

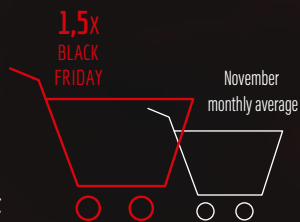
# BLACK FRIDAY

2021

PORTUGAL - FRIDAY, 26th NOVEMBER 2021

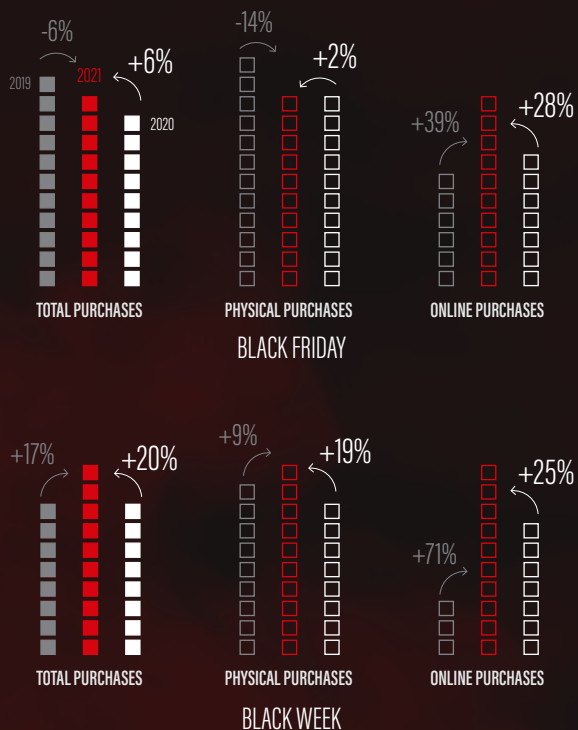
## PURCHASES VALUE

Black Friday registered a value 1,5 times higher than November's average.



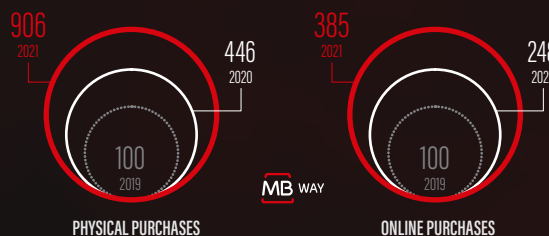
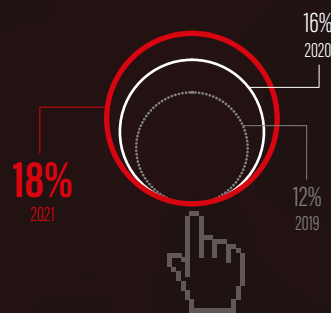
## BLACK FRIDAY CONSUMPTION

Physical and online purchases variation (in €)



## E-COMMERCE WEIGHT

Weight (in €) of online purchases on Black Friday



## MB WAY

Variation (indexed) of physical and online purchases on Black Friday

## CLOTHING & ACCESSORIES

ARE THE BIGGEST CONSUMPTION FOCUS ON BLACK FRIDAY

Sectors with the largest increase in No. of purchases on Black Friday, compared to november



] 1,41 - 2,02 ]

] 1,35 - 1,41 ]

] 0,63 - 1,35 ]

Ratio of number of purchases to monthly average

66,3€

Average amount spent per card on Black Friday

## AÇORES

Corvo  
Flores  
Horta  
Angra Heroísmo  
P. Delgada

## MADEIRA

Funchal



## BLACK FRIDAY IN PORTUGAL

Variation in number of physical purchases on Black Friday 2021 vs. november monthly average per district