

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

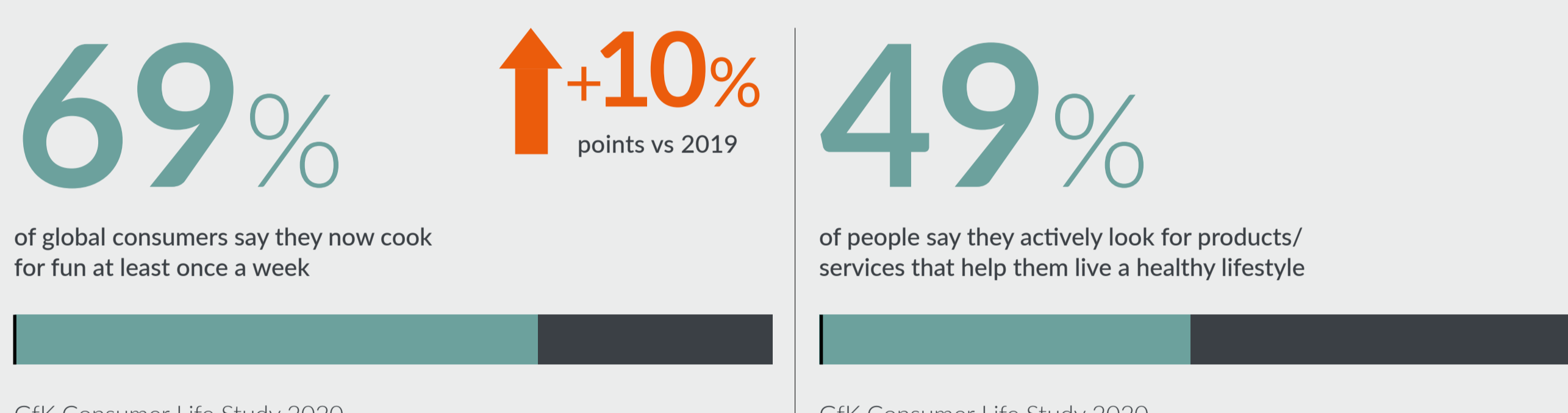


GfK Market Intelligence: Sales Tracking, weekly data, 2020

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



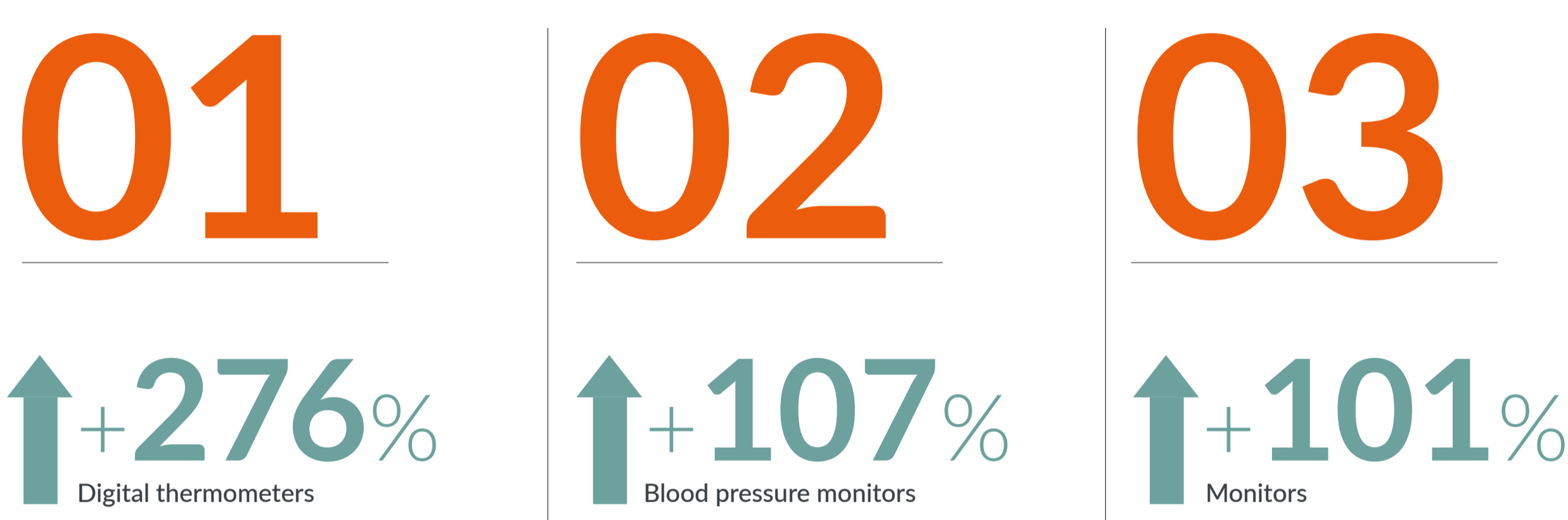
GfK Consumer Life Study 2020

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Three winning product groups in The Netherlands



