



Promotional Events Latam Hot Season

NIQ

Executive Summary

This 2024 trends report focuses on those events that boosts sales in the region during October/November



Background, Challenge & Objectives

In Latin America, the T&D consumer is really focused on price and discount. On our Consumer Life study, we saw that most consumers are willing to wait for promotional events to purchase a T&D product.

But the sale consumer values how much the product can facilitate his/her life, so price itself is not the only strategy.

With this deck we hope to bring a summary of the results of the main promotional events that had happened in the 2nd semester for T&D in 5 key countries in LATAM: AR, BR, CL, CO and PE.



LATAM Market Trends

Demand for T&D in LATAM in 2024 is high in LATAM (except for Argentina and its low-demand year), and the industry is hoping to see a boost in sales during the events.

Premiumization, convenience, and sustainability are key words that we see under the consumer behavior that are driving some of the trends during those promotional events.

Beyond Black Friday: not only do we see peaks for the whole month of November, but in some countries the seasonality periods start a bit earlier.



Analysis by country

Although better results are expected every year, each country is strongly influenced by different aspects to be mentioned: previous commercial events, local consumer trends, access to other payment options, sales channels available to shoppers, etc.

This is why it is necessary not to be influenced by the consolidated sales results in the region but also to individualize the countries to be able to evidence more consistently the sales of technology products and understand the markets.

-Latam T&D CSM Team, Dec 24'

During October & November, there are many events in the region, which are becoming more and more important and consolidate a large volume of sales of T&D products



The main sales indicators of these events are very high – in terms of units and revenue – and in turn are a complement to offline sales, a channel that remains with more than 60% penetration.



Consolidating sales units
from events:

10,9m sold



Consolidating sales value
from events:

\$2,3 billions USD



Units sold with 15% or
bigger discount in these
events:

21%

Sales Units Growth (%)
vs. 2023 events



ONLINE CHANNEL

+9%

+14%

+70%

+16%

+21%

OFFLINE CHANNEL

-1%

+13%

+29%

+33%

+28%

The indicators come from the weekly sales of the following periods: AR (W42, W45, W48), BR (W48), CH (W40, W48), CO (W48) & PE (W45, W48)

It is evident that there are notable variations by industry and product type, even though the events of the past few weeks have grown significantly across the region

● **TELECOM**

2,0 Million units sold

(+3,5% growth vs. 23' events)

● **IT & OE - Information Tech & Office Equipment**

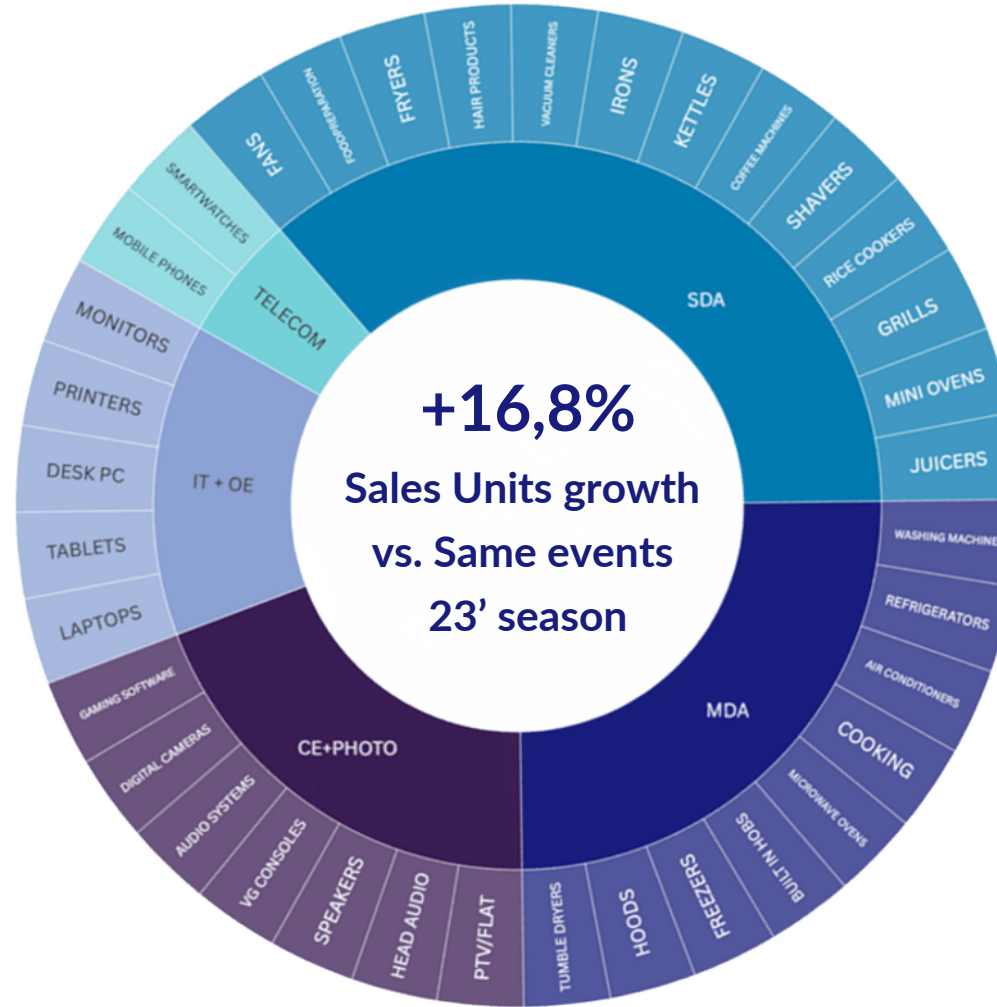
700k units sold

(+14,4% growth vs. 23' events)

● **CE - Consumer Electronics**

2,2 Million units sold

(+16,2% growth vs. 23' events)



● **SDA - Small Domestic Appliances**

4,1 Million units sold

(+20,8% growth vs. 23' events)

● **MDA - Major Domestic Appliances**

1,9 Million units sold

(+27,6% growth vs. 23' events)

The indicators come from the weekly sales of the following periods: AR (W42, W45, W48), BR (W48), CH (W40, W48), CO (W48) & PE (W45, W48)

Telecom

Top Best-Selling Categories



1,9

Mio. Units

(+0,9% vs. Events 23')

Mobile Phones



86

Ths. Units

(+22,5% vs. Events 23')

Smart Watches

IT + OE Information Tech & Office Equipment

Top 3 Best-Selling Categories



Laptops

229

Ths. Units

(-1,5% vs. Events 23')



Tablets

167

Ths. Units

(+27,5% vs. Events 23')



Desk Computing

98

Ths. Units

(+22,3% vs. Events 23')

SDA Small Domestic Appliances

Top 3 Best-Selling Categories



Electric Fans

1,0

Mio. Units

(+36,1% vs. Events 23')



Food preparation

939

Ths. Units

(+15,5% vs. Events 23')



Electric Fryers

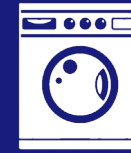
701

Ths. Units

(+8,2% vs. Events 23')

MDA Major Domestic Appliances

Top 3 Best-Selling Categories



Washing Machines

448

Ths. Units

(+26,9% vs. Events 23')



Refrigerators

412

Ths. Units

(+22,1% vs. Events 23')



Air Conditioners

327

Ths. Units

(+23,7% vs. Events 23')

CE Consumer Electronics

Top 3 Best-Selling Categories



PTV

1,9

Mio. Units

(+2,1% vs. Events 23')



Headphones

575

Ths. Units

(+2,1% vs. Events 23')



Video Game Consoles

138

Ths. Units

(+42,5% vs. Events 23')

At the same time, we see how brands are increasingly concerned about a public with higher expectations and greater technological demands to make their lives easier

PREMIUM SEGMENTS



+51%
Sales Units

Side By Side refrigerators during these events sold 10.9k units more than last year's events.



+46%
Sales Units

The highest TV inch range (over 75") also had a noticeable growth vs. the same events last year

CONVENIENCE & PERFORMANCE



Air Fryers
+9% Sales Units

In addition to the pandemic trend of looking for products that make our chores easier, consumers are increasingly looking for time-saving and healthy cooking

SUSTAINABILITY



5% Units Share
Eco Package



+38% Sales Units
Recycled Material

DESIGN



+95%
Sales Units

Ultra Thin Laptops increasing during promotional events across LATAM 5

NEW TECHNOLOGY



Mini LED T.V
+24%



1

out of every 5 air conditioners sold at these events has Smart Control from an App.

