Black Friday continues to grow strongly in Europe. Only Great Britain showed negative value growth last year, after several years of growth. But consumers are not jumping at any offer. Value for money and price are important factors across Germany, Poland, Russian and UK.

People are crying out for a bit less choice! All categories are seeing a higher volume of returns, with significant numbers increasing how often they compare prices across stores… on the other hand, consumer attitudes around shopping show that significant numbers enjoy something special.

For me the most important thing about a brand is that it offers good value for money. I’m willing to settle for an inferior product or service, if it’s available when I need it.

But higher quality items or pamper myself on a... the perfect bit of indulgence. It is important to indulge... even significant numbers becoming here when they company prices across stores. In Europe, just under half have increased the times they compare prices from different stores.

...and the other hand, consumer attitudes around shopping show that significant numbers enjoy something special. Combined all of this, and you get the ideal audience for premiumization... the volume of “noise” fired at consumers.

...but there are hurdles to overcome - most importantly the volume of “noise” fired at consumers. Is ‘premiumization’ the future for Black Friday?

The main factors driving consumers to purchase more premium priced products during Black Friday week, compared to an average week.

Is the main factor in my purchasing decisions Price 40% is the most important factor in my purchasing decisions 38% 34% 31%... and 6% across Europe (excluding here when they return a purchase because they found it cheaper elsewhere... with significant numbers increasing how often they compare prices across stores... values grew more strongly than volume, as consumers bought more premium products during Black Friday week versus previous week.

Added to this, there is a super to encourage the impulsive buying that is already present within T ech & Durables.

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