

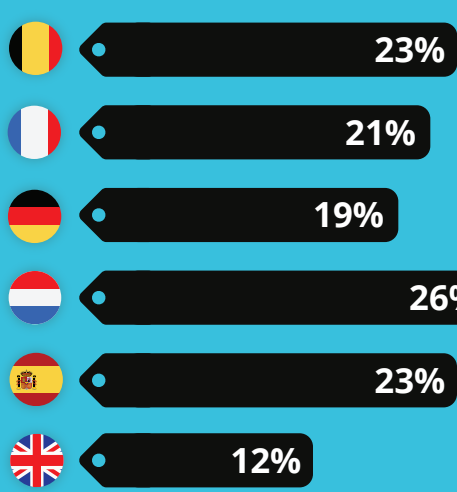
BLACK FRIDAY



TRENDS 2018

SMALLER RETAILERS

SMALLER RETAILERS ARE TAKING A HUGE SLICE OF BLACK FRIDAY SALES



74% OF SPANISH CONSUMERS ARE SET TO FLOCK TO RETAILERS THIS BLACK FRIDAY!

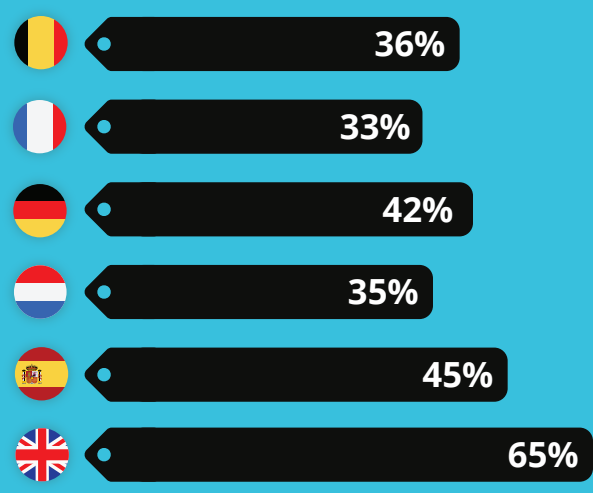


24% OF FRENCH SHOPPERS HAVE NEVER SHOPPED DURING BLACK FRIDAY, BUT WILL DO THIS YEAR!

THE SALES SCEPTICS



65% OF UK SHOPPERS ARE SCEPTICAL OF BLACK FRIDAY SALES, BUT WOULD SHOP ANYWAY!