Main results in the five most important economies in South America

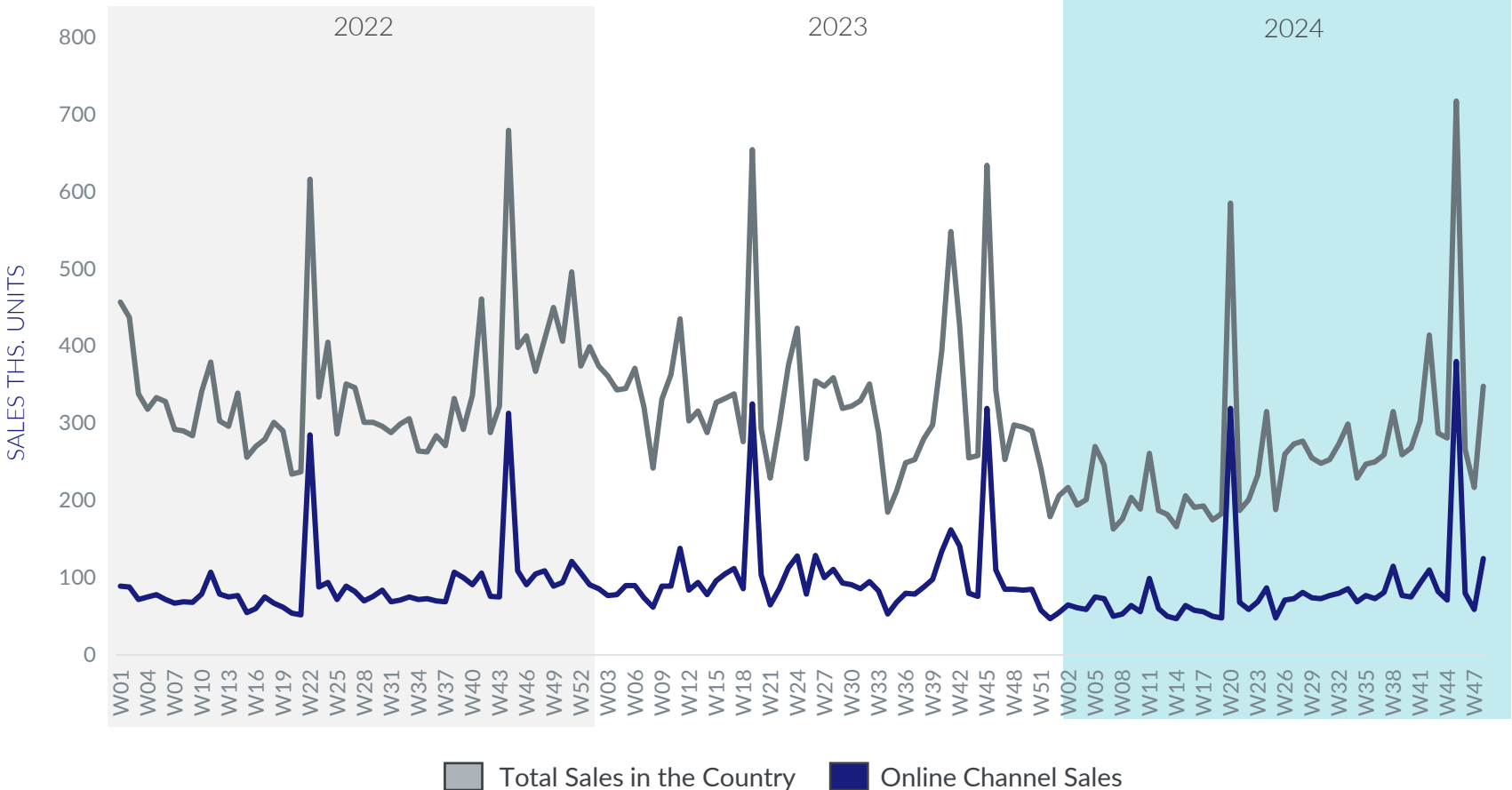
Despite the boom in second half events in all countries in the region, the difference in sales over the past year (on a comparative basis), the penetration of the online channel and the most sold categories in each country are factors that strongly differentiate local demand.

This is why it becomes essential to analyze each country individually, for this publication will be alphabetical.



Despite the sharp fall of the Argentine market during 2024, it is evident the high impact that the events have had in the country, specifically highlighting the CyberMonday with a historical result vs. the last three years

Argentina - Sales Units by Channel (2022 - 2024 YTD)



DÍA DE LA MADRE



(W42 2024 vs. W41 2023)

414k units

(-24,4% vs. Mother's Day 2023)



(W45 2024 vs. W45 2023)

717k units

(+13,1% vs. CyberMonday 2023)



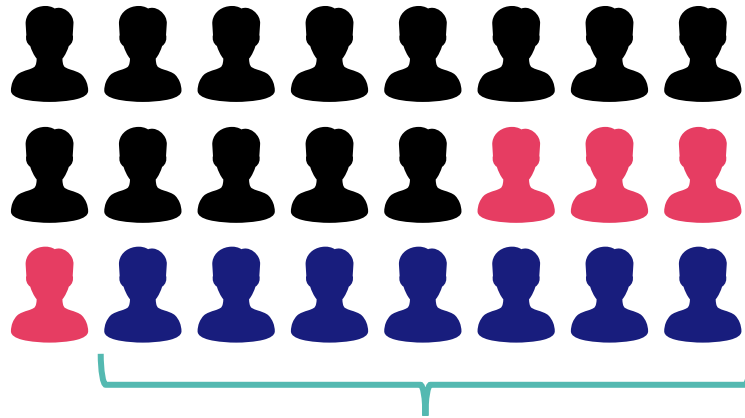
(W48 2024 vs. W47 2023)

348k units

(+37,9% vs. Black Friday 2023)

The boom of these events during the year has not been directly linked to the sale of products in the mid to low price range. It's also important to mention the level of discounting that has taken place in the Mobile Phones category during W42 and W45

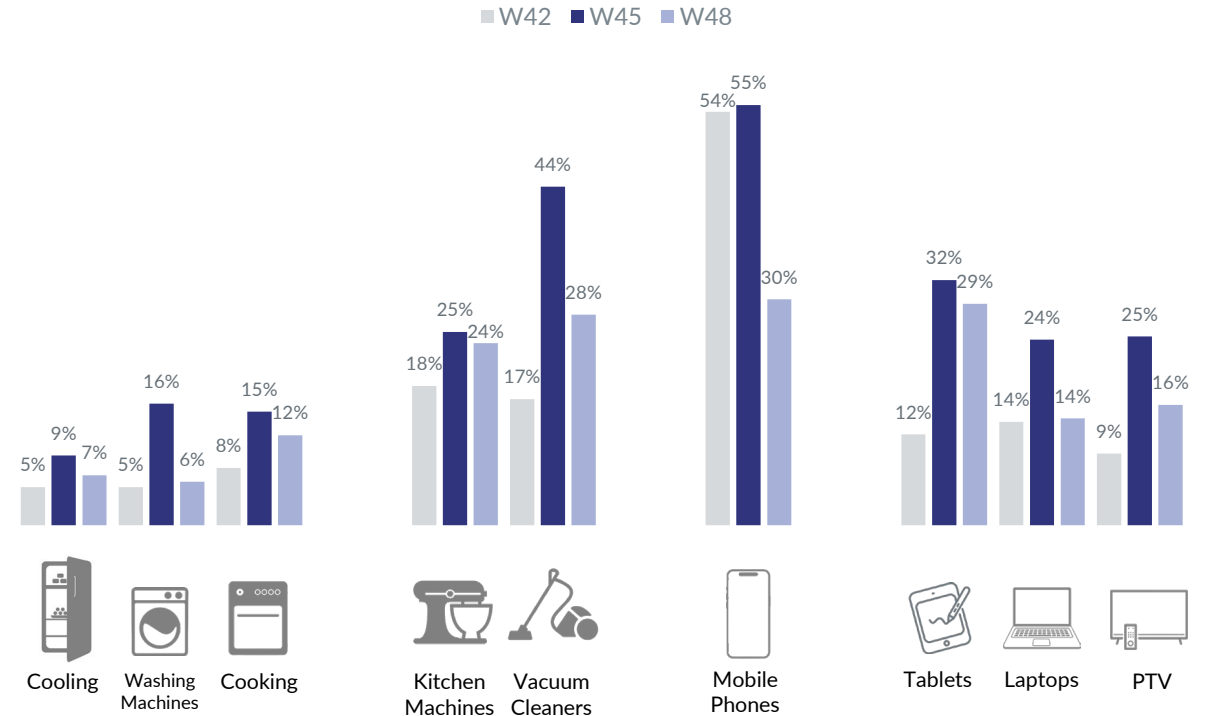
Sales Units by Price Ticket in Argentina



