

Black Friday 2024

The biggest trends across markets and product categories



Despite some positive macroeconomic trends in many markets, a slowdown in consumer demand has continued to create challenges, making Black Friday an even more critical opportunity for brands and retailers to recover revenue. While inflation is falling and prices are stabilizing in many markets worldwide, consumer behavior is changing. Many people are shifting from cautious to intentional spending while continuing to prioritize price.

This infographic showcases key results to help you benchmark your performance. Discover how the event unfolded, which products and categories performed best, and how current market conditions influenced sales.

Black Friday week 2024 still double the size of a normal week — and increasing vs last year

Sales cross all technical consumer goods categories in key Black Friday markets*

+125%

Sales value in week 48 2024 vs. last 52 week average

+58%

Week-on-week growth for week 48 2024 vs. week 47

6.6bn

Turnover generated in Euros in week 48 2024

+3.0%

Year-on-year growth for week 48 2024 vs. 47 2023

Certain countries took the lead

Sales value across technical consumer goods all categories

Germany

1.7bn

Biggest Black Friday market by sales value

Spain

+162%

vs. last 52 weeks average

Spain

+10%

Strongest year-on-year growth for Black Friday week

Three winning product groups around the globe

01 Electric Massagers

+58%

02 AR/VR Glasses

+34%

03 Media Tablets

+11%

Super-performers in specific countries

Germany

Electric Fryers

+65%

Brazil

Loudspeaker/Soundbars

+74%

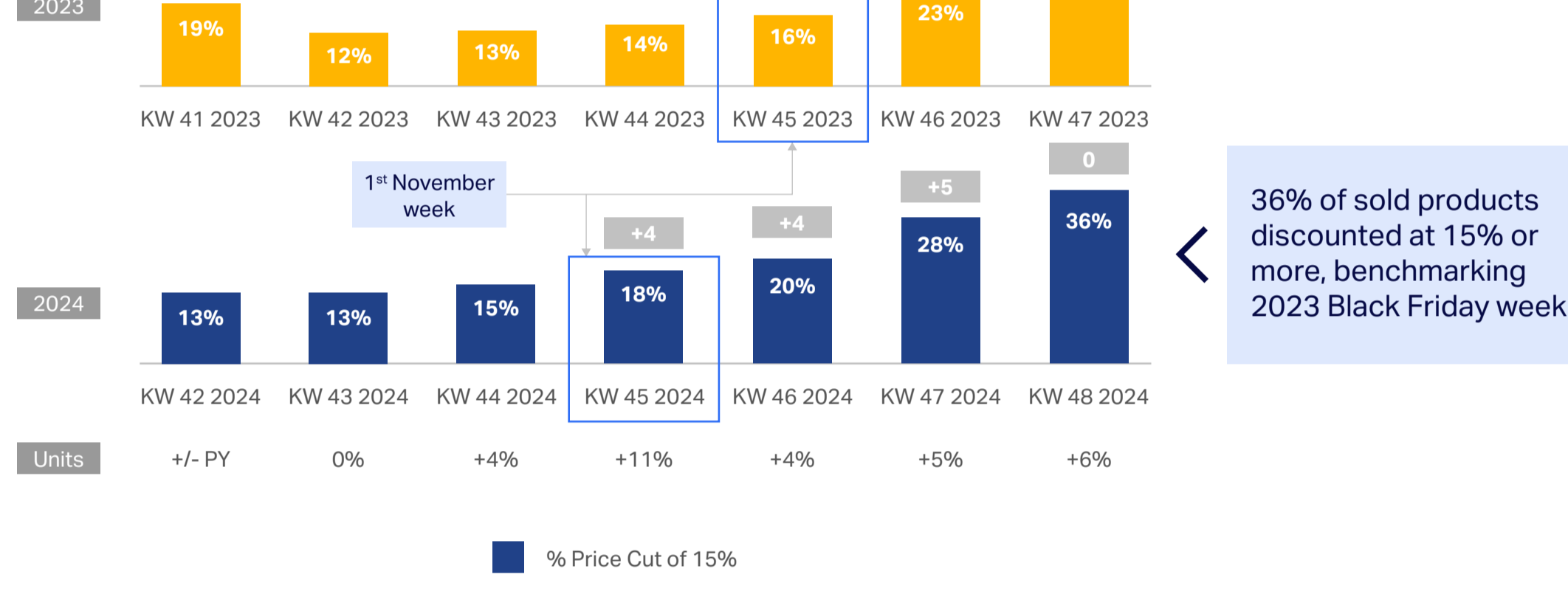
Great Britain

Electric Massagers

+79%

More aggressive discounting in 2024 already as of first weeks in November — especially during pre-Black-Friday weeks!

