

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

Sales in Black Friday week keep showing strong positive dynamics



Sales across all technical consumer goods categories in The Netherlands

+141% | +100% | €292m | +20% Sales value in week 48 vs. last

52 week average

Week-on-week growth for Turnover generated week 48 vs. week 47 2020

Week-on-week growth for

week 48 2020 vs. week 48 2019

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

for fun at least once a week

GfK Consumer Life Study 2020

of people say they actively look for products/

services that help them live a healthy lifestyle

of global consumers say they now cook

GfK Consumer Life Study 2020

Three winning product groups in The Netherlands

Sales value growth compared to week 48 2019

Digital thermometers

■ Black Friday week 2019

Consumer electronics

Telecom

350

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

people to shop at home Online value share in % in The Netherlands

Online shopping dominated as lockdowns forced

40%

50%

55%

61%



68%

72%

41.0%

66%

54% Technical consumer goods 62% 59% Information technology 63% Small domestic applicances 60% Major domestic appliances

■ Black Friday week 2020

And retailers and manufacturers encouraged shopping

even earlier by bringing promotions forward

GfK Market Intelligence: Sales Tracking, weekly data, 2020

Sales momentum starts earlier than ever in The Netherlands