26% of consumers purchasing products with a high tier ASP. +10% growth

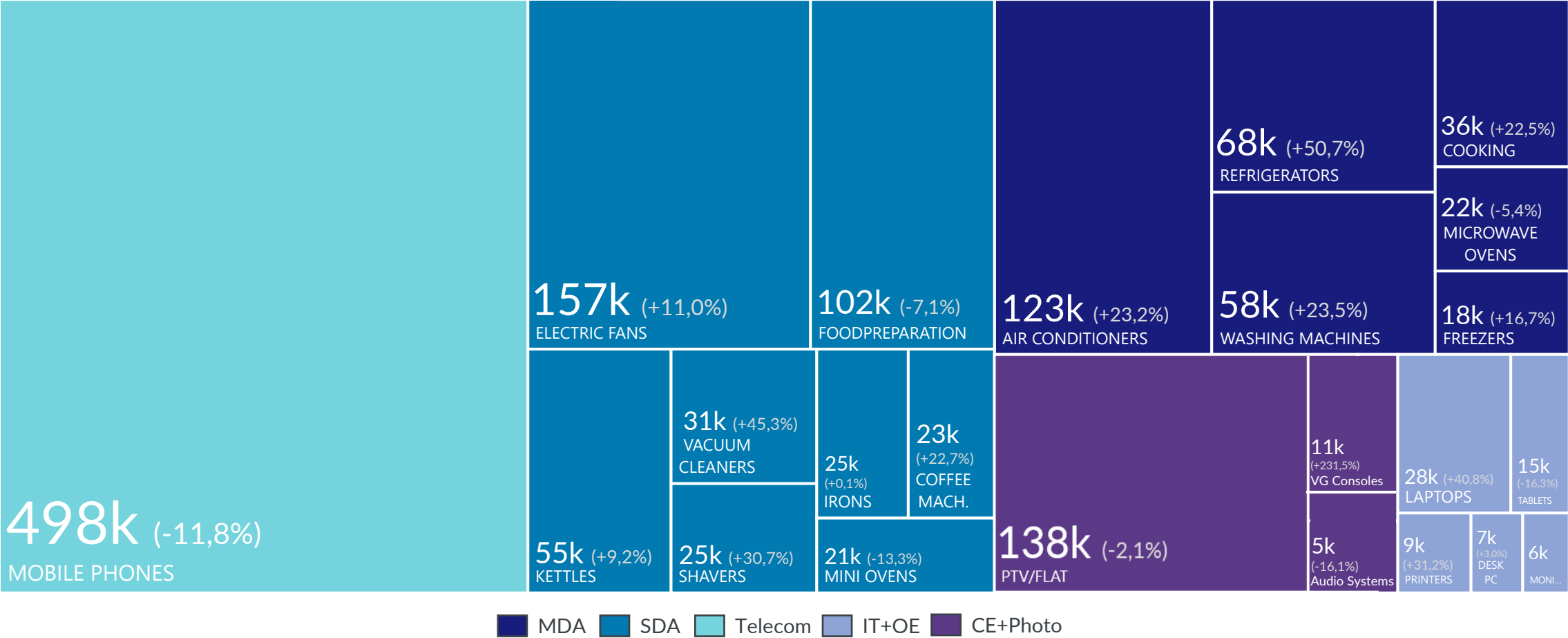
- High Price Ticket
Items with price index of >150
- Medium Price Ticket
Items with price index of >75<=150
- Low Price Ticket
Items with price index of <=75

Sales Units share (%) models with 15% discount during promotional events



Despite the leadership of the mobile phones, there is a decreasing trend in the country for this sector as well as for PTV, but the household appliances (MDA/SDA) are growing strongly

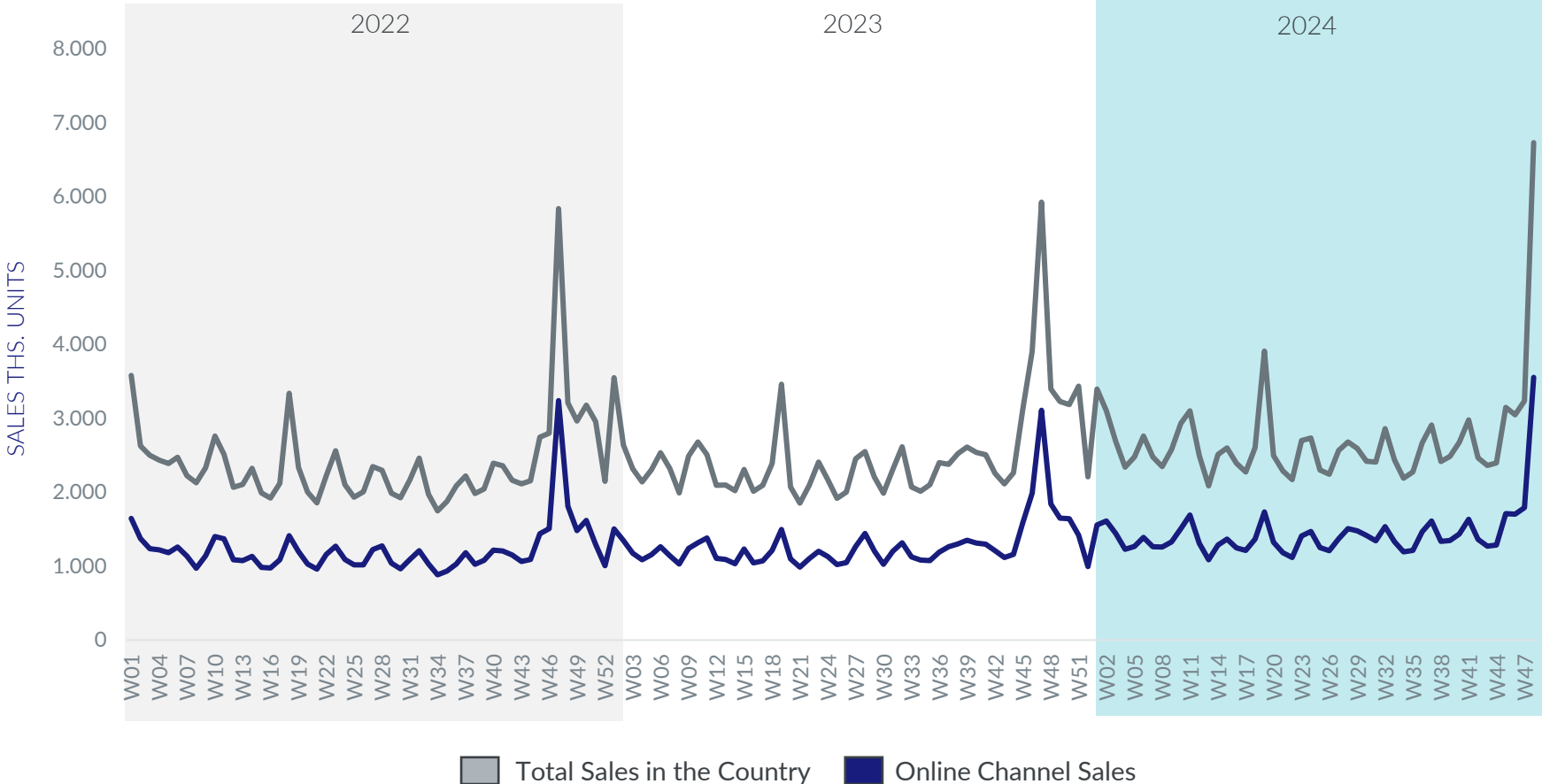
Panelmarket | Argentina | Mother's Day (W42) & CyberMonday (W45) & Black Friday (W48) Sales Units by Sectors/Categories



Note: The values in each box indicate the units sold during the events listed in the subtitle and the figure in parentheses is their growth rate (%) vs. the same events last year.

