

BLACK FRIDAY

PORTUGAL
25 DE NOVEMBRO DE 2023

SIBS
Analytics

VALOR DAS COMPRAS

Variação do ticket médio na BLACK FRIDAY



TICKET MÉDIO
2023

39€

VARIAÇÃO
VS
Nov 2023

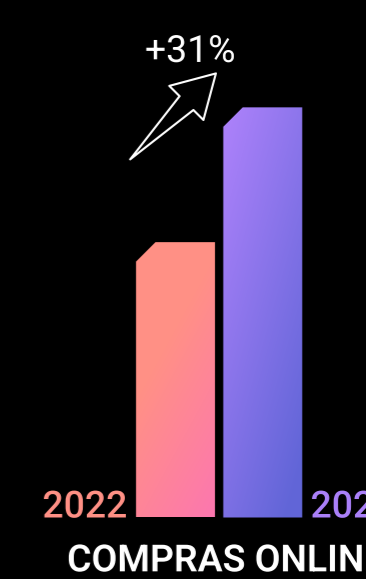
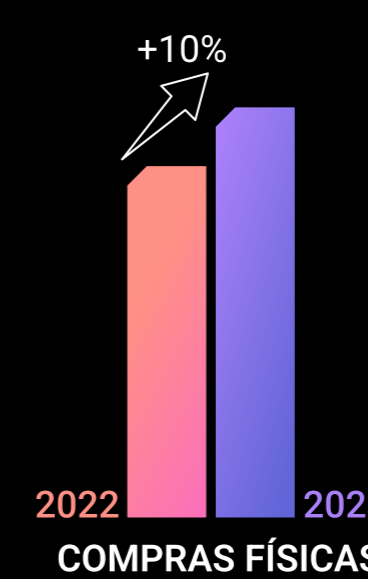
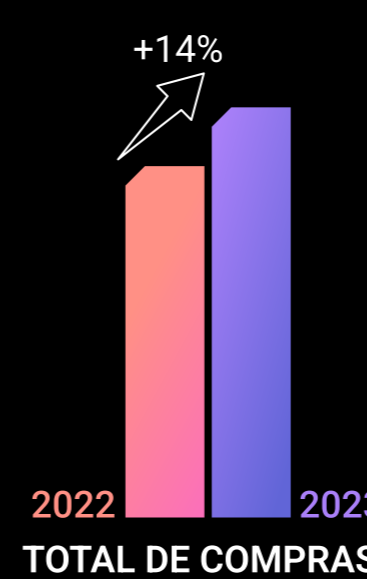
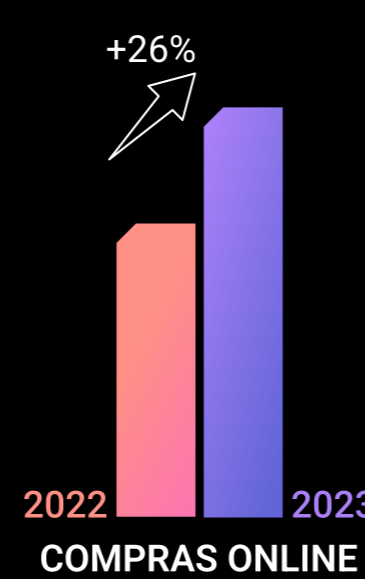
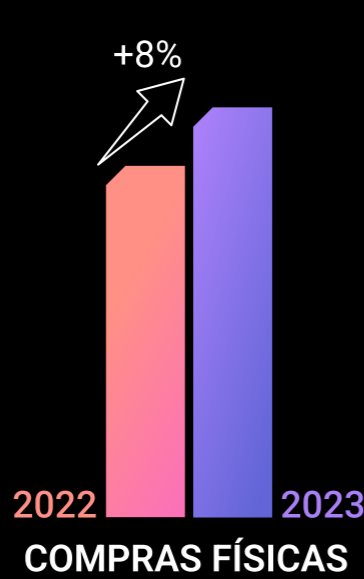
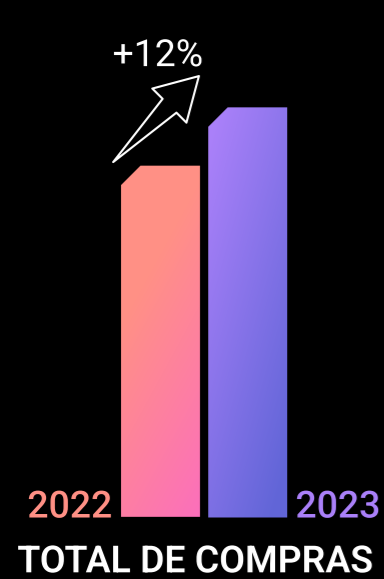
+14%

VARIAÇÃO
VS
2022

-4%

CONSUMO NA BLACK FRIDAY

CONSUMO NA BLACK WEEK



PESO DO E-COMMERCE

Peso (em euros) das compras online no total das compras na BLACK FRIDAY

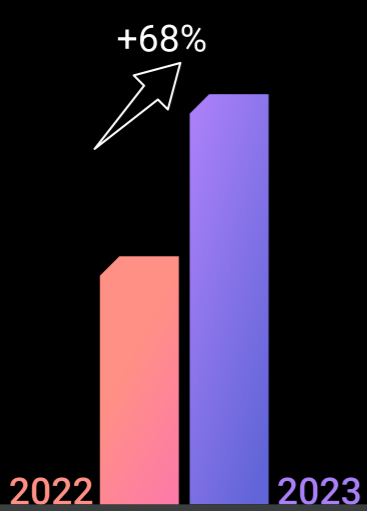
22%
2022

24%
2023

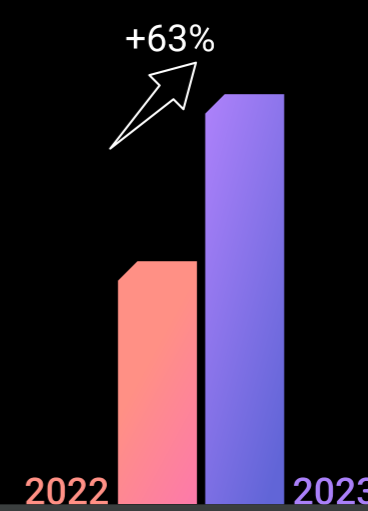


MB WAY

Variação do número de compras físicas e online MB WAY na BLACK FRIDAY



COMPRAS FÍSICAS



COMPRAS ONLINE

SETORES

Setores com maior crescimento em nº de compras no dia da BLACK FRIDAY face à média diária do mês de Novembro

Moda e Acessórios

167%

Produtos de Beleza, Cosméticos e Perfumes

143%

Material Recreativo e Desportivo

85%

