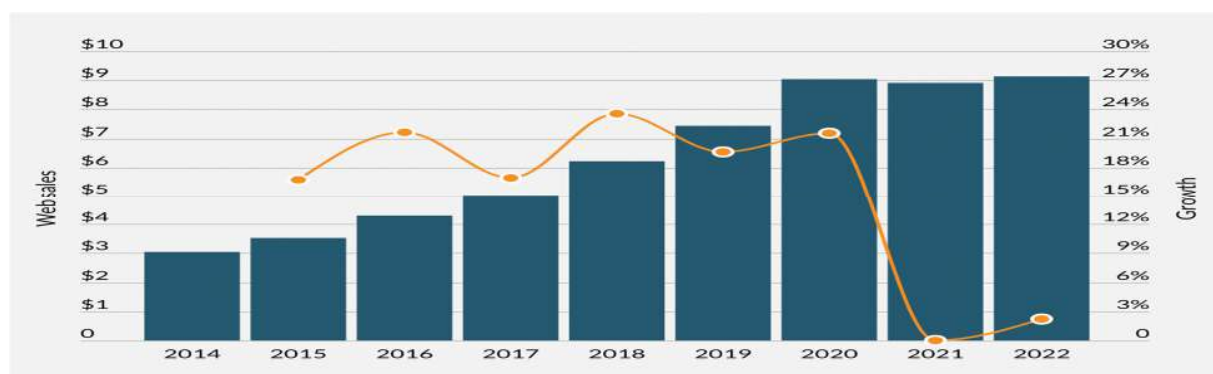


Black Friday, Cyber Week Business Performance Worldwide 2022

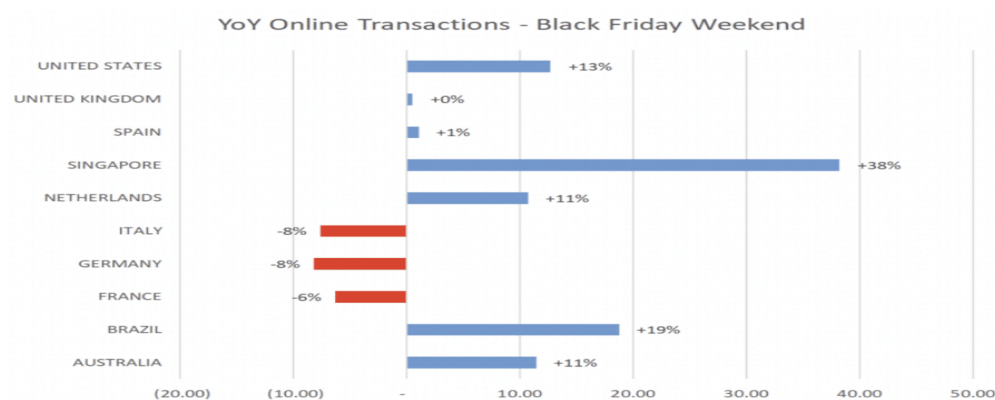
For the e-commerce industry, Black Friday has grown to be one of the most significant occasions on the calendar, but how did it all begin? Although it would appear to be a fairly recent phenomenon, history has it that the shopping festival dates back to Philadelphia in the 1950s. Prior to the Army-Navy football game, which was always played on the Saturday after Thanksgiving, huge groups of consumers would arrive in the city the day after Thanksgiving. Police, who were unable to take the day off and were required to put in extra-long shifts in order to manage the massive throng, are said to be those who came up with the term. In Philadelphia, it became a huge shopping occasion, but it wouldn't spread to the rest of the country until the late 1980s and is still a tradition today which is celebrated worldwide.

As COVID-19 pandemic restrictions has eased in 2022, many retailers may have hoped for a less complicated Black Friday. Black Friday without hesitation is the pinnacle of discount shopping for both in-store and online shoppers. With the need to save, more consumers took advantage of Black Friday sales and cyber-Monday. Black Friday is a key focus for those measuring how the e-commerce market, and consumer confidence, are both doing in what is the most important and biggest period for shopping in the year. Based on 1.5 billion shoppers as per Salesforce figures, we can note that online sales reached \$40 billion globally at 5 p.m. Despite fears that the increased cost of living would moderate the celebration, Black Friday sales increased this year as consumers hunted for great discounts reaching record-breaking \$9.12 billion in the United States according to Analytics, starting off a strong start to the holiday shopping season. Consumers wanted to spend and take advantage of some rare savings, outpacing concerns about record inflation and an impending recession. They flocked to these holiday shopping events in droves and spent a record amount. According to NIQ survey 67% of the Americans believe the country is already in a recession but their actions reveal otherwise.