The Brazilian market—which has been the main driver of regional growth during the year—has maintained a stable volume of sales in the weeks leading up to the event, which significantly outperformed the Black Fridays of the 2022 and 2023 seasons

Brazil - Sales Units by Channel (2022 - 2024 YTD)



BLACK FRIDAY

(W48 2024 vs. W47 2023)

6,73M units

(+13,6% vs. Black Friday 2023)

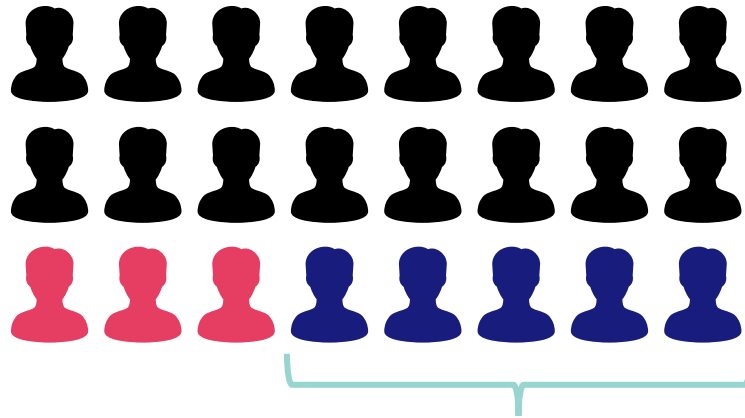
Black Friday 2024 represents:

42% sales units from Nov/24

5% sales units YTD (W1-W48)

While the Brazilian market is mostly focus in low/mid tier price ranges, the concentration of consumers paying for high ticket products increased compared to last year; there are no noticeable differences in discounts for a specific sector/category

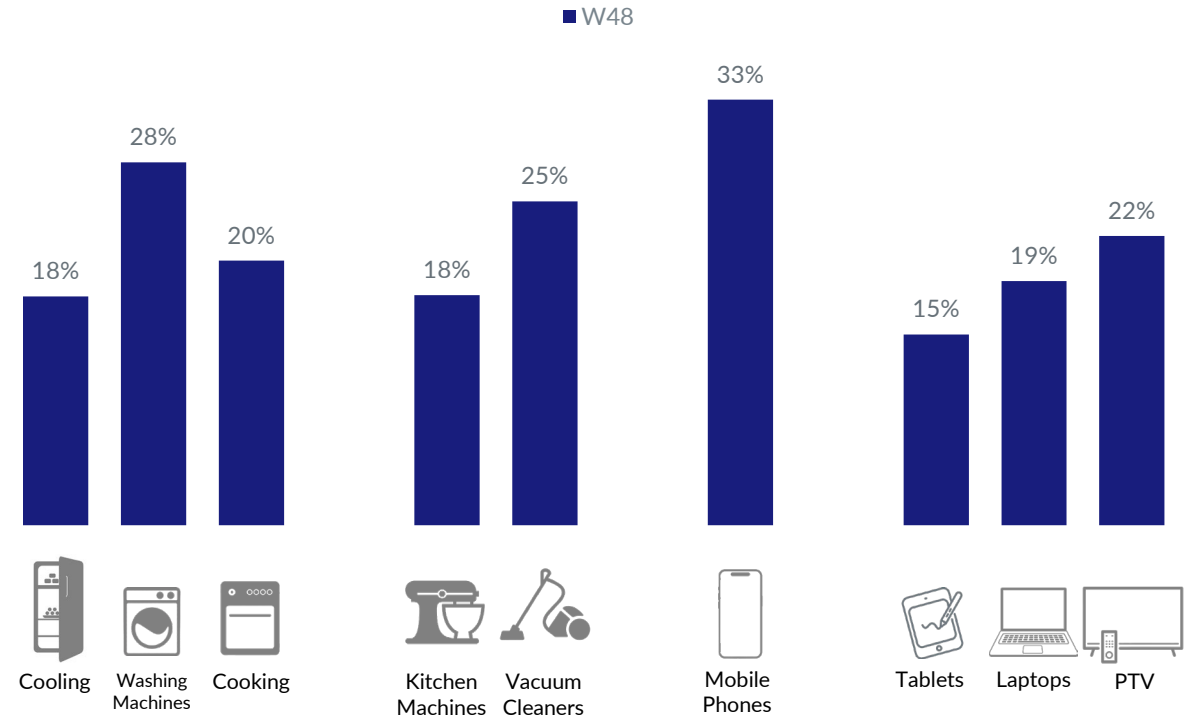
Sales Units by Price Ticket in Brazil



22% of consumers purchasing products with a high tier ASP. +14% growth

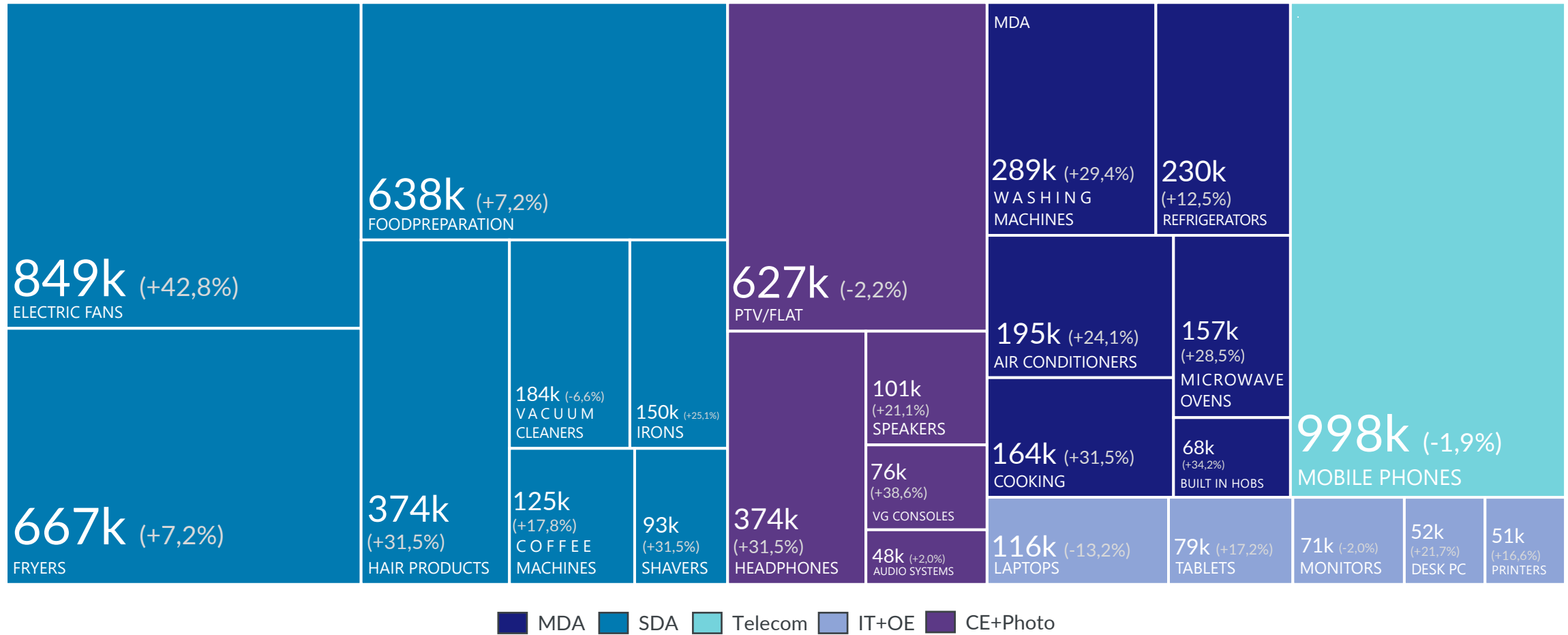
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Sales Units share (%) models with 15% discount during promotional events



The Brazilian public also selects items to enhance household performance, such white goods and small appliances, related to the effect of heat and seasonality

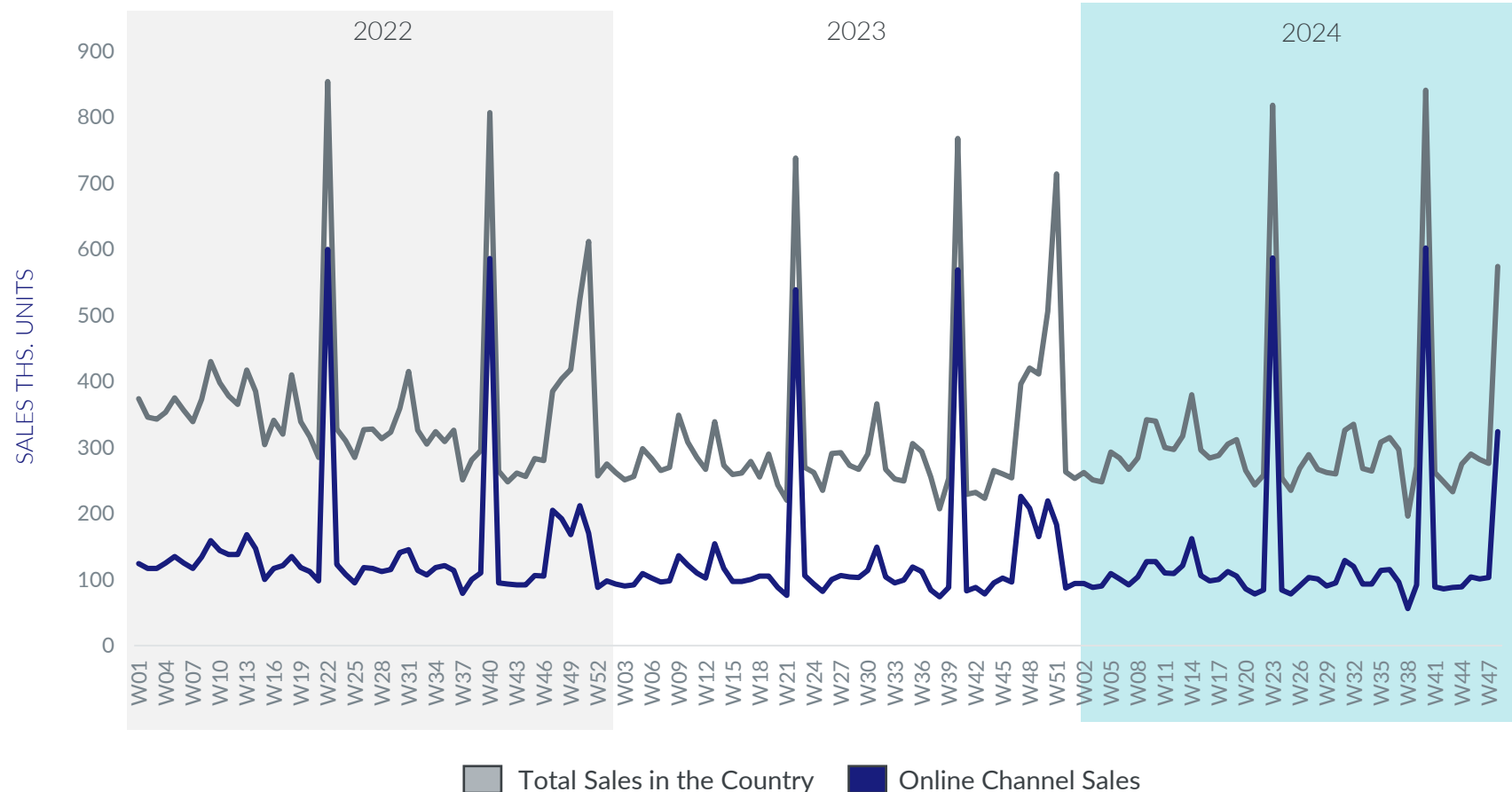
Panelmarket | Brazil | Black Friday (W48) Sales Units by Sectors/Categories



