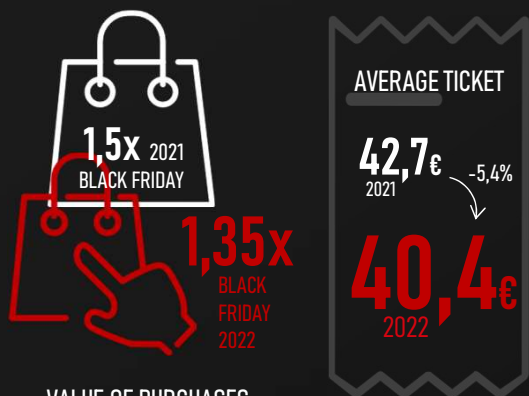


# BLACK Friday

PORTUGAL - NOVEMBER 25<sup>TH</sup>

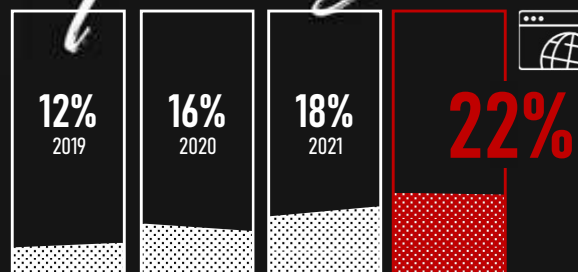


## VALUE OF PURCHASES

BLACK FRIDAY's value of purchases (in euros) was 1,35x higher than November's 2022, vs. 1,5x in 2021.

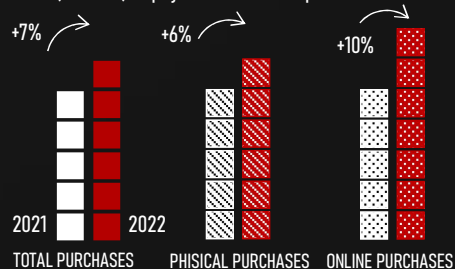
## E-COMMERCE WEIGHT

Weight (in eur) of online purchases over the total purchases on BLACK FRIDAY

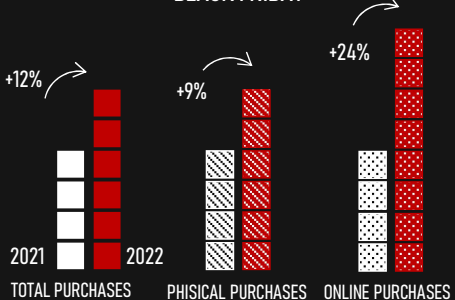


## CONSUMPTION ON BLACK FRIDAY

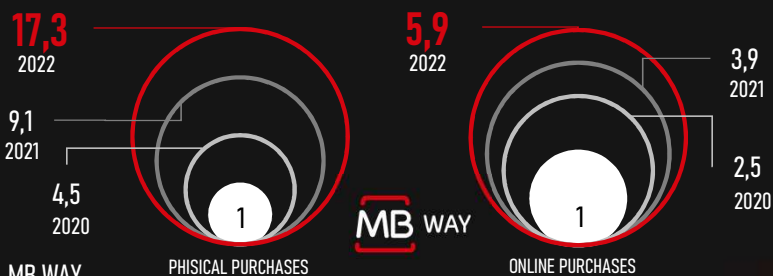
Variation (in euros) of physical and online purchases



## BLACK FRIDAY



## BLACK WEEK



## MB WAY

Variation (base 1 = 2019) in the no. of MB WAY's physical and online purchases on BLACK FRIDAY

## THE FASHION & ACCESSORIES SEGMENT WAS THE MAIN FOCUS OF CONSUMPTION ON BLACK FRIDAY

Segments with the highest growth in number of purchases on BLACK FRIDAY compared to the daily November's average



## BLACK FRIDAY IN PORTUGAL

