BLACK FRIDAY

PORTUGAL - FRIDAY, NOVEMBER 29, 2020



CONSUMPTION ON BLACK FRIDAY PHYSICAL PURCHASES PEAK TIME (SECOND) Variation (in €) of physical and online purchases Black Friday • Reference value **BLACK FRIDAY BLACK FRIDAY WEEK** -14% -16% -11% -11% <u>iuuuuu</u> 8 am 12 pm 4 pm ma 8 12 am 2019 2020 ∞ 2019 2020 Physical purchases Physical purchases SECTORS OF ACTIVITY ON BLACK FRIDAY Weight of essential goods in the Weight of selected sectors in the +10%+27%total number of physical purchases total number of online purchases Essential goods Others Selected sectors • Others 2019 2019 2020 2020 Total purchases Total purchases 2019 2020 2019 2020 Online purchases Online purchases Supermarkets Pharmacies Entertainment, Food trade Restauração & Hypermarkets and & Drug Stores Culture & Retail Food delivery MB WAY Minor Food distribution & Takeaway **ONLINE COMMERCE WEIGHT** & Subscriptions Variation (in €) of physical and online purchases on Black Friday Weight (in €) of online purchases in total purchases on Black Friday 41% 34% x5.7 59% 66% 56% 52% x3,0 16% 13% November Black November Black monthly average Friday monthly average Friday ΜB MB WAY TOP sectors in variation (in €) of physical and online purchases Black Friday vs. November monthly average x3.3 x3.0 x3.0 Games, Toys Cosmetics Clothina 2019 2019 2020 2019 2020 2020 & Childcare & Perfumes & Acessories

Physical purchases

Online purchases

Black Friday 2019 - November 29, 2019. Black Friday week 2020 - November 23 to 30; Black Friday week 2019 - November 25 to December 2. November's average does not include Black Friday. - Learn more at www.sibsanalytics.com