Note: The values in each box indicate the units sold during the events listed in the subtitle and the figure in parentheses is their growth rate (%) vs. the same events last year.

Chile is one of the countries most influenced by these events and in the last 2 years Cyber Monday (W45) has reached/surpassed the volume of the Cyberday (W23); this year's BF was historic in terms of sales

Chile - Sales Units by Channel (2022 - 2024 YTD)



(W40 2024 vs. W40 2023)

840k units

(+9,5% vs. CyberMonday 2023)



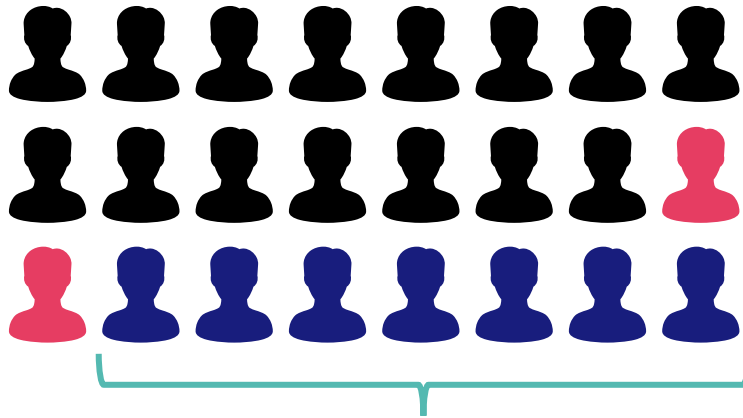
(W48 2024 vs. W47 2023)

574k units

(+44,9% vs. Black Friday 2023)

Chile is one of the scenarios with the highest demand for high price range products; at the same time, it's also one of the countries with the highest quantity of discounted products in diverse sectors (CE, MDA, SDA, TELECOM)

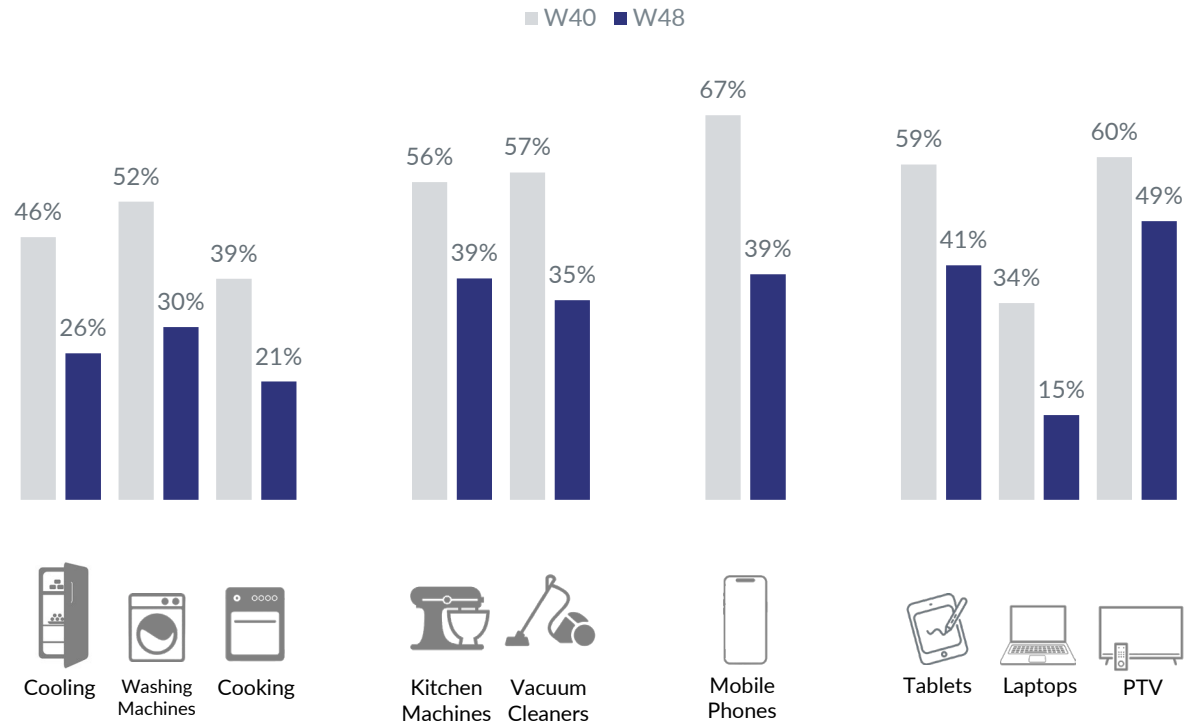
Sales Units by Price Ticket in Chile



28% of consumers purchasing products with a high tier ASP. +5% growth

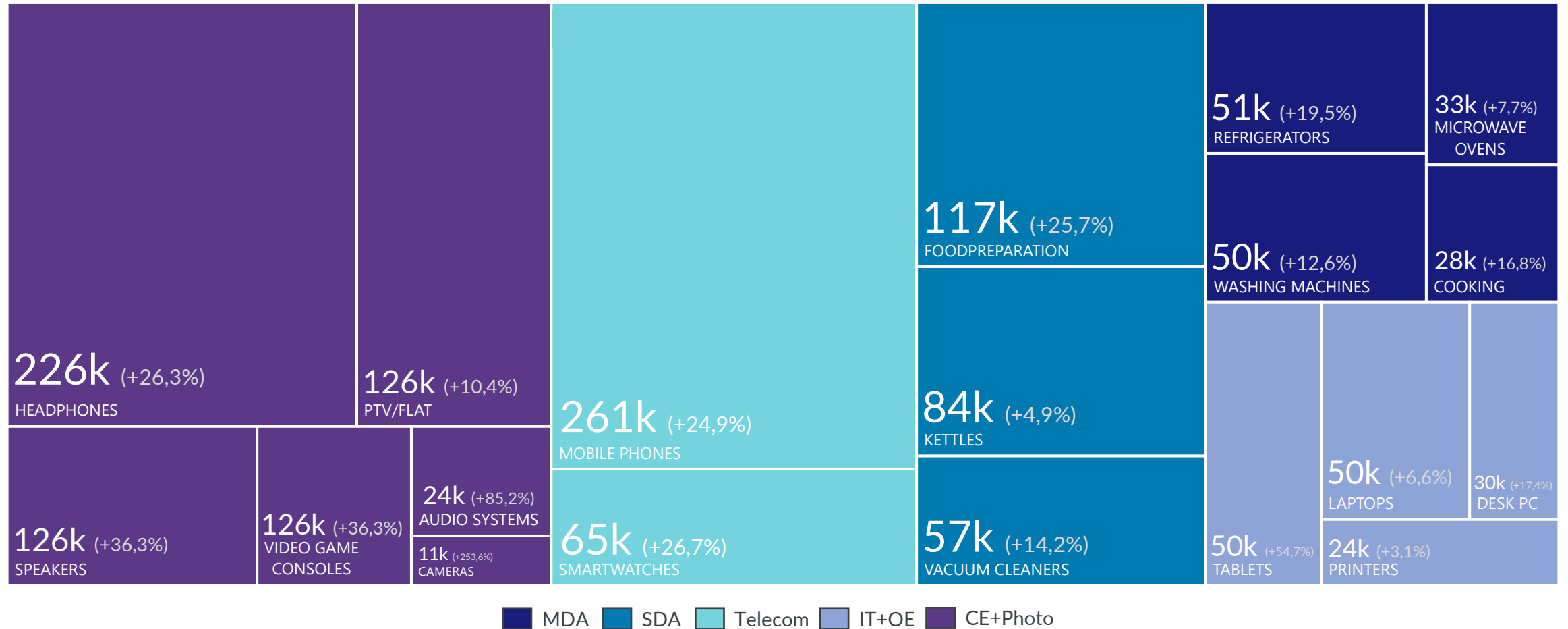
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Sales Units share (%) models with 15% discount during promotional events



