

# E-COMMERCE IN NOVEMBER 2018

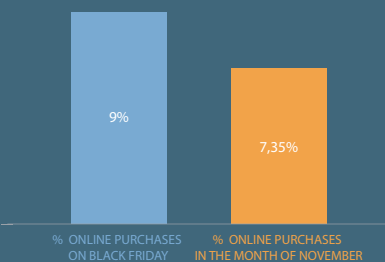


Black Friday recorded a volume 2,2 times higher than the average daily volume of the year.

## BLACK FRIDAY

Online purchases were 9% on Black Friday, exceeding the 7,35% of online purchases in the month of November.

NO. TRANSACTIONS  
BLACK FRIDAY VS MONTH OF NOVEMBER

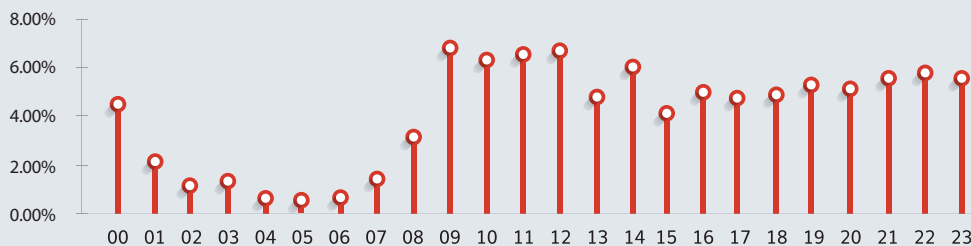


## BLACK FRIDAY PER HOUR



The peak hour of online purchase volume occurs, normally, between 15:00 p.m. and 16:00 p.m. On Black Friday, the consumption peak time was in the morning, between 9:00 a.m. and 12:00 p.m.

Portuguese Consumers' Purchases every hour, on Black Friday



## CLOTHING AND ACCESSORIES, COSMETICS AND PERFUMES ARE THE BIGGEST CONSUMPTION FOCUS ON BLACK FRIDAY

Economy sectors with the largest increase in purchases on BLACK FRIDAY, compared to the month of November:

3,2x



Clothes and Accessories

3,2x



Cosmetics and Perfumes

2,2x



Decor and Home Equipment

2,1x



Technology, Culture and Leisure

2,1x



Sports and Recreation Supplies