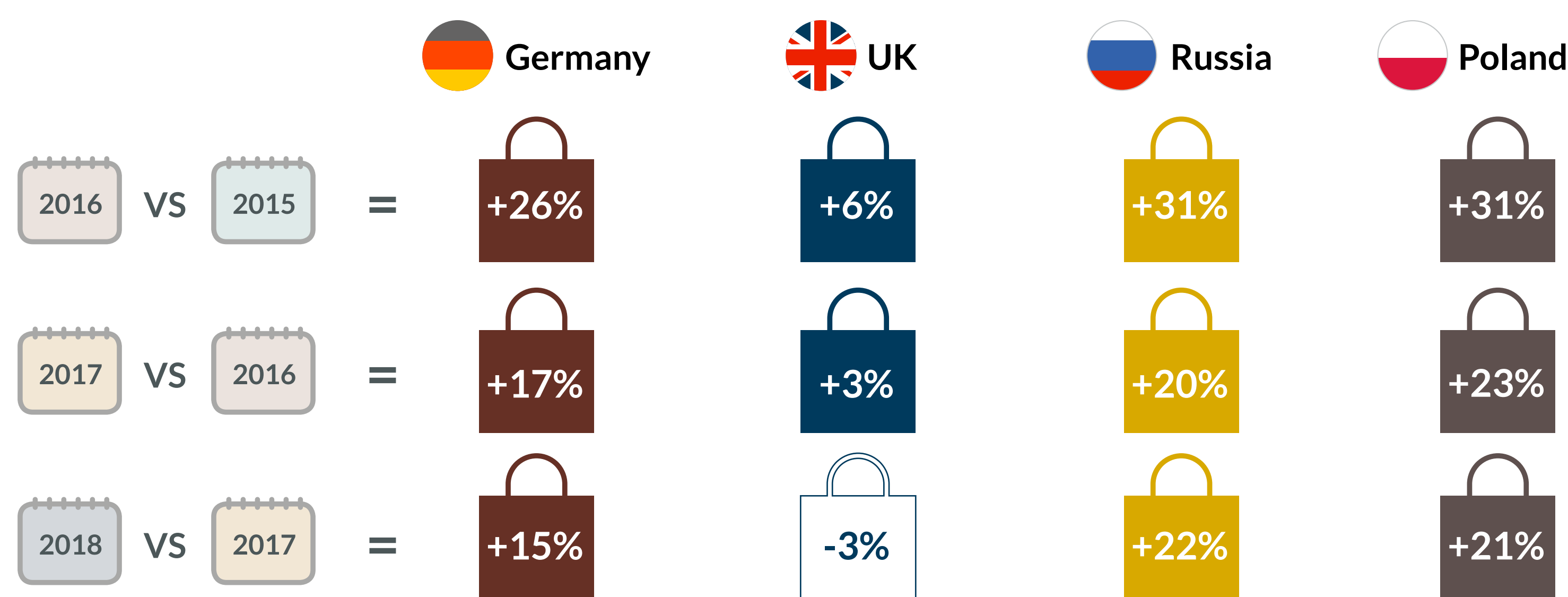


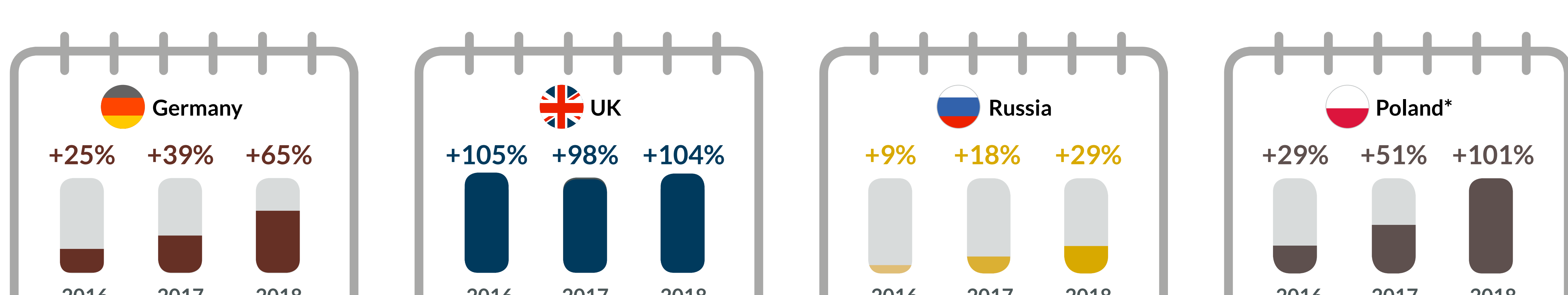
IS 'PREMIUMIZATION' THE FUTURE FOR BLACK FRIDAY?