In Chile, we see that most shoppers associate this kind of events to categories more linked to entertainment and digital than to renewing traditional household products

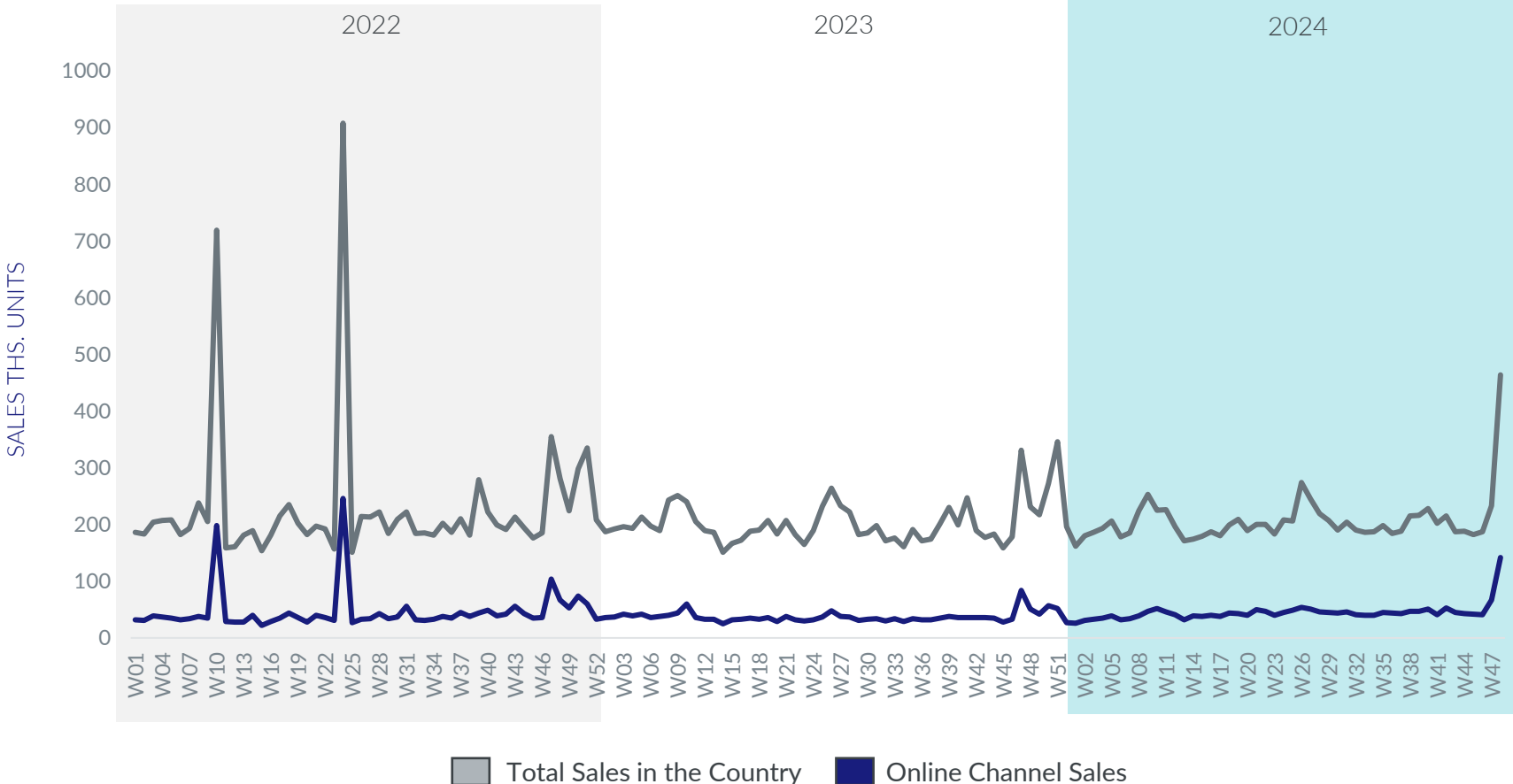
Panelmarket | Chile | Cyber Monday (W40) & Black Friday (W48) Sales Units by Sectors/Categories



Note: The values in each box indicate the units sold during the events listed in the subtitle and the figure in parentheses is their growth rate (%) vs. the same events last year.

Following the success of the “Dia sin IVA” events In the country a few years ago, Black Friday is once again picking up steam, consolidating a good sales volume that far surpasses the 23’ version of the event

Colombia – Weekly Sales Units (2022 – 2024 YTD)



BLACK FRIDAY

(W48 2024 vs. W47 2023)

6,73M units

(+40,1% vs. Black Friday 2023)

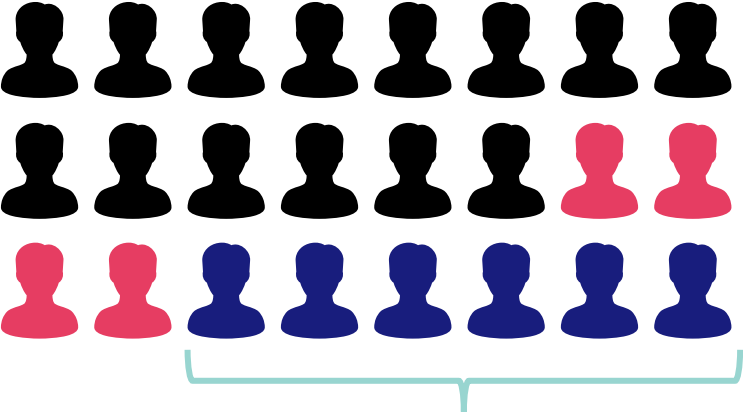
Black Friday 2024 represents:

44% sales units from Nov/24

5% sales units YTD (W1-W48)

Premium Products in Colombia are the fastest growing in comparison to other countries on Black Friday and, in turn, is the country with the most specific discounts by category, especially PTV and Mobile Phones