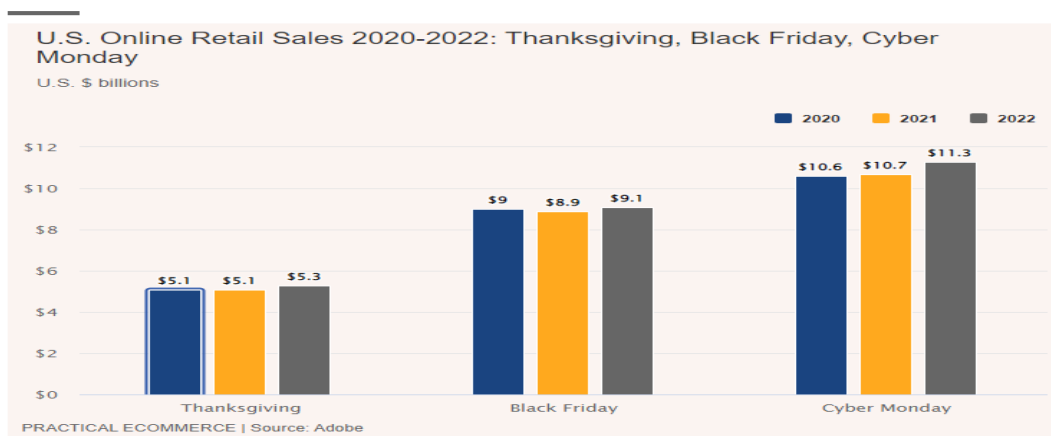


As per criteo.com, it was observed that from 5,400 retailers in 60 countries on Black Friday 2022, online transactions were up +4.8% year over year. Online purchases in the US climbed +13% over the Black Friday weekend (from Friday through Cyber Monday) from the previous year. Looking at sales leading up to the big shopping day, internet sales on Black Friday increased by +374% when compared to the monthly average in October. Impressive performances were also presented by other APAC nations. On Black Friday, online sales increased year over year in Australia (+11%) and Singapore (+38%). Additionally, compared to the average in October, online purchases in Singapore (+223%) and Australia (+239%) both increased during the event. Overall internet transactions in South America increased by 5.8% YoY and in Brazil online sales were up by +19% YoY. Most of Europe did not experience growth from year to year. But many countries continued to experience significant hike in the days before Black Friday. In comparison to

the average in October, online transactions augmented in Spain (+576%), the UK (+404%), Germany (+346%), Italy (+346%), and France (+344%).