Black Friday continues to grow strongly in Europe. Only Great Britain showed negative value growth last year, after several years of growth.

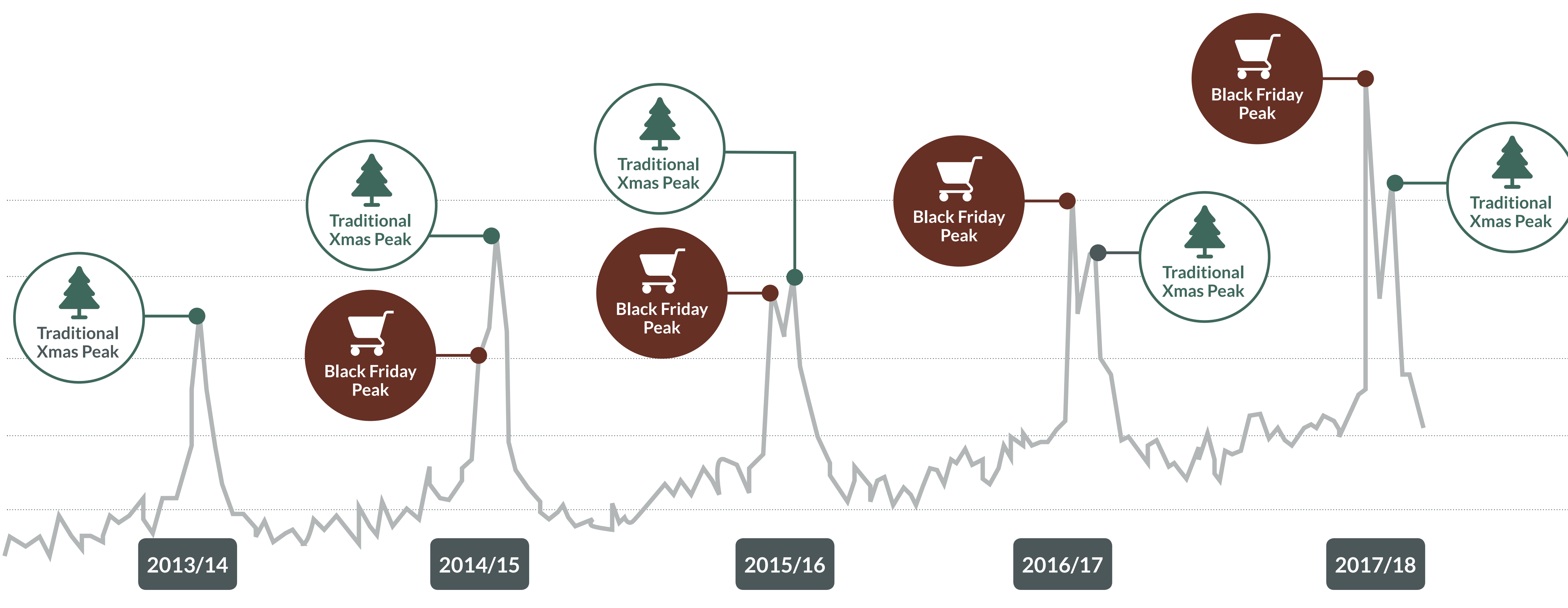
Black Friday week year on year



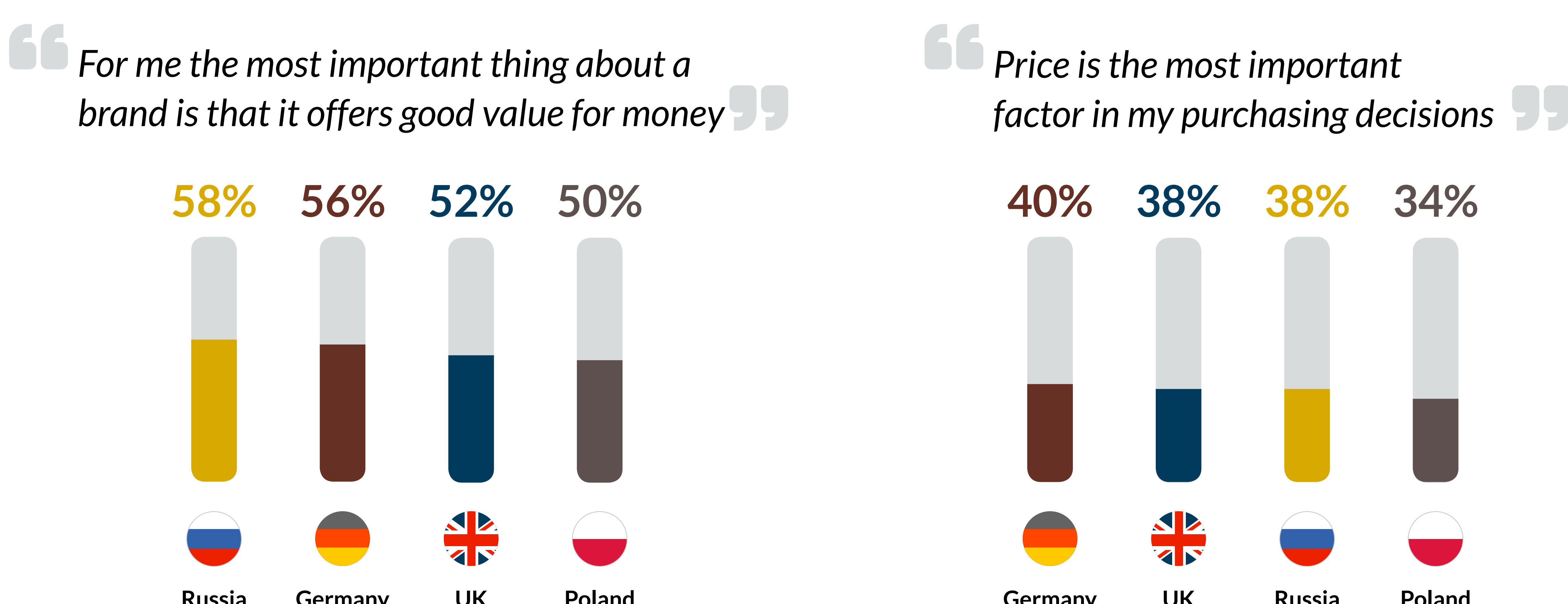
Black Friday week versus previous week



*Poland weekly data covers refrigeration, desk computing, digital cameras, media tablets, mobile computing, monitors, TV, video game consoles, washing machines, smartphones, phablets
Source: GfK Point of Sales