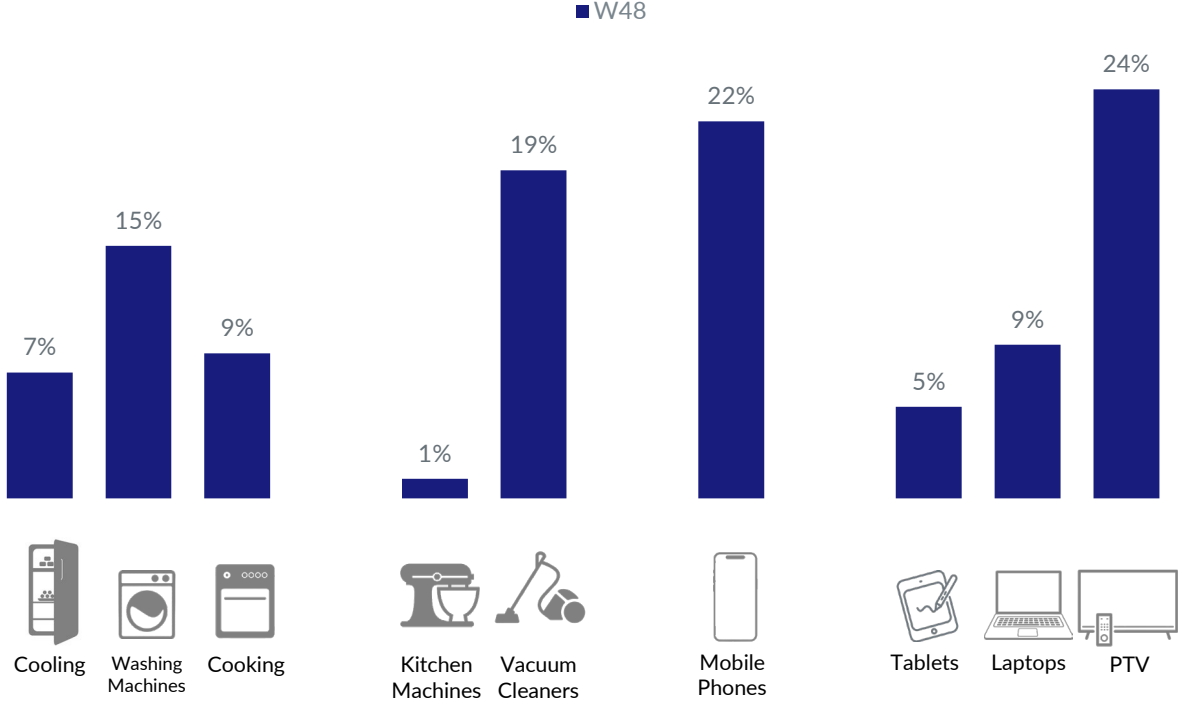
Sales Units by Price Ticket in Colombia



24% of consumers purchasing products with a high tier ASP. **+45%** growth

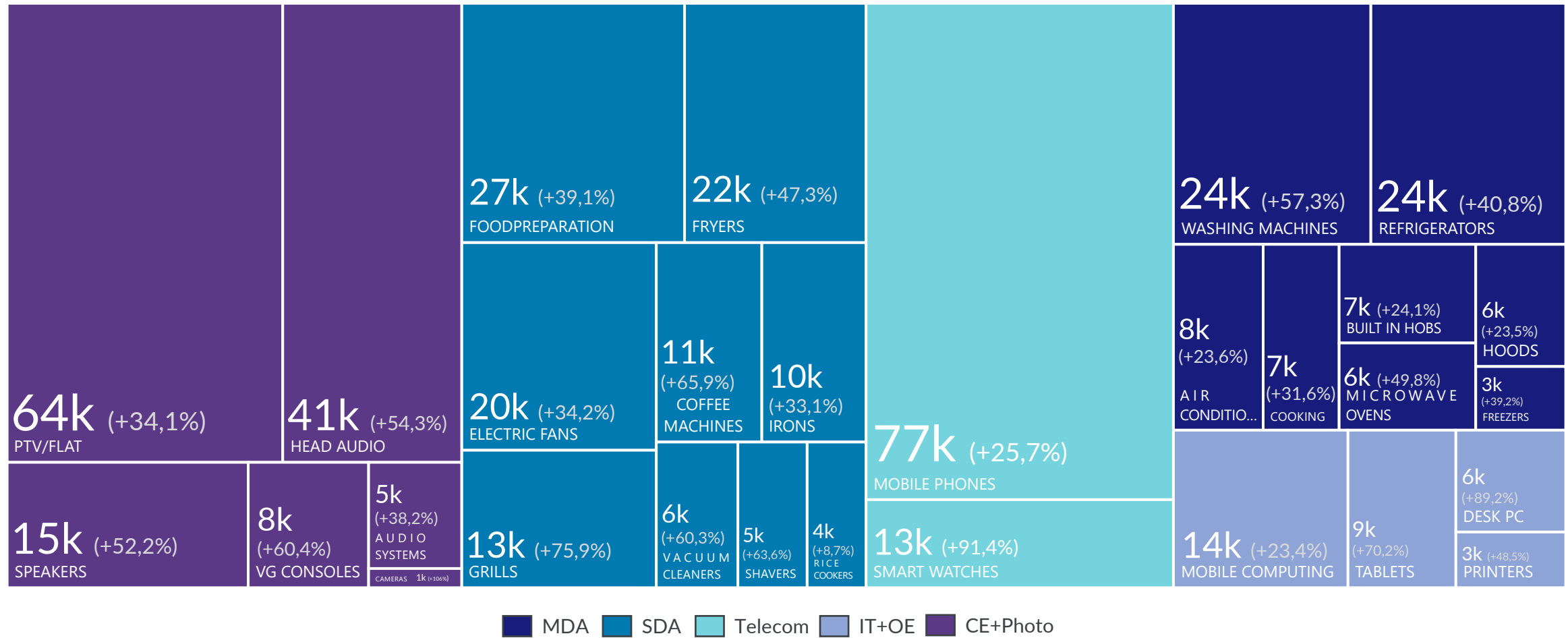
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Sales Units share (%) models with 15% discount during promotional events



There is a particularity regarding Black Friday sales in Colombia, as the most sold categories are from the CE sector, similar to Chile, despite having only one event of this kind in the year

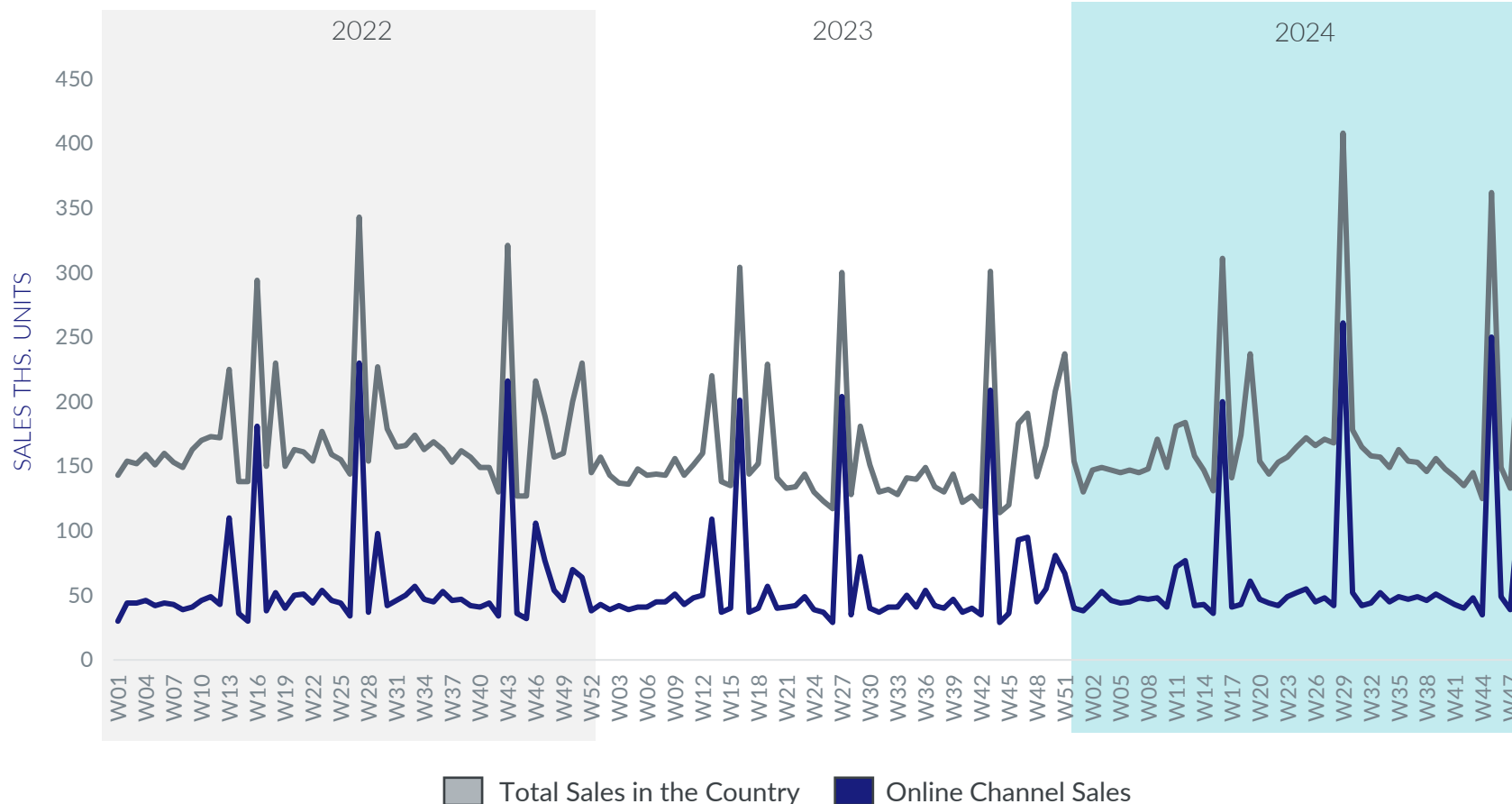
Panelmarket | Colombia | Black Friday (W48) Sales Units by Sectors/Categories



Note: The values in each box indicate the units sold during the events listed in the subtitle and the figure in parentheses is their growth rate (%) vs. the same events last year.