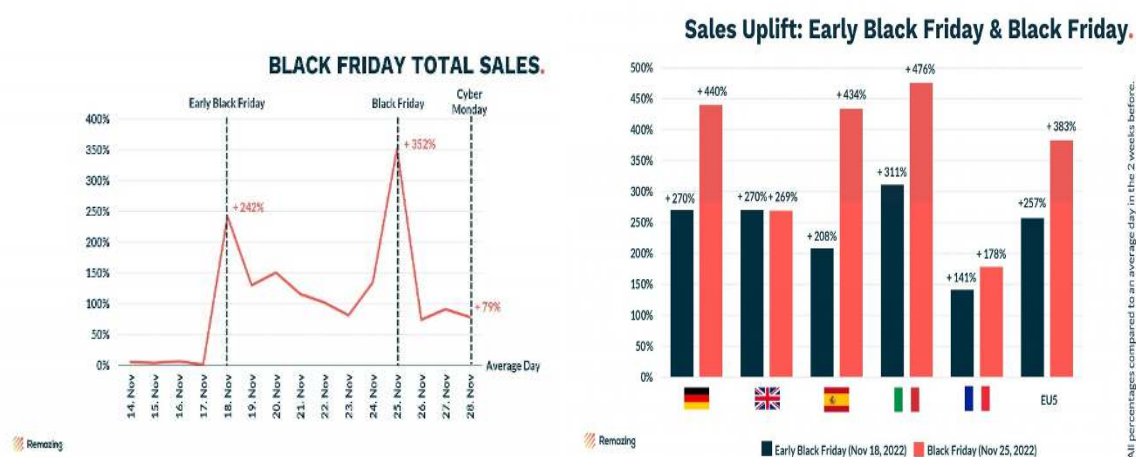
The scheme buys now pay later BNPL proposed by retailers, shows a hike 78% on Black Friday, and according to sales data, they are up 81% from the same day a week prior. Notably, there is a significant rise over the day before as well. Everything is great as long as there are no longer manageable bills down the road. Online retailer traffic jumped +9% in the seven days before Black Friday compared to the same time last year, a sign of how eager consumers were for the occasion. When compared to the average in October, in-store transactions on Black Friday soared by +64.5%, according to statistics from US businesses with both online and physical locations. Online transactions, however, had a substantial +374% growth. People are shopping from their mobile mostly rather than computer desk. Mobile gadgets are becoming increasingly important. On Black Friday, smartphones accounted for a record 48% of total e-commerce transactions (up from 44% in 2021). 78% of web traffic came from smartphones on Black Friday 2022. Thanksgiving remains a stronger day for mobile sales, in part due to the fact that customers are not in stores or at their computers (they are spending time with friends and family, not at their offices). Mobile devices accounted for around 55% of online transactions in 2022, an increase of 8.3% from a year before.



According to data from Salesforce, electronics and accessories were among the most popular categories to purchase for globally on Black Friday and as per Adobe's final Black Friday sales figures, online sales of

audio equipment and smart home products increased by more than 200% over the average day in October. Shopify bestselling product were Apparel & accessories, followed by health & beauty, and home & garden. Shopify who is a global provider of essential internet infrastructure for commerce declared a record-breaking Black Friday and Cyber Monday weekend, with sales from independent companies throughout the world totaling \$7.5 billion*. Sales increased by 19% from the \$6.3 billion made over the Black Friday and Cyber Monday weekend on Shopify in 2021 (21% in constant currency terms). This year, more than 52 million customers worldwide made purchases from firms that use Shopify, a 12% increase from 2021. For Shopify retailers, the Black Friday/Cyber Monday weekend is the busiest shopping day of the year. While not a representation of the entire holiday season, it is an occasion that highlights the influence and strength of independent enterprises all around the world.

Amazon were among the top selected online store on Black Friday 2022. Amazon had a record-breaking holiday shopping during the Thanksgiving weekend 2022 and that it sold “hundreds of millions” of products during the period. Sales surged by 242% on November 18, 2022, the day the Early Black Friday Deals went up. Sales for the entire Black Friday Week that followed (Nov 21–Nov 27) increased dramatically (+145%) compared to the norm for CW 44 + 45. With numbers rising by 352%, Black Friday (Nov. 25) was the most successful day of Black Friday Week. On the other hand, Cyber Monday (Nov. 28) was a fairly meager end to the discount event: sales increased by only 79%. The company reported that the top-selling categories included Amazon gadgets, toys, fashion, Apparel and home goods. Some of the best-selling items over that weekend included Apple's AirPods, the Echo Dot, and the Fire TV Stick from Amazon. Clothing from Champion and New Balance also fared well. Consumers spent more than \$1 billion at small companies. Games like "What Do You Meme? Family Edition" and "Kids Against Maturity: Card Game for Kids and Families" were among the most popular small company products. The Black Friday performance was the strongest on the Italian (+ 476%) and German (+ 440%) Amazon marketplaces. What is actually surprising is Spain's comparably high (+ 434%) and Great Britain's comparably low (+ 269%) sales uplift.



Black Friday sales reached a new record in 2022 by breaking all previous records. The success was unexpected in a weak economy and high inflation. Despite all of what is going on in the economy and a record-breaking cost of living increase, spending was still high. The main motivating factor for people to shop on Black Friday can be they wanted to save and the celebrate holidays by taking advantage of all the discounts and the different schemes (deal of the hour, targeted discounts free shipping etc.) proposed by the retailers.