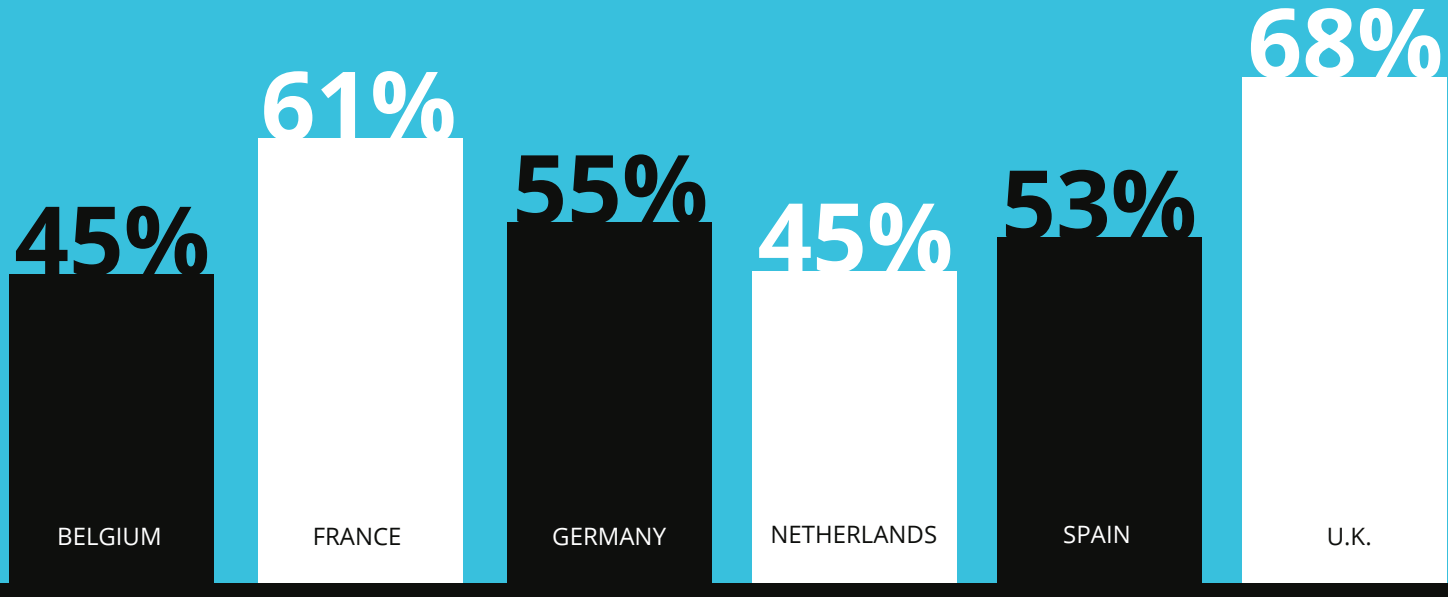
6% OF SHOPPERS IN THE NETHERLANDS ARE USING VOICE ACTIVATED SHOPPING FOR BLACK FRIDAY PURCHASES.



SPAIN SEE A **193%** SPENDING RISE ON BLACK FRIDAY WHEN COMPARED TO AN AVERAGE FRIDAY!

IT'S A DIGITAL WORLD

68% OF UK SHOPPERS SHOP ONLINE FOR DEALS OVER THE BLACK FRIDAY PERIOD!



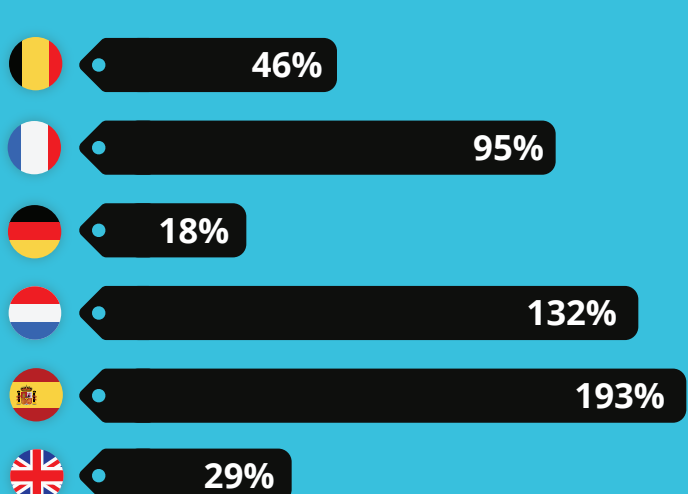
31% OF GERMAN SHOPPERS SHOP VIA A MOBILE APP FOR BLACK FRIDAY DEALS!



42% OF BELGIAN SHOPPERS SHOP IN-STORE FOR BLACK FRIDAY DEALS!

EUROPE GOES BIG ON BLACK FRIDAY

EUROPE SEES A **72%** SPENDING RISE ON BLACK FRIDAY, WHEN COMPARED TO AN AVERAGE FRIDAY!



40% OF FRENCH SHOPPERS ARE OPEN TO SHOPPING WITH FOREIGN RETAILERS OVER BLACK FRIDAY!



62% OF SPANISH SHOPPERS ARE HAPPY TO GO GLOBAL AND ARE OPEN TO FOREIGN RETAILERS!

INTERNATIONAL VS DOMESTIC



AN INTERNATIONAL VS DOMESTIC BRAND PREFERENCE

