

BLACK FRIDAY

PORTUGAL - FRIDAY, NOVEMBER 29, 2019

SIBS
Analytics

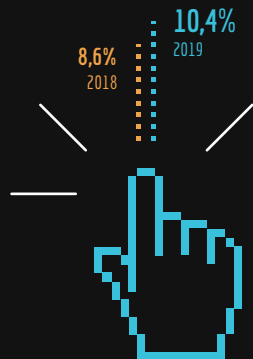
PROMOTIONS



PURCHASES VALUE

Black Friday registered a value **1,9** times higher than November's average

ONLINE PURCHASES PEAK TIME



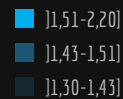
No. OF ONLINE PURCHASES

BLACK FRIDAY (2019) vs (2018)

Online purchases on Black Friday 2019 represented **10,4%** of purchases vs. **8,6%** on Black Friday 2018

BLACK FRIDAY IN PORTUGAL

Variation in number of physical purchases on Black Friday 2019 vs. November monthly average per district



Ratio of number of purchases to monthly average

78,0€ (2018)

80,1€

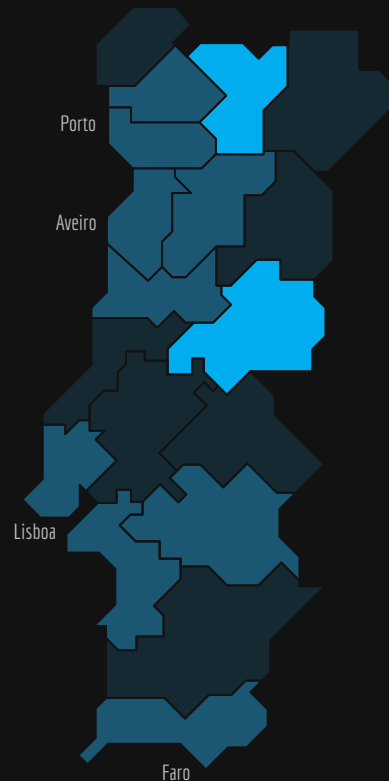
Average amount spent per card on Black Friday 2019

AÇORES



MADEIRA

Funchal

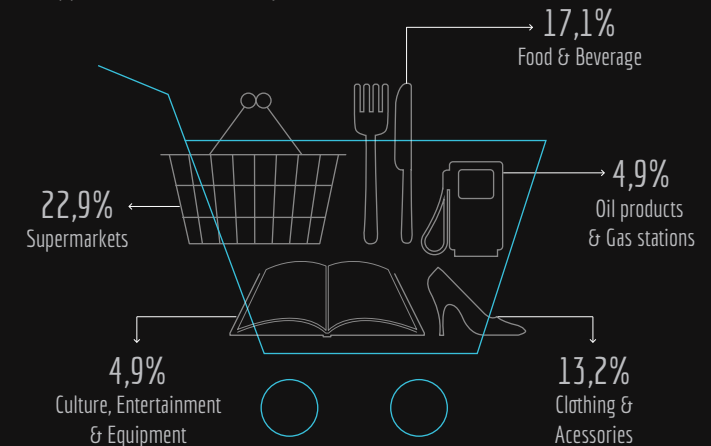


Hour and minute of purchase 1M (1 million) per day



TOP 5 SECTORS

No. of purchases on Black Friday



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

Sectors with the largest increase in No. of purchases on BLACK FRIDAY, compared to November

