

BLACK FRIDAY

PORTUGAL
NOVEMBER 24th 2023

VALUE OF PURCHASES

BLACK FRIDAY's average ticket and its variations



AVERAGE TICKET
2023

39€

VARIATION VS
Nov 2023

+14%

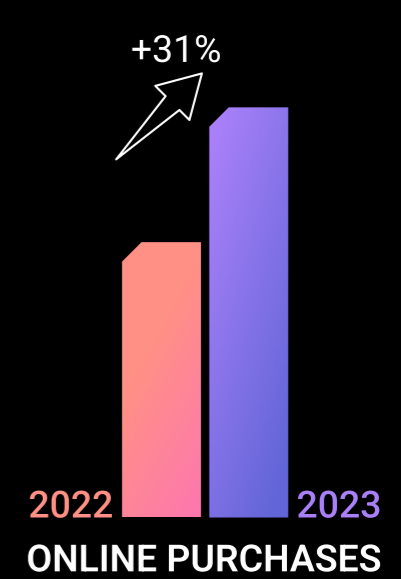
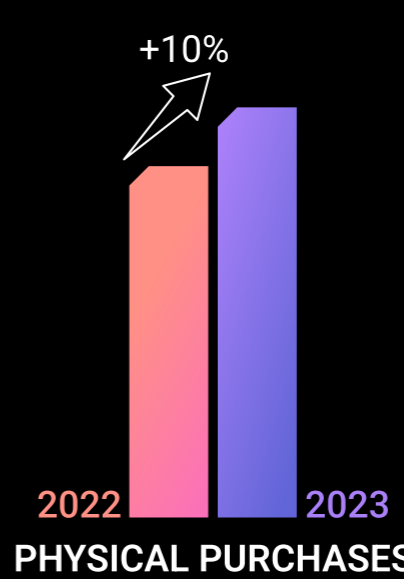
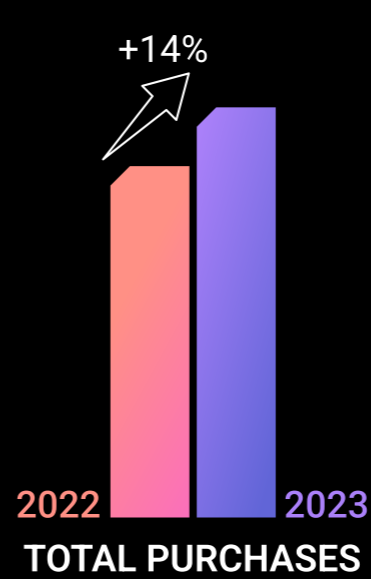
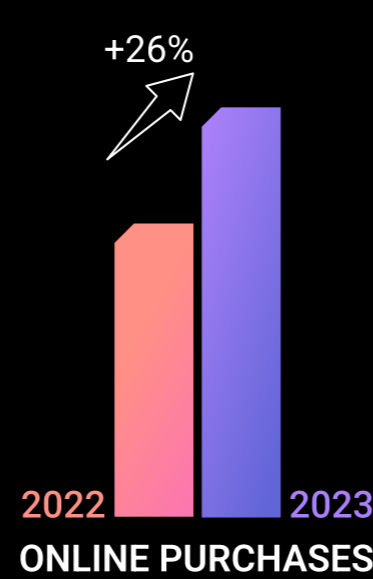
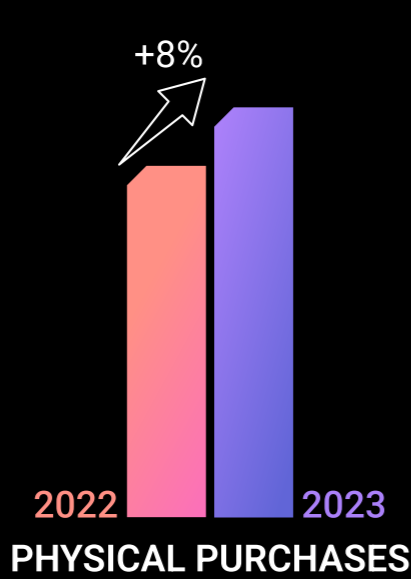
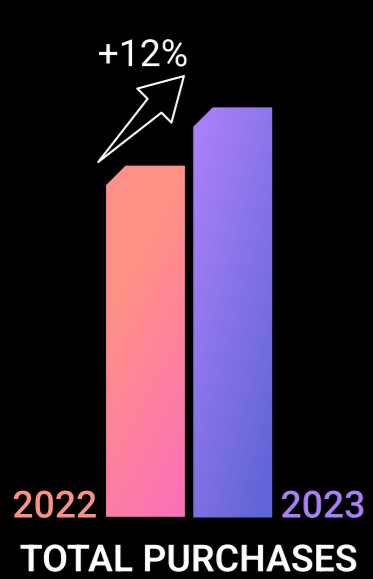
VARIATION VS
2022

-4%

CONSUMPTION ON BLACK FRIDAY

Variation in euros

CONSUMPTION ON BLACK WEEK



E-COMMERCE WEIGHT

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

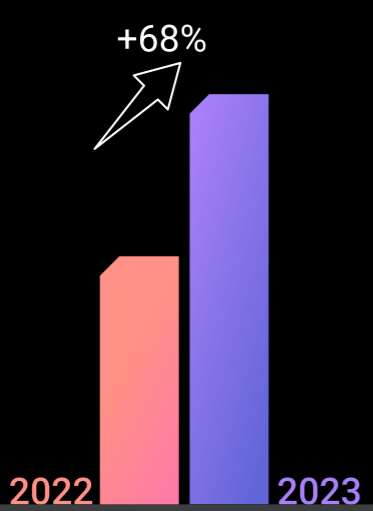
22%
2022

24%
2023

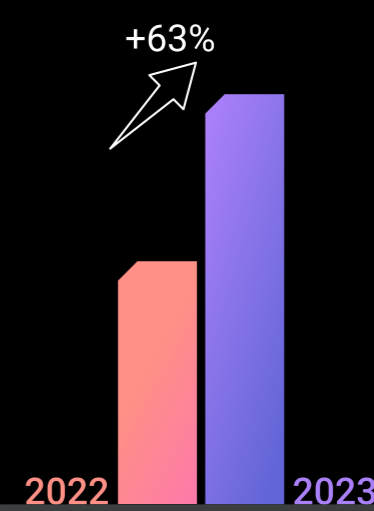


MB WAY

Variation in the number of MB WAY's physical and online purchases on BLACK FRIDAY



PHYSICAL PURCHASES



ONLINE PURCHASES

SECTORS

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

Fashion & accessories

167%

Beauty Products, Cosmetics & Perfumes

143%

Sports Equipment & Recreational Materials

85%