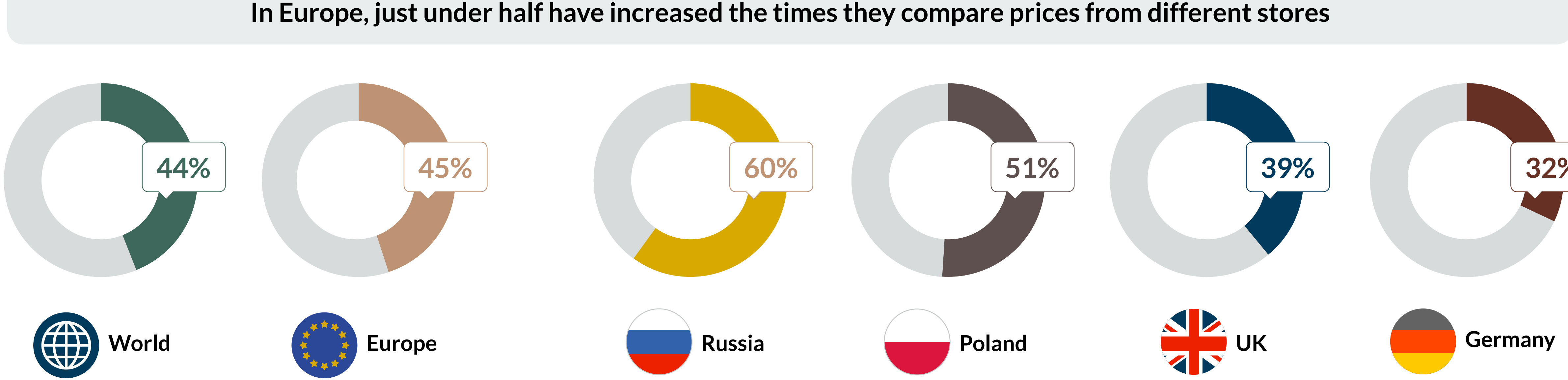


But consumers are not jumping at any offer. Value for money and price are important factors across Germany, Poland, Russian and UK



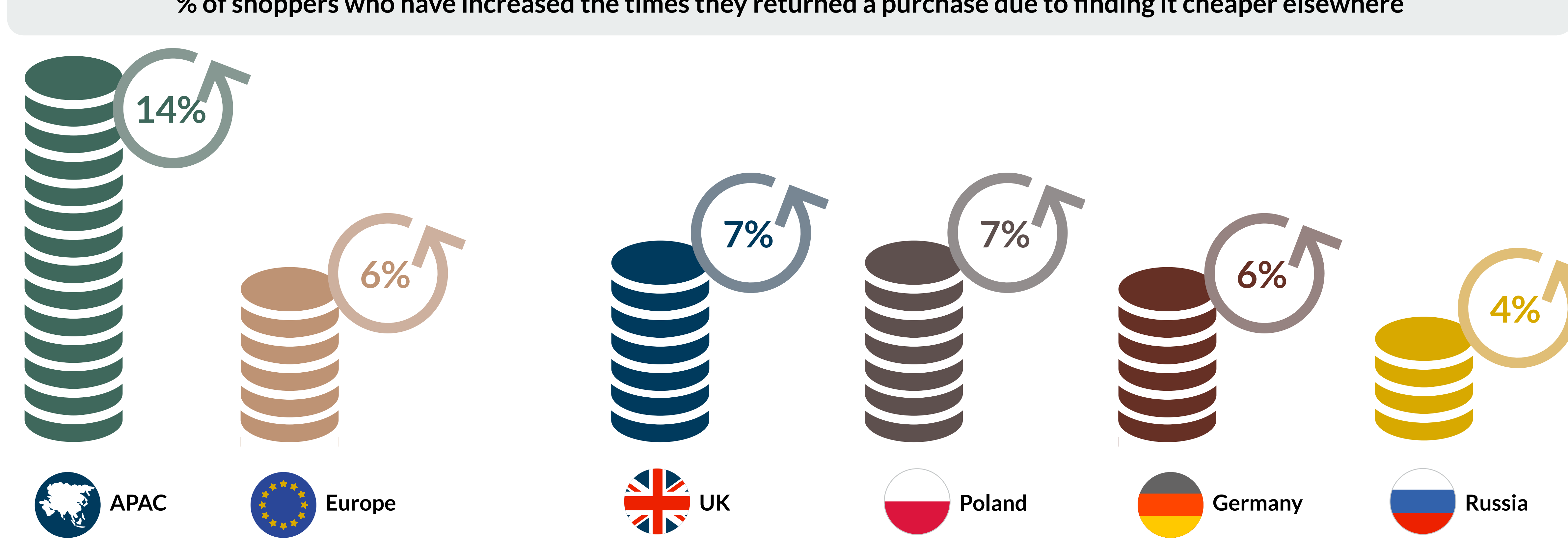
...with significant numbers increasing how often they compare prices across stores

In Europe, just under half have increased the times they compare prices from different stores



...and 6% across Europe increasing how often they returned a purchase because they found it cheaper elsewhere

% of shoppers who have increased the times they returned a purchase due to finding it cheaper elsewhere



