

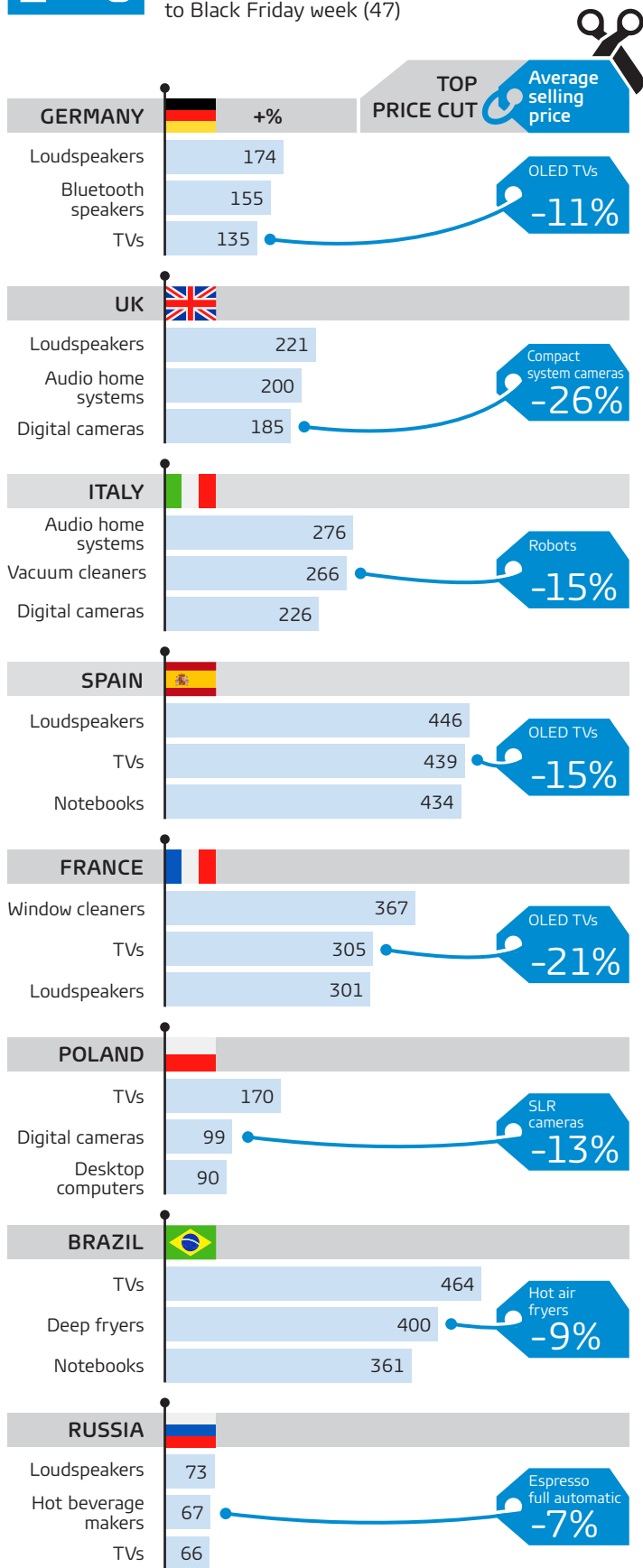


TECH DURABLES TURNOVER MORE THAN DOUBLES COMPARED TO AVERAGE WEEK



Top 3 best-performing product groups

Sales value growth from week 46 to Black Friday week (47)



Retail importance of Black Friday week

Sales value in week 47



GROWTH VS. AVERAGE WEEK...

STRONGEST IN...



BRAZIL
+233%

Calendar week 47 vs. last 52 week average

STRONGEST WEEK-ON-WEEK GROWTH IN...



SPAIN
+296%

Black Friday week (47) 2018 vs. calendar week 46

MOST TURNOVER GENERATED IN...



BRAZIL
1.2 billion €

HIGHEST YEAR-ON-YEAR GROWTH IN...



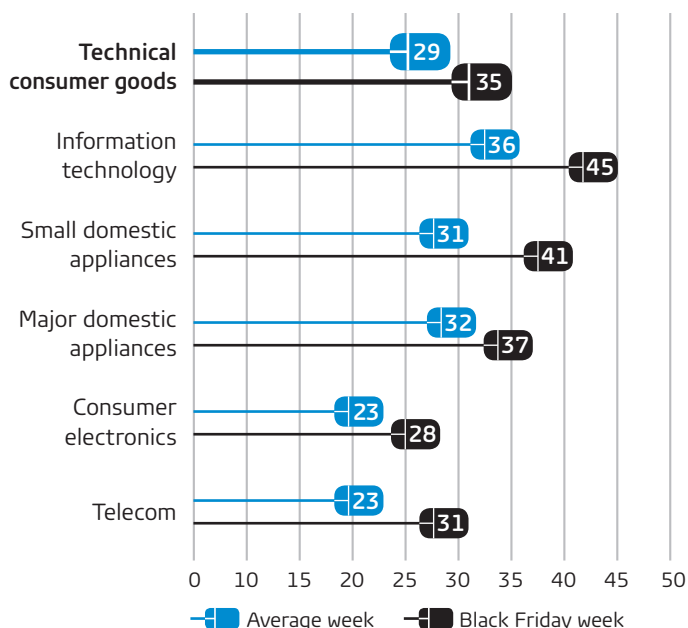
ITALY
+42%

Black Friday week 2018 vs. 2017



Relevance of online shopping during Black Friday week

Online value share in %



Contact us for more strategic retail insights: Norbert Herzog, norbert.herzog@gfk.com

Source: GfK Point of Sales Tracking, analysis based on weekly sales data for 2018 Black Friday week (calendar week 47), previous week (46), 2017 Black Friday week (47) and average week (last 52 weeks)

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