

BLACK FRIDAY

2024

★ PORTUGAL NOVEMBER 29TH 2024 ★

VALUE OF PURCHASES

Black Friday's average ticket and its variations



CONSUMPTION

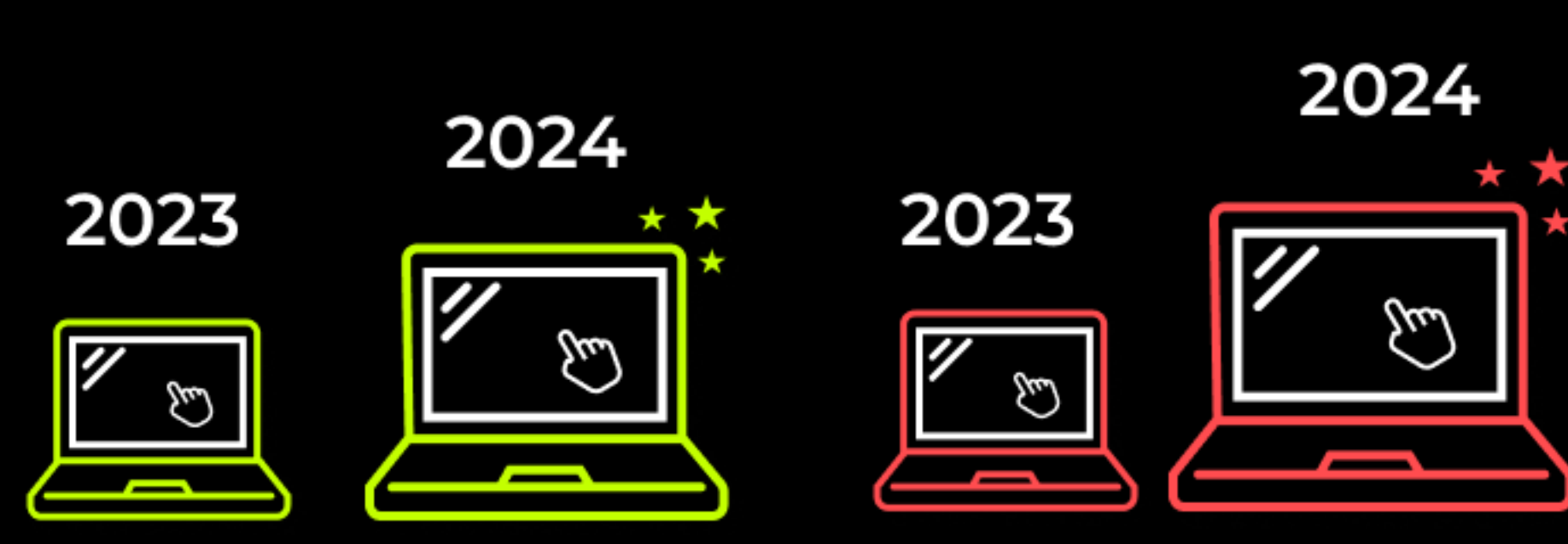
Variation in euros €

BLACK FRIDAY ★ BLACK WEEK

November 29th

25th to 30th November

