

2018 Peak sales moments across Europe: The best bits

THE BUSIEST WEEKS OF 2018:

- #1 WEEK 47 (19-25 November aka Black Friday week)
- #2 WEEK 50 (10-16 December)
- #3 WEEK 51 (17-23 December)

Black Friday week was the busiest shopping week in 2018 - the sales didn't stop as the year progressed, with the next busiest shopping weeks falling in the run up to Christmas.



THE BUSIEST SHOPPING DAY OF 2018:

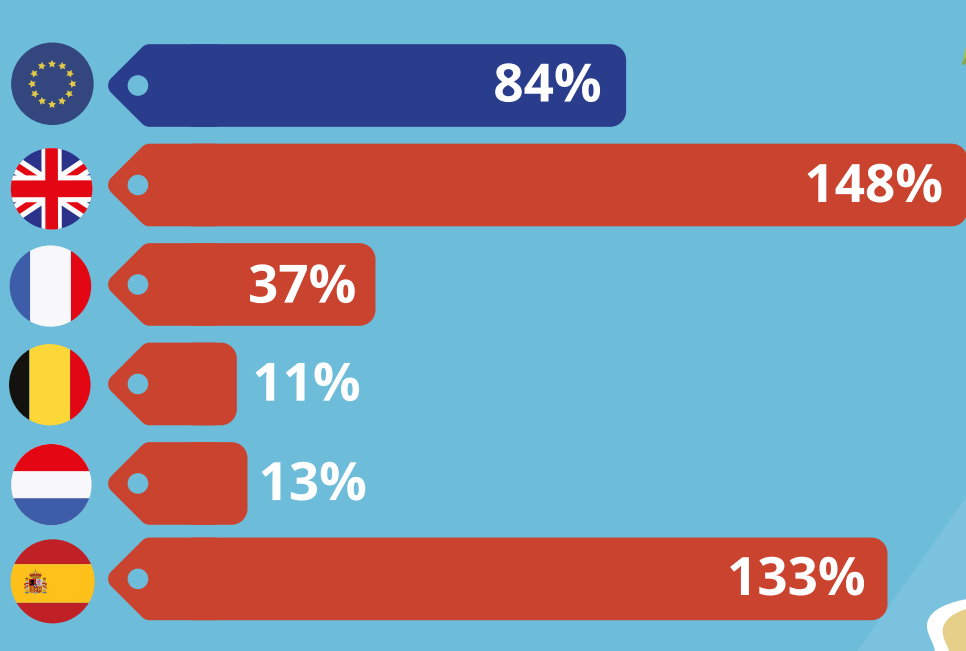


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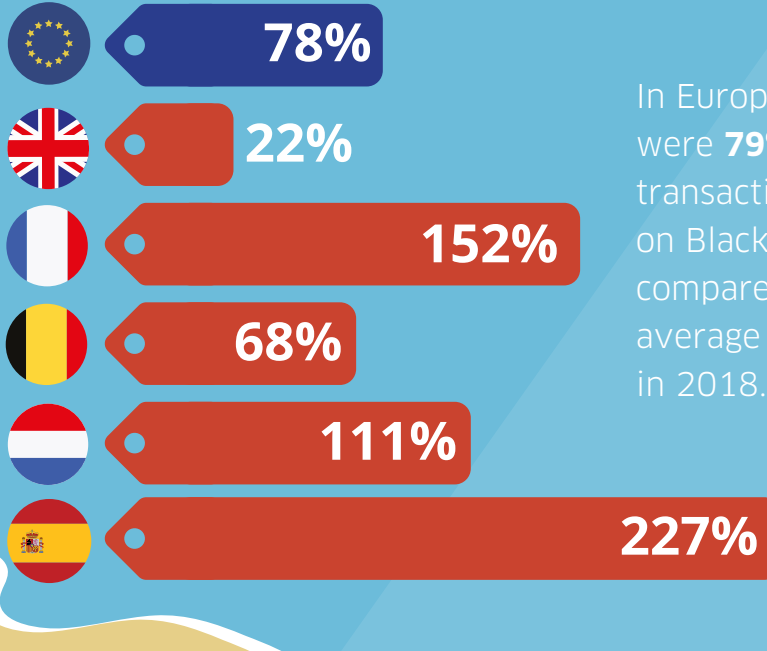
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% OF TRANSACTION VOLUME INCREASE ON BLACK FRIDAY WHEN COMPARED WITH 2017:



% CONSUMERS SPENT ON BLACK FRIDAY OVER AN AVERAGE FRIDAY IN 2018:



In Europe, there were **79%** more transactions on Black Friday compared to the average Friday in 2018.