Sales value growth compared to week 48 2019

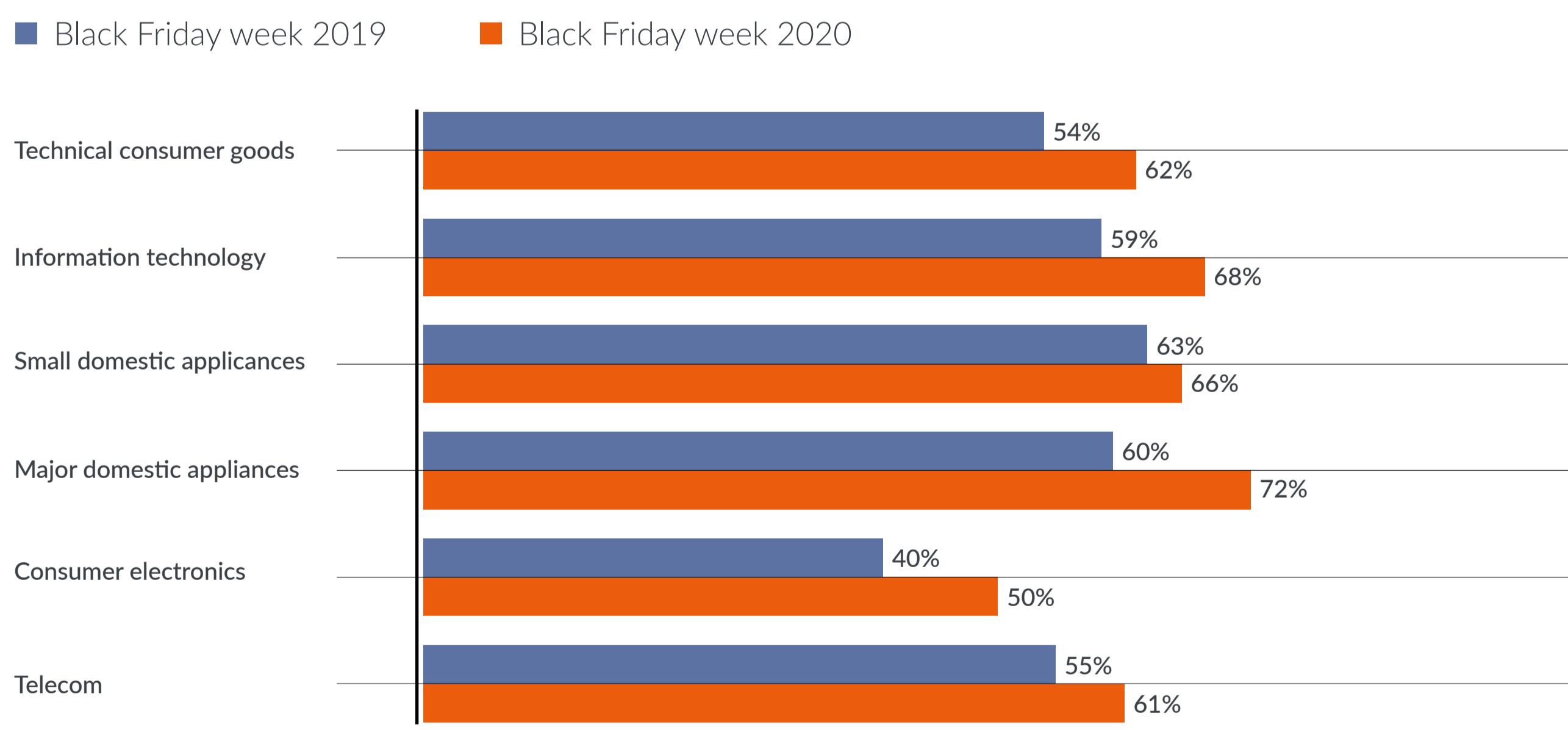


GfK Weekly Market Intelligence: Sales Tracking, weekly data, 2020

Online shopping dominated as lockdowns forced people to shop at home



Online value share in % in The Netherlands

