

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 Italy across the period, outlining what it took for brands to win and where the opportunities might lie ahead.

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

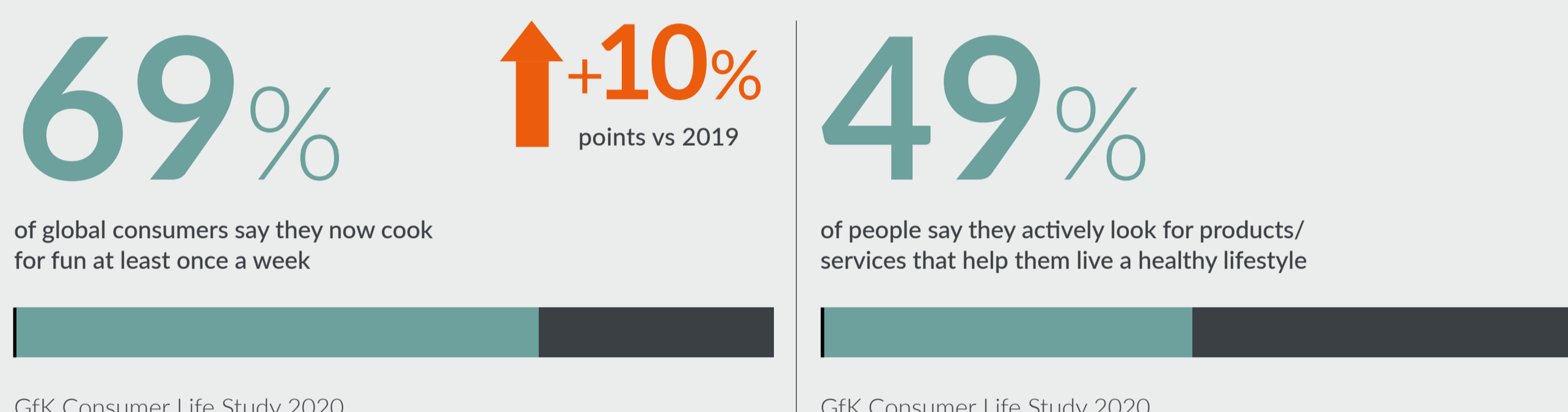
Sales across all technical consumer goods categories in Italy*



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 Italy 

Sales value growth compared to week 48 2019

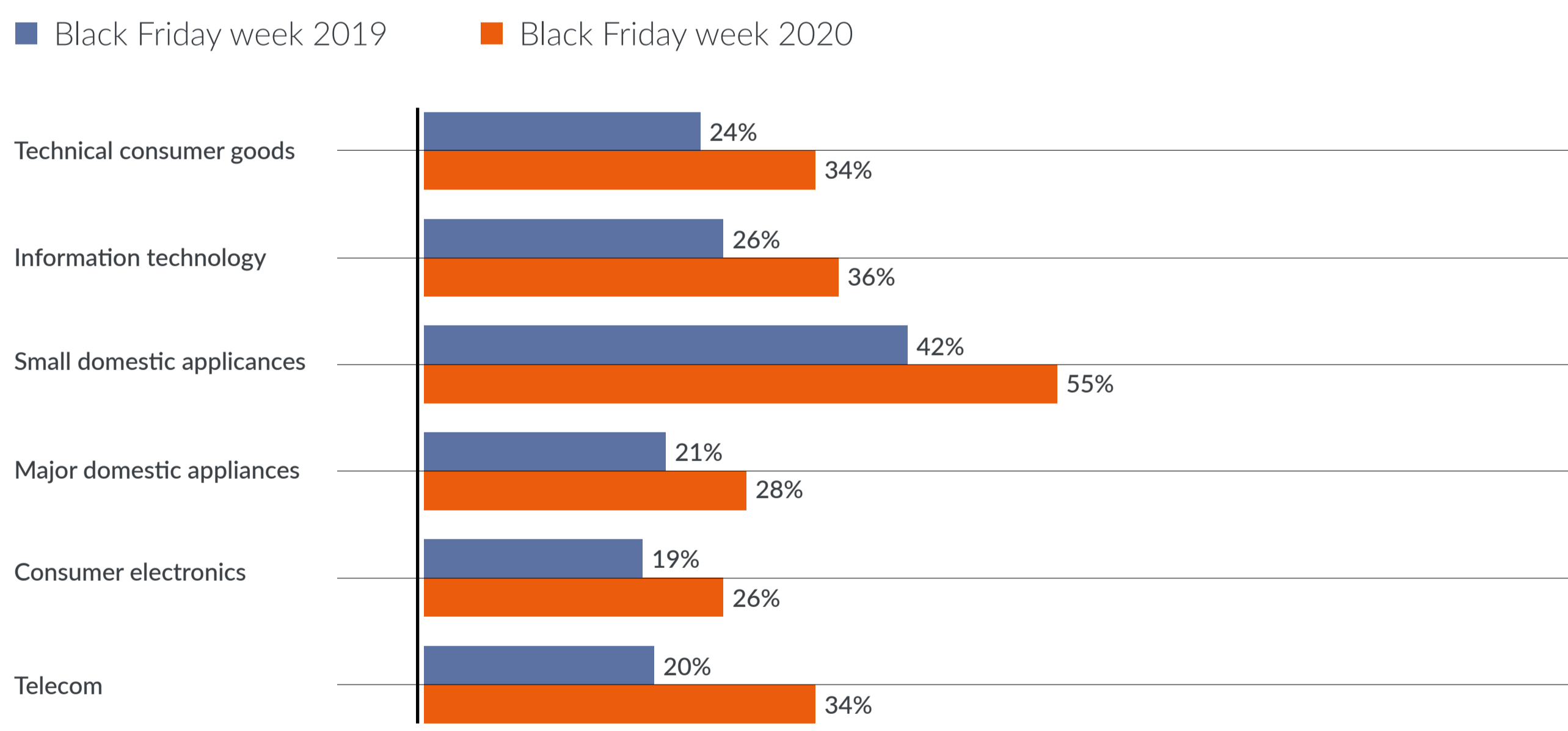


GfK Weekly Market Intelligence: Sales Tracking, weekly data, 2020


Online shopping dominated as lockdowns forced people to shop at home 



Online value share in % in Italy



GfK Market Intelligence: Sales Tracking, weekly data, 2020

And retailers and manufacturers encouraged shopping even earlier by bringing promotions forward 

Sales momentum starts earlier than ever in Italy



GfK Market Intelligence: Sales Tracking, weekly data, 2020

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* Key markets are defined as Germany, France, Italy, Spain, UK, Czech Republic, Hungary, Russia, Turkey and Brazil.

All sales data is shown in Euros.