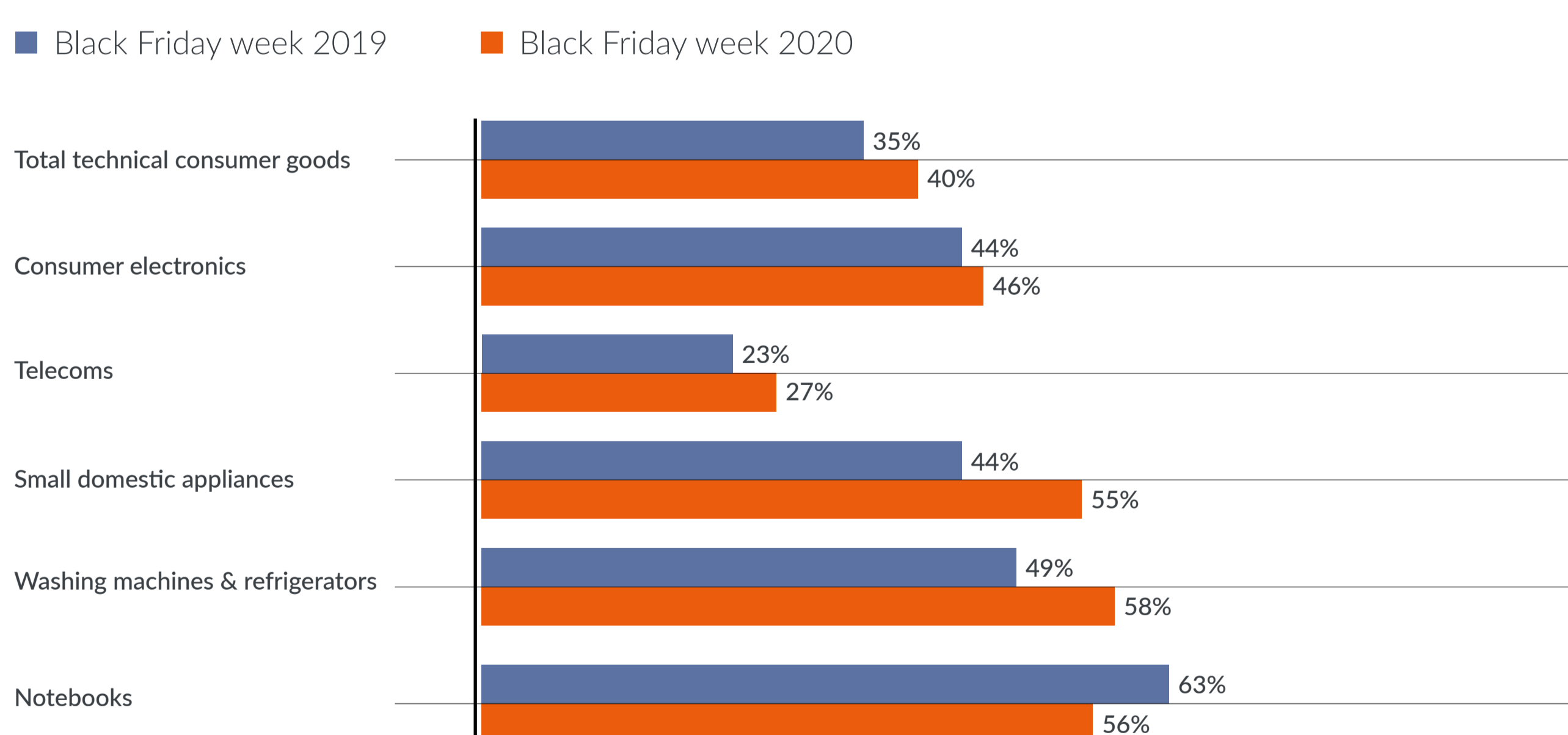


GfK Weekly Market Intelligence: Sales Tracking, weekly data, 2020


Online shopping continued to grow as the Covid-19 context encouraged people to shop at home 