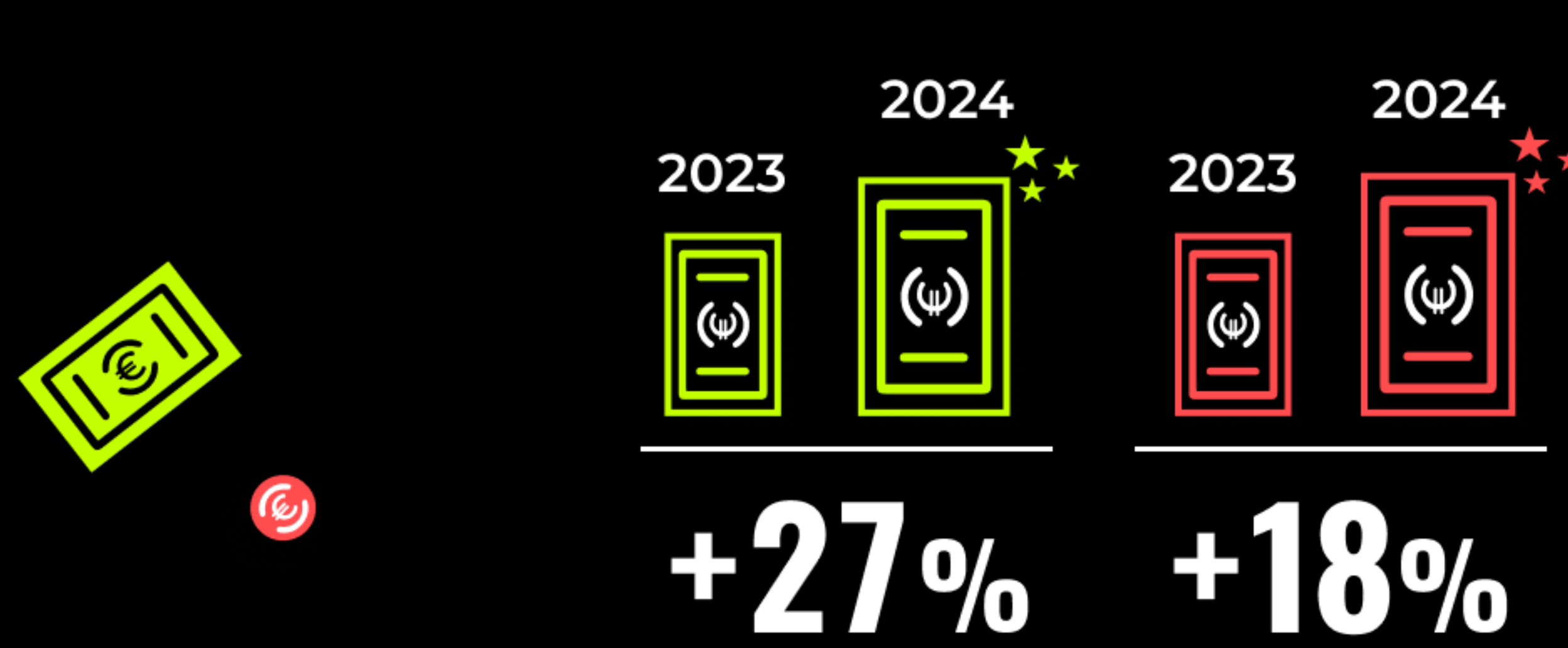
ONLINE PURCHASES



PHYSICAL PURCHASES



TOTAL PURCHASES



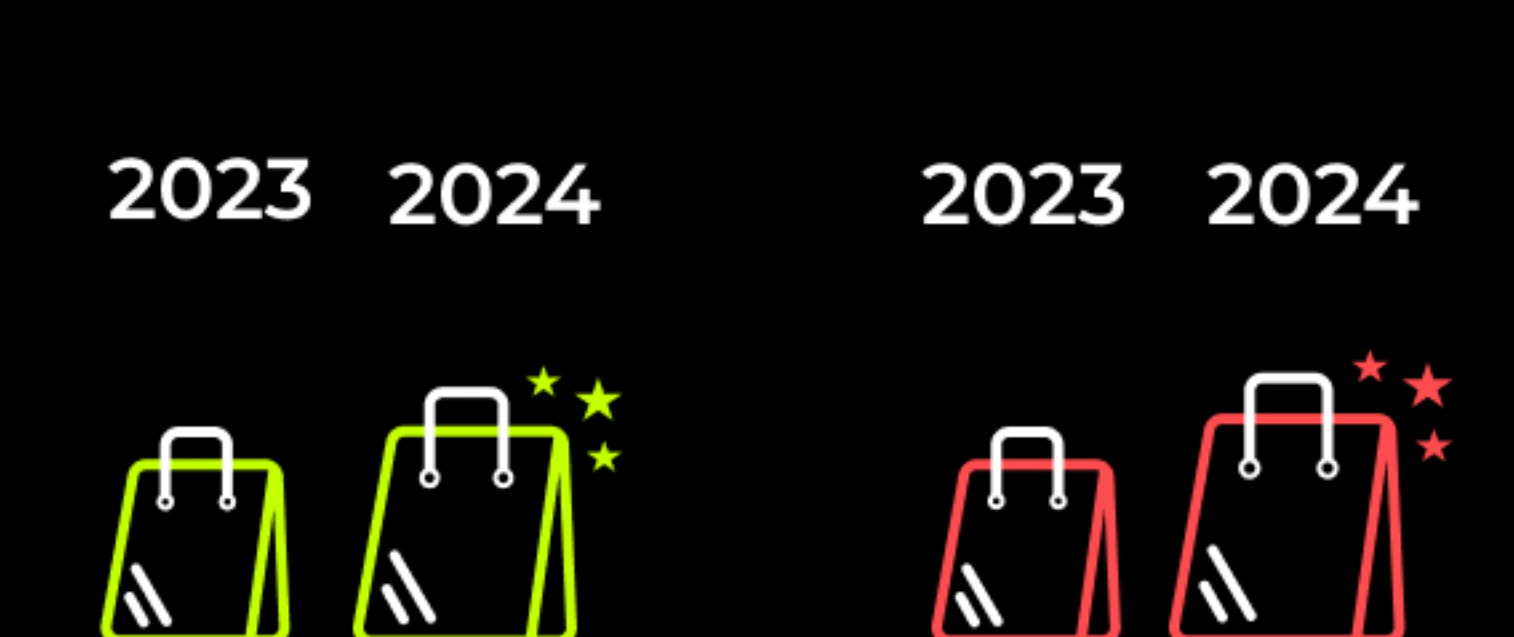
MB WAY

Variation in the number of MB WAY's physical and online purchases on Black Friday and Black Week