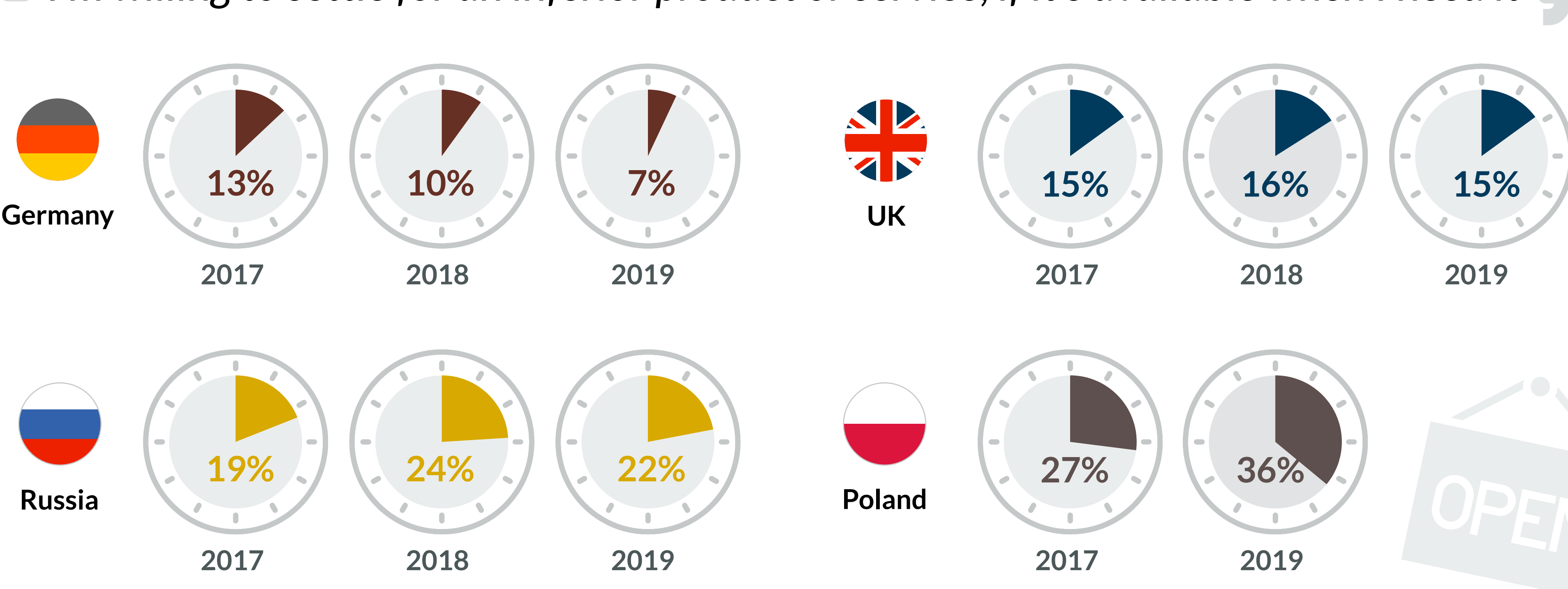
...on the other hand, consumer attitudes around shopping show that significant numbers enjoy something special.

Consumer attitudes around 'premium' shopping 2019



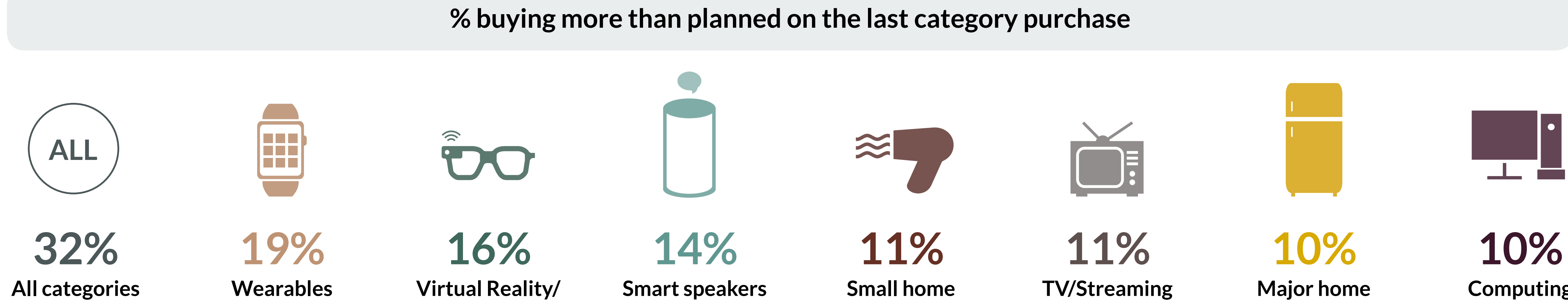
...and few people are willing to 'trade down'. Only in Poland and Russia are there significant numbers prepared to do this.