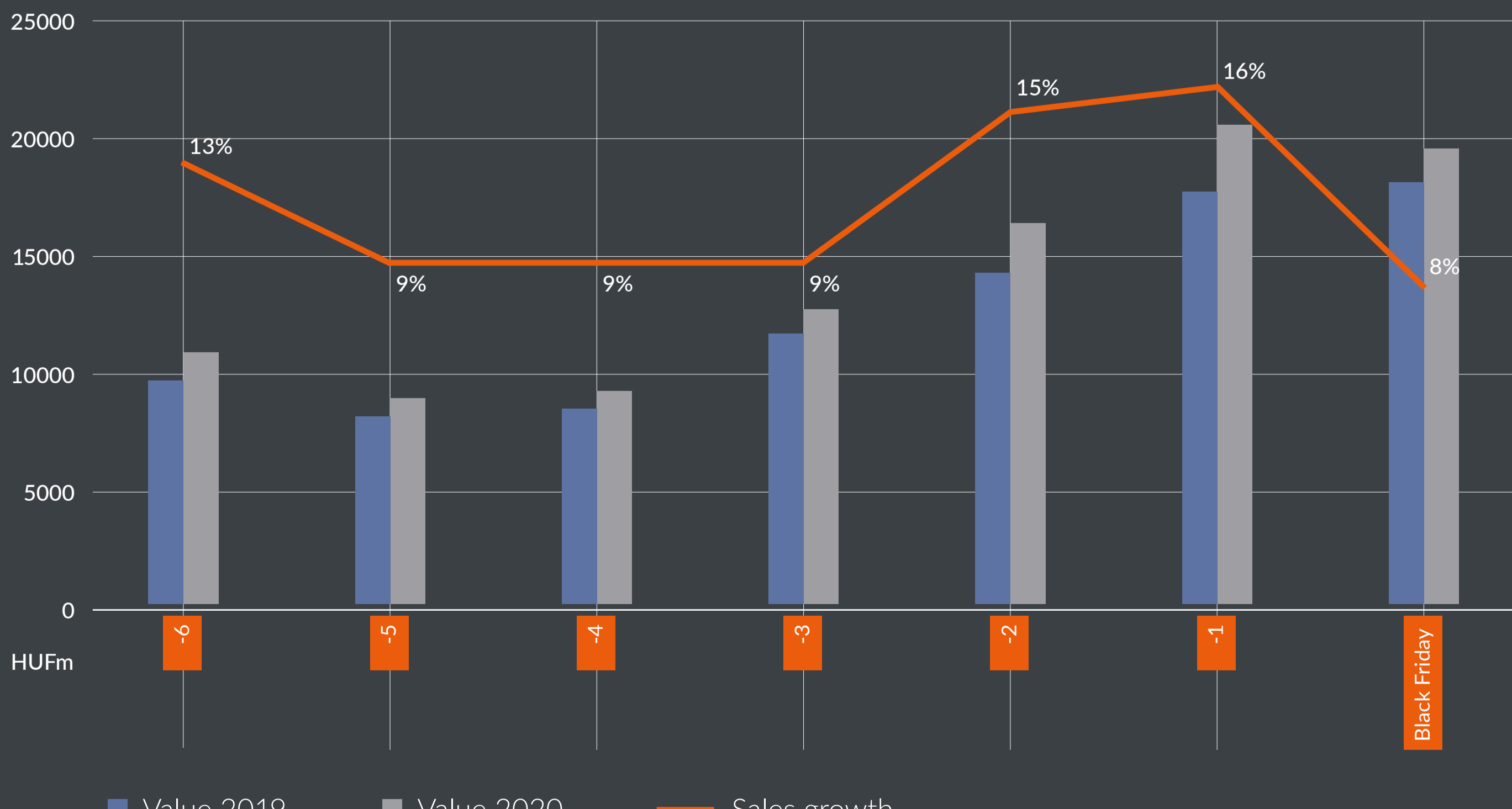
Online value share in % in Hungary



GfK Market Intelligence: Sales Tracking, weekly data, 2020

And retailers and manufacturers encouraged shopping even earlier by bringing sales activities forward 

Sales momentum starts earlier than ever in Hungary



GfK Market Intelligence: Sales Tracking, weekly data, 2020