ONLINE PURCHASES



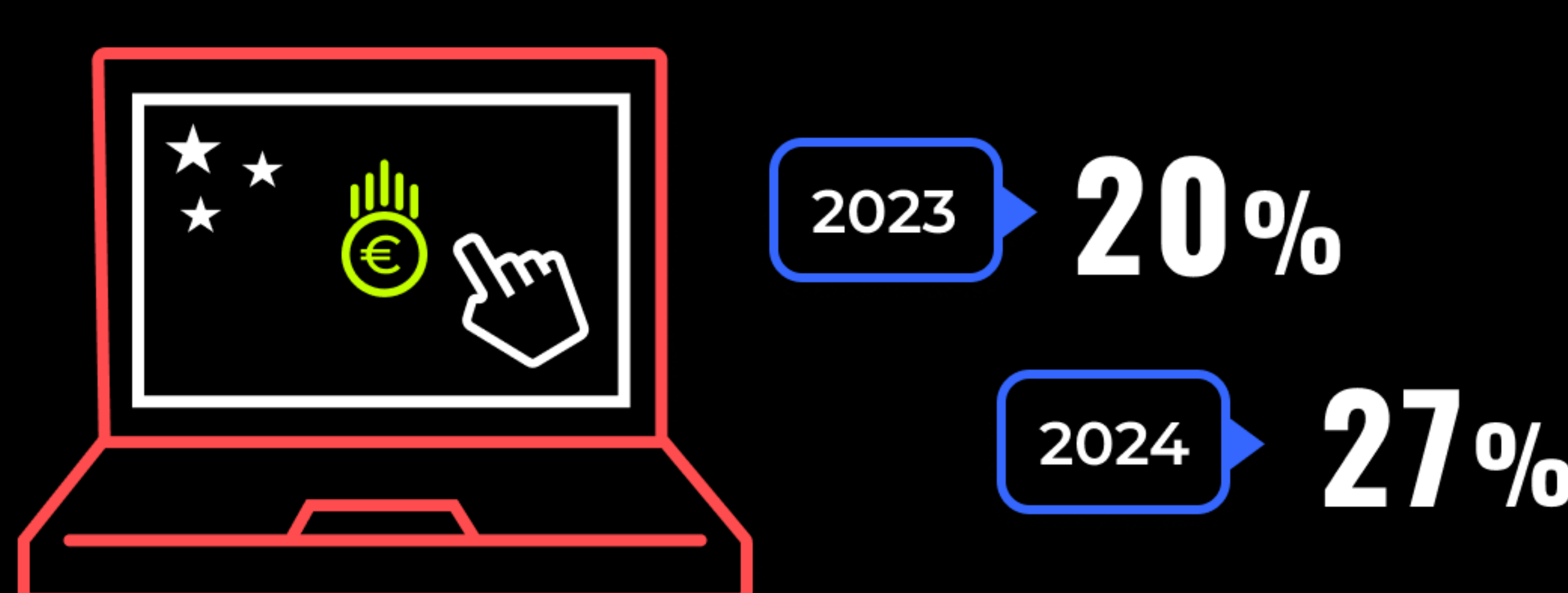
PHYSICAL PURCHASES



● Black Friday ● Black Week

E-COMMERCE WEIGHT