I'm willing to settle for an inferior product or service, if it's available when I need it



Added to this, there is scope to encourage the impulse buying that is already present within Tech & Durables.

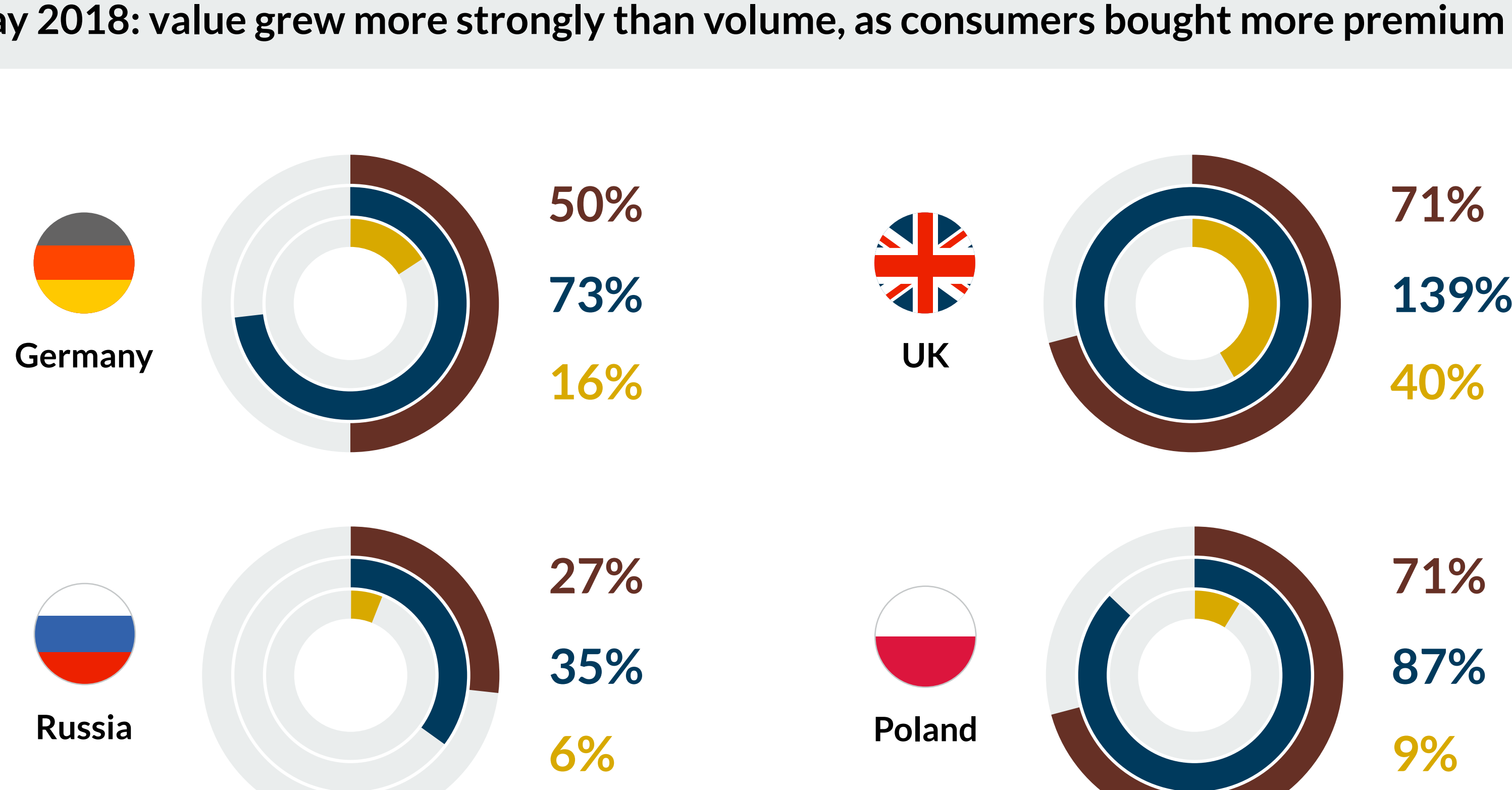
% buying more than planned on the last category purchase