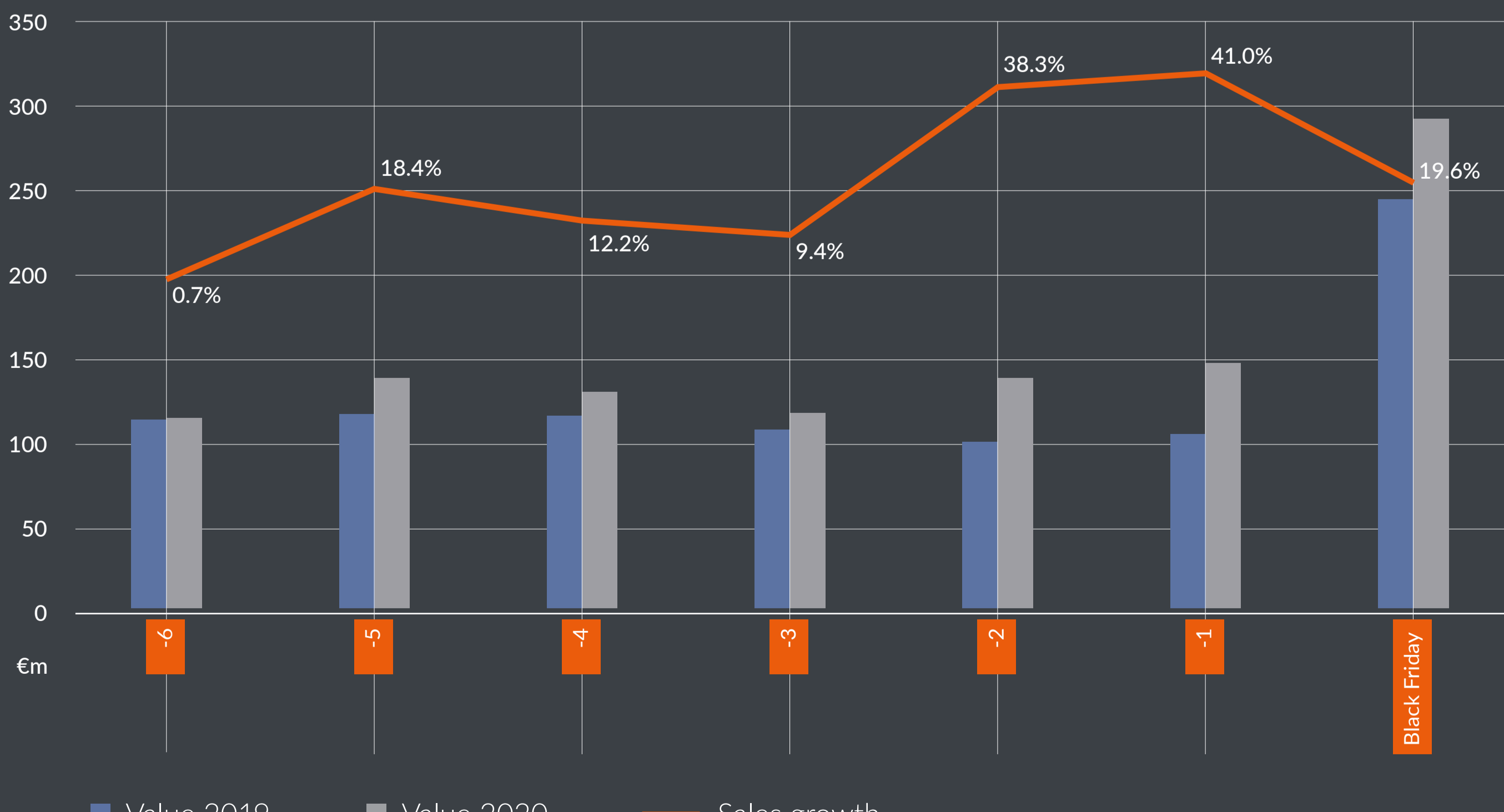


GfK Market Intelligence: Sales Tracking, weekly data, 2020

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



Sales momentum starts earlier than ever in The Netherlands



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