Weight (in euros) of online purchases over the total purchases on Black Friday

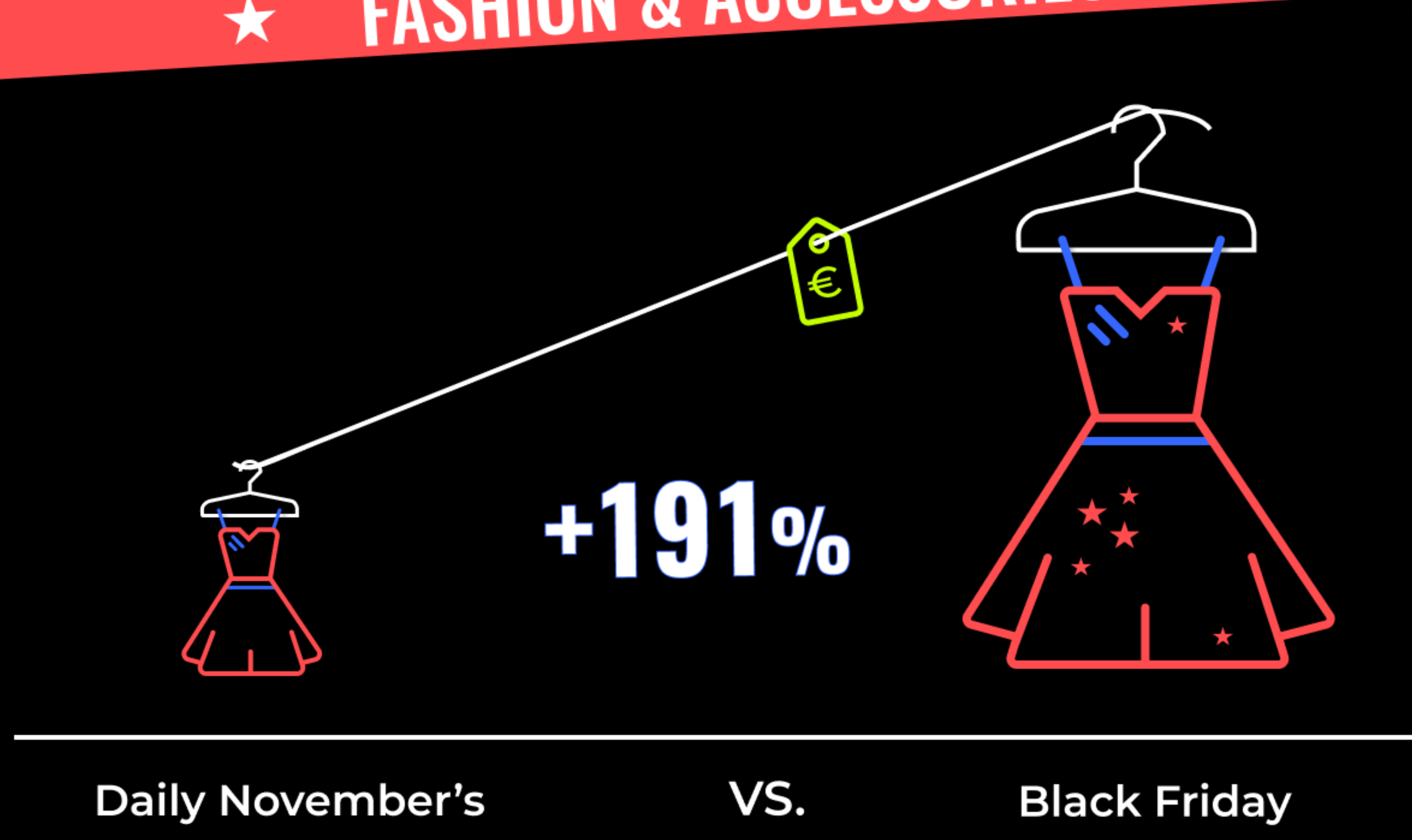


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