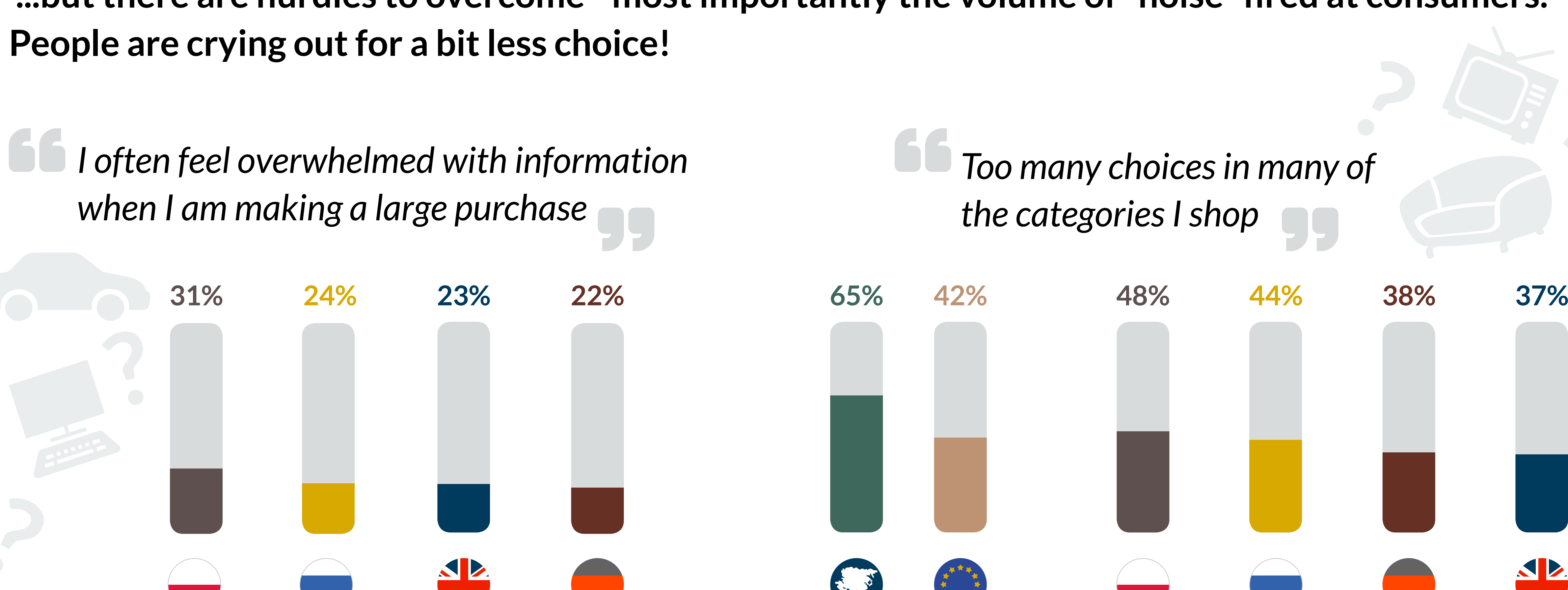
Combine all of this, and you get the ideal audience for premiumization

Last year, shoppers bought more premium priced products during Black Friday week, compared to an average week.

Black Friday 2018: value grew more strongly than volume, as consumers bought more premium products



...but there are hurdles to overcome - most importantly the volume of "noise" fired at consumers. People are crying out for a bit less choice!



Interested in how to tackle this?