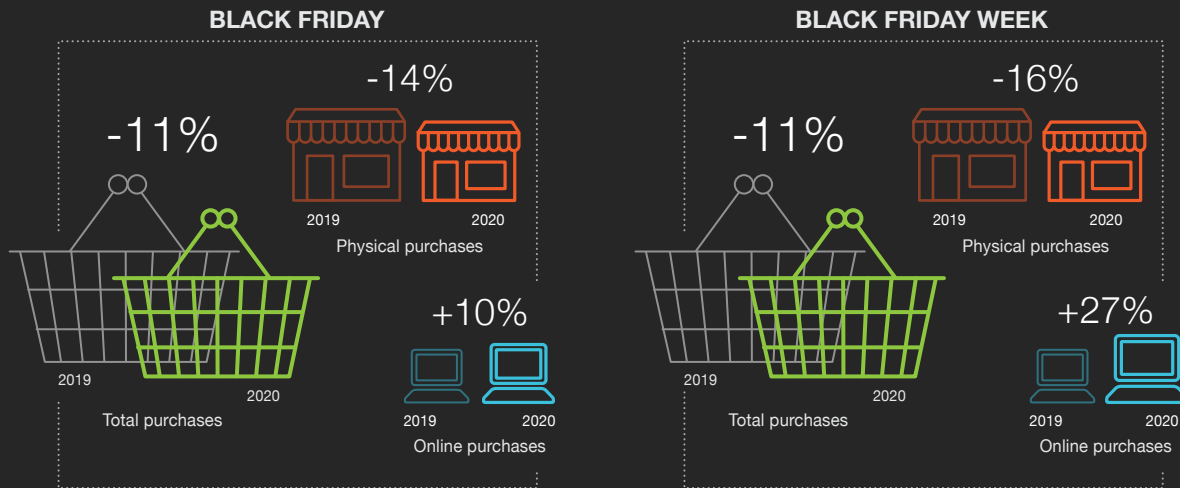


# BLACK FRIDAY 2020

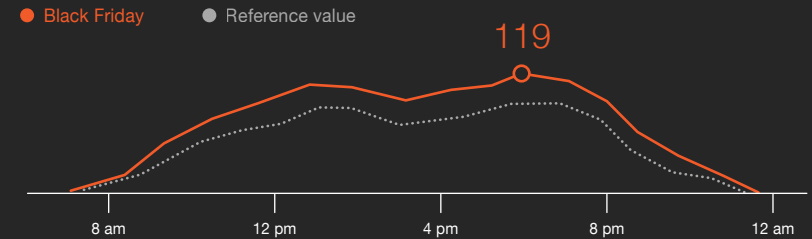
PORTUGAL - FRIDAY, NOVEMBER 29, 2020

## CONSUMPTION ON BLACK FRIDAY

Variation (in €) of physical and online purchases



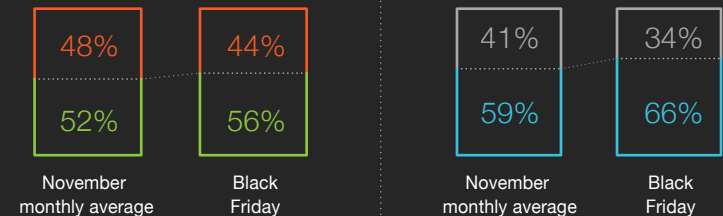
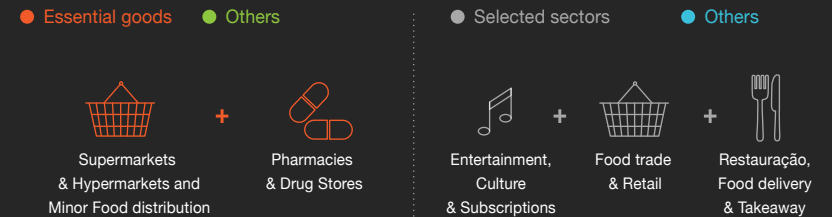
## PHYSICAL PURCHASES PEAK TIME (SECOND)



## SECTORS OF ACTIVITY ON BLACK FRIDAY

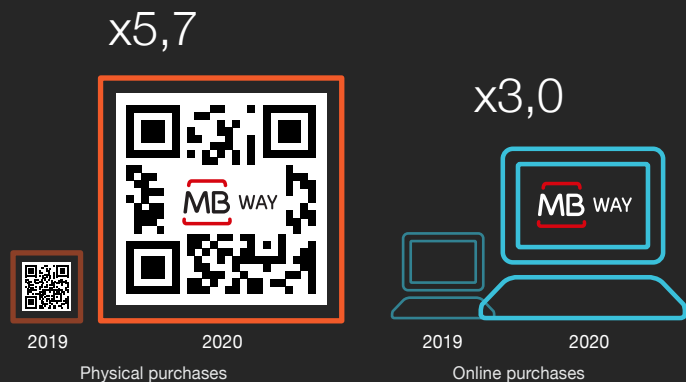
Weight of essential goods in the total number of physical purchases

Weight of selected sectors in the total number of online purchases



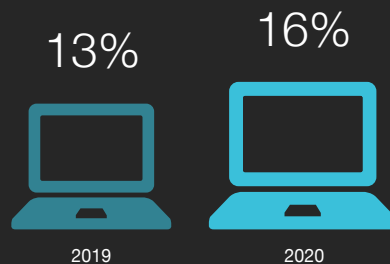
## MB WAY

Variation (in €) of physical and online purchases on Black Friday



## ONLINE COMMERCE WEIGHT

Weight (in €) of online purchases in total purchases on Black Friday



TOP sectors in variation (in €) of physical and online purchases Black Friday vs. November monthly average