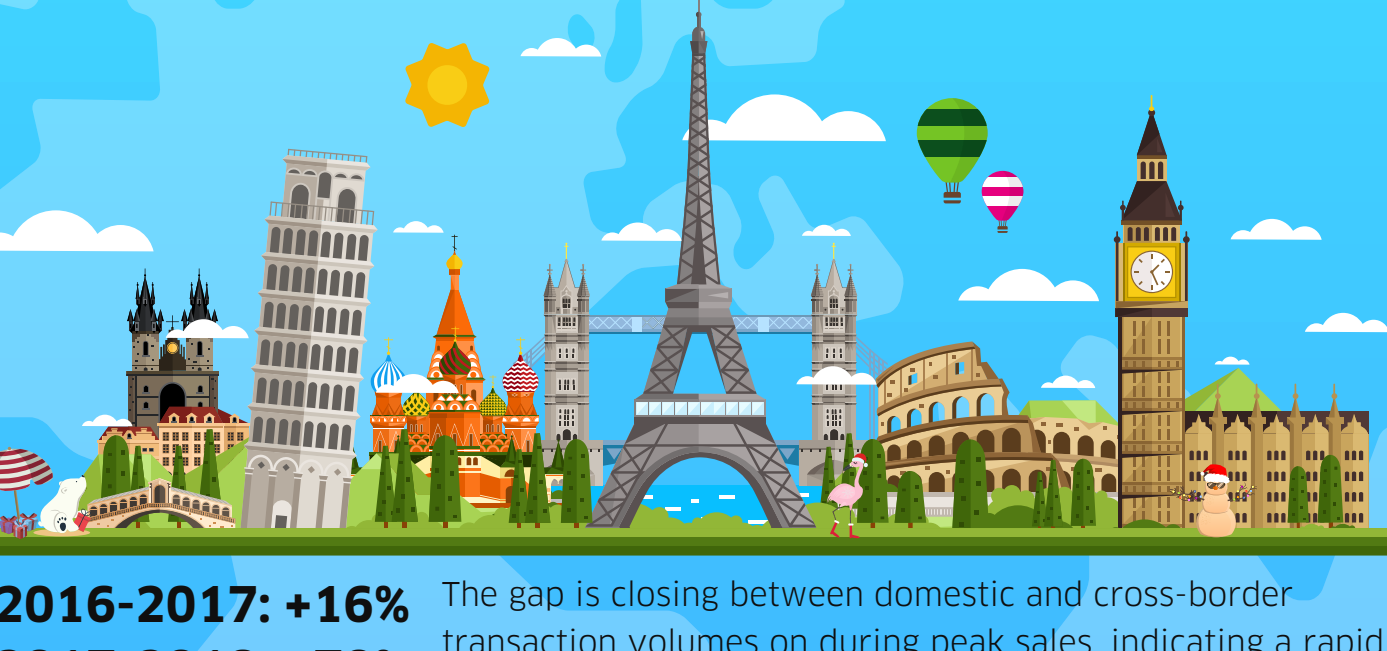
Preparing for Christmas this summer

REACHING THE SUMMIT: What smaller online retailers need for peak sales success

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% DIFFERENCE BETWEEN DOMESTIC AND CROSS-BORDER SALES ON BLACK FRIDAY:



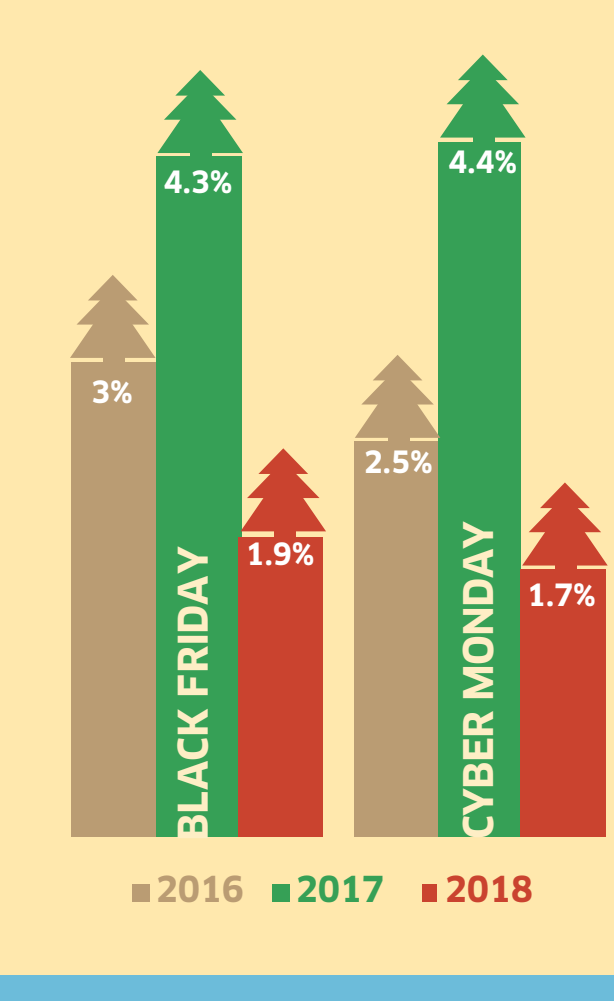
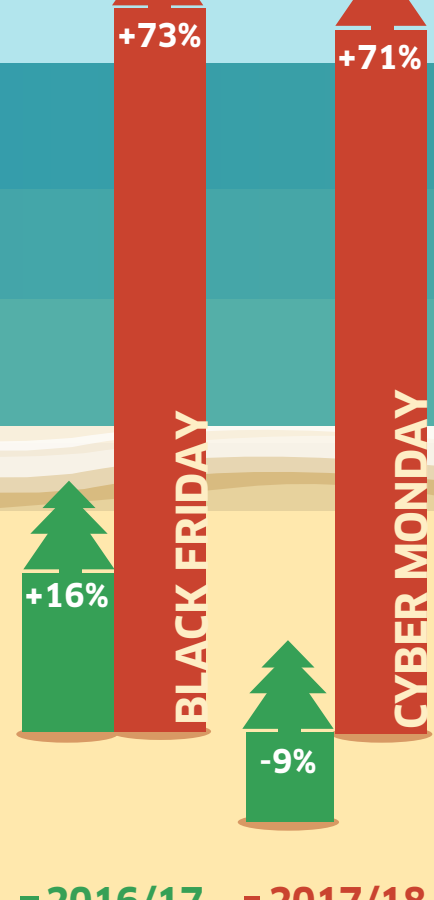
2016-2017: +16%