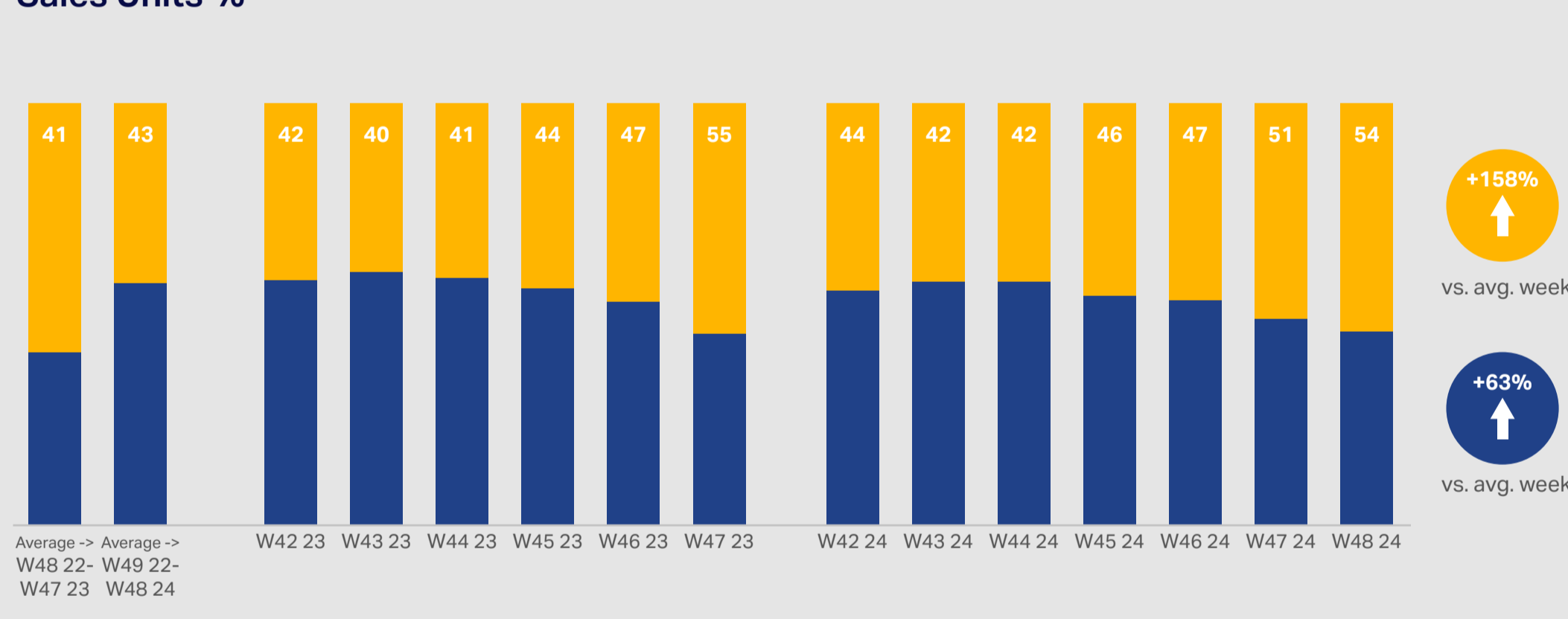
Sales Units share in %



Source: GfK Market Intelligence; Sales Tracking, comparison Black Friday 2024 to 2023; sales value (NSP) EUR of all weekly tracked product groups for all displayed countries; tracked product groups differ between countries

Online channel continues to have an edge over offline on Black Friday

Sales Units %

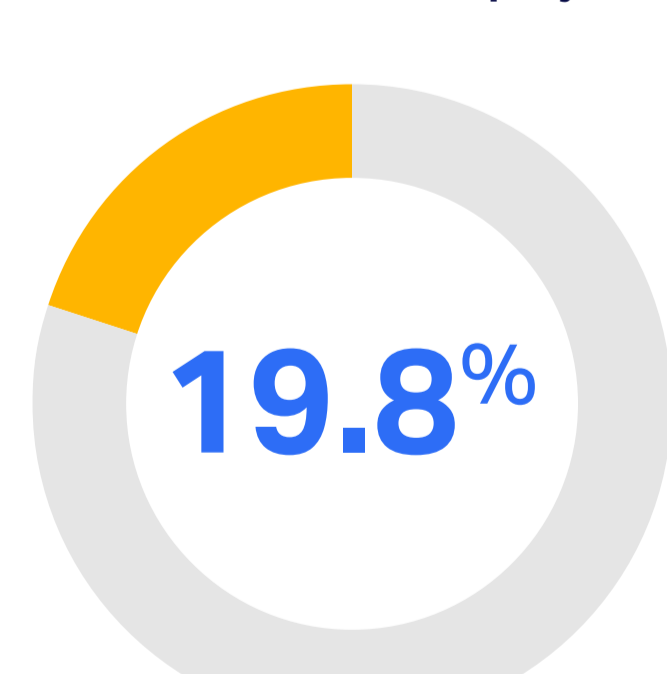


Source: GfK Market Intelligence; Sales Tracking; comparison Black Friday 2024 to 2023; sales units of all weekly tracked product groups for all displayed countries; tracked product groups differ between countries

Beyond Black Friday 2024

Strongest growing consumer concern

Recession and Unemployment



Source: GfK Consumer Life, Global Survey, 2024 Wave, 18 countries; Global TCG Trends Report Q3 2024 – Global Strategic Insights

The uncertainty about job security leads consumers to save rather than spend. Overall, consumers are likely to be more cautious with their purchases, ensuring that the value of the product meets their needs.

Price is becoming more important

Most consumers decide based on the price



Source: gfknewron Consumer

With budget concerns consumers are less generous. They weight the feature set of a device vs the price. Purchases become more a "do or don't" decision. Promotions can support the decision!

Ready to maximize success during the 2025 peak weeks?

Harness the power of gfknewron Predict to plan your promotions and boost sales using the world's most comprehensive sales tracking data for Tech & Durables. Contact your local Key Account manager for details, or [visit our website](#) to learn more.

*Key markets are defined as: EU5, Czech Republic, Netherlands, Hungary, Turkey and Brazil. All sales data is shown in Euros.