This year's events have been the highest points that the demand for T&D products, although the most important event was in July, the performance of CyberWOW (W45) and Black Friday was remarkable against Oct/Nov of previous years

Peru - Sales Units by Channel (2022 - 2024 YTD)



(W45 2024 vs. W43 2023)

362k units

(+19,9% vs. CyberWow 2023)



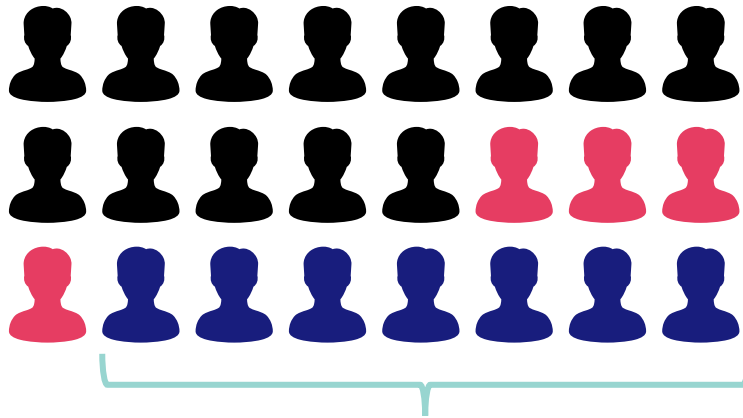
(W48 2024 vs. W47 2023)

248k units

(+29,9% vs. Black Friday 2023)

Peru is the country with the largest number of buyers of mid-tier products; and similar to previous cases, their discounts are high and transversal, as they are not concentrated in a specific category or sector

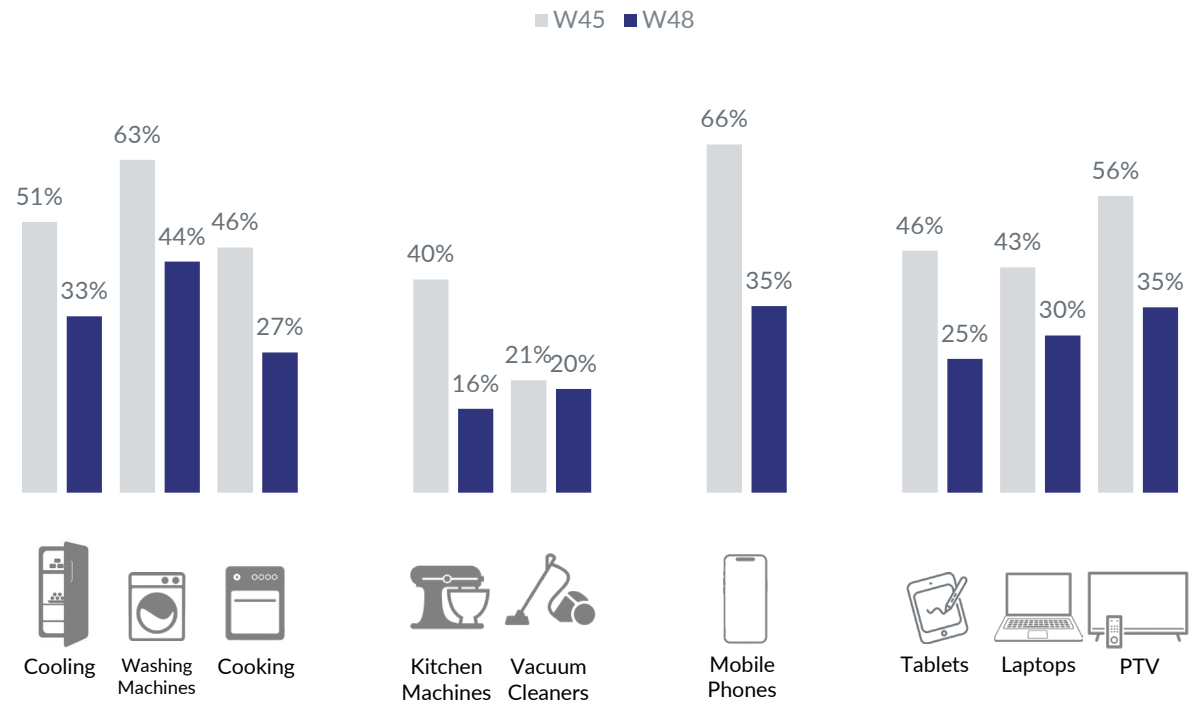
Sales Units by Price Ticket in Peru



24% of consumers purchasing products with a high tier ASP. +38% growth

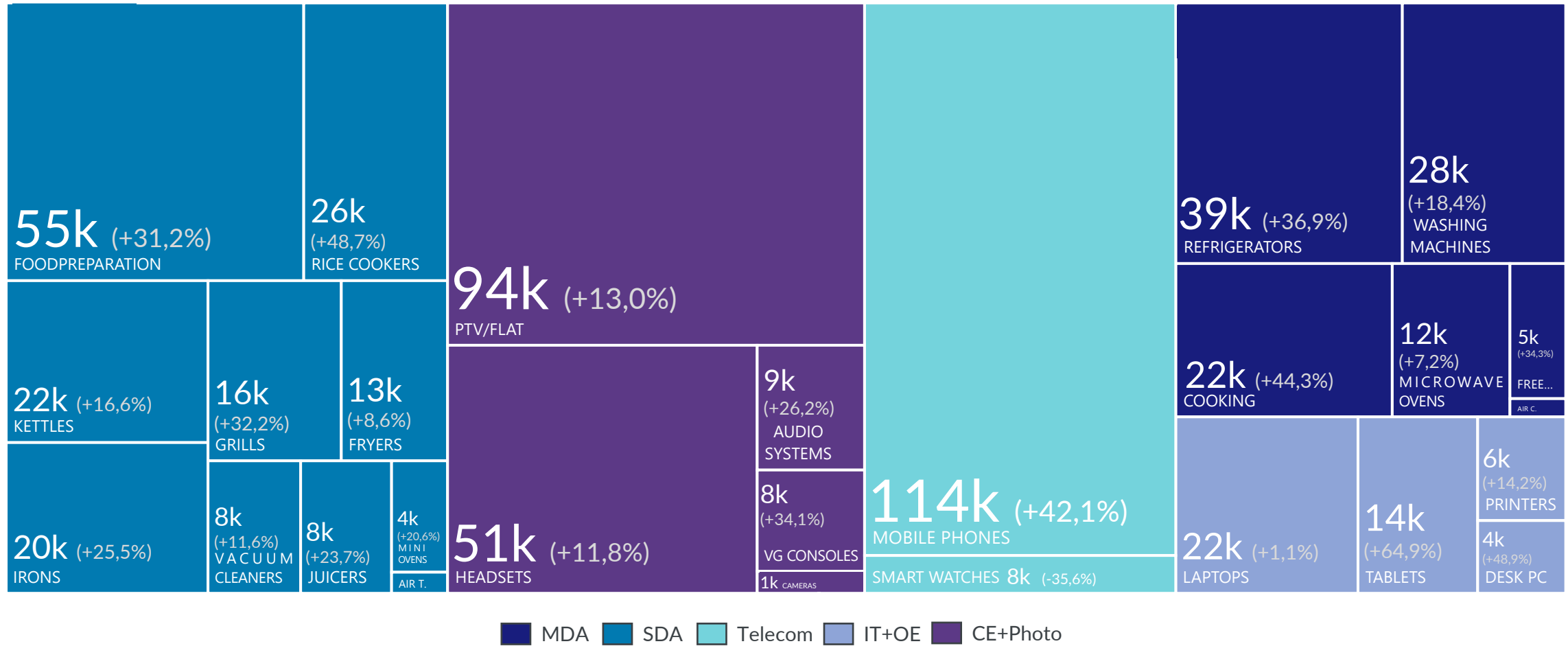
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Sales Units share (%) models with 15% discount during promotional events



Cooking-related categories are among the most important in the country (MDA/SDA), but there has been a strong increase in Mobile Phones and Tablets

Panelmarket | Peru | Cyber Wow (W45) & Black Friday (W48) Sales Units by Sectors/Categories



Note: The values in each box indicate the units sold during the events listed in the subtitle and the figure in parentheses is their growth rate (%) vs. the same events last year.

LATAM TRENDS 2024

About NIQ

Despite a constantly evolving market and consumer, there are significant opportunities for growth in the Tech and Consumer Durables (T&D) spaces. NIQ and GfK together provide unparalleled insights to help you navigate a challenging landscape and ultimately find and maintain sustainable growth.

Our robust point-of-sale network and global, long-term panel studies equip you with the comprehensive data needed to understand your market, brand, and consumers better than ever before. Whether you're a distributor or a retailer, a leading or emerging brand, a software company, a component manufacturer, or a smarthome provider, with NIQ, you can make better business decisions, faster.

With NIQ's industry-leading expertise, you can identify growth opportunities, win market share, and drive innovation.