2017-2018: +70%

The gap is closing between domestic and cross-border transaction volumes on during peak sales, indicating a rapid change in consumer behaviour. Domestic transactions are still higher, but consumers now enjoy being able to shop internationally for the best deals.

YEAR-ON-YEAR CROSS-BORDER TRANSACTION VOLUME INCREASE ON PEAK SALES DAYS IN EUROPE:

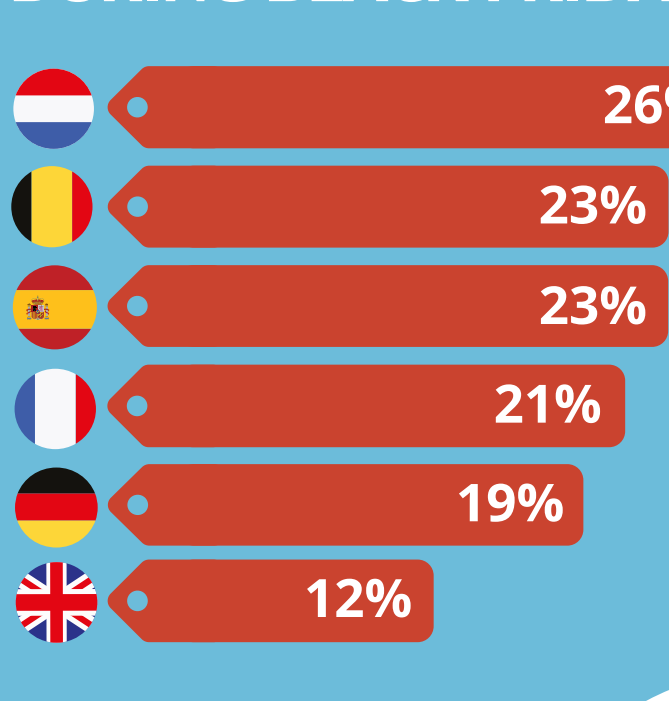
This shows that there has been a rapid change in consumer behaviour - in the last year, more consumers are going online to find the best deals and right products across borders than ever before.



RETURNS RATES DURING PEAK SALES WERE LOWER THAN EVER:

While transaction volumes are increasing, returns have actually decreased - 2018 saw the lowest returns rate for three years across the top three sales days of the year. Low returns means shoppers may be growing vigilant during busy sales, strategically thinking about what they want instead of being caught up in the fear of missing out. It's also likely that merchant offers are becoming more genuine and valuable, moving away from dodgy discounts.

% OF CONSUMERS WHO WOULD OPT TO SHOP SOLELY WITH SMALL AND MEDIUM-SIZED BUSINESSES DURING BLACK FRIDAY 2018:



Our consumer survey revealed that shoppers want to visit smaller, niche merchants during peak sales days - meaning these days are rife with opportunity.



PEAK SALES DAYS ARE NOT JUST ABOUT DISCOUNTS - THEY'RE ABOUT THE EXPERIENCE:

Just **45%** of UK consumers and **37%** of Belgian shoppers valued discounts above all other considerations when shopping online. Instead of discounts, half of Spanish consumers now prefer other incentives such as unique products, loyalty and referral bonuses, extended returns or free next-day shipping. This high demand for alternatives to discounts is seen across Europe - **46%** in Belgium, **34%** in Netherlands and **27%** in the UK.

Source: European online sales transactions from Ingenico's small and medium business division. Consumer insights from Ingenico and YouGov Black Friday consumer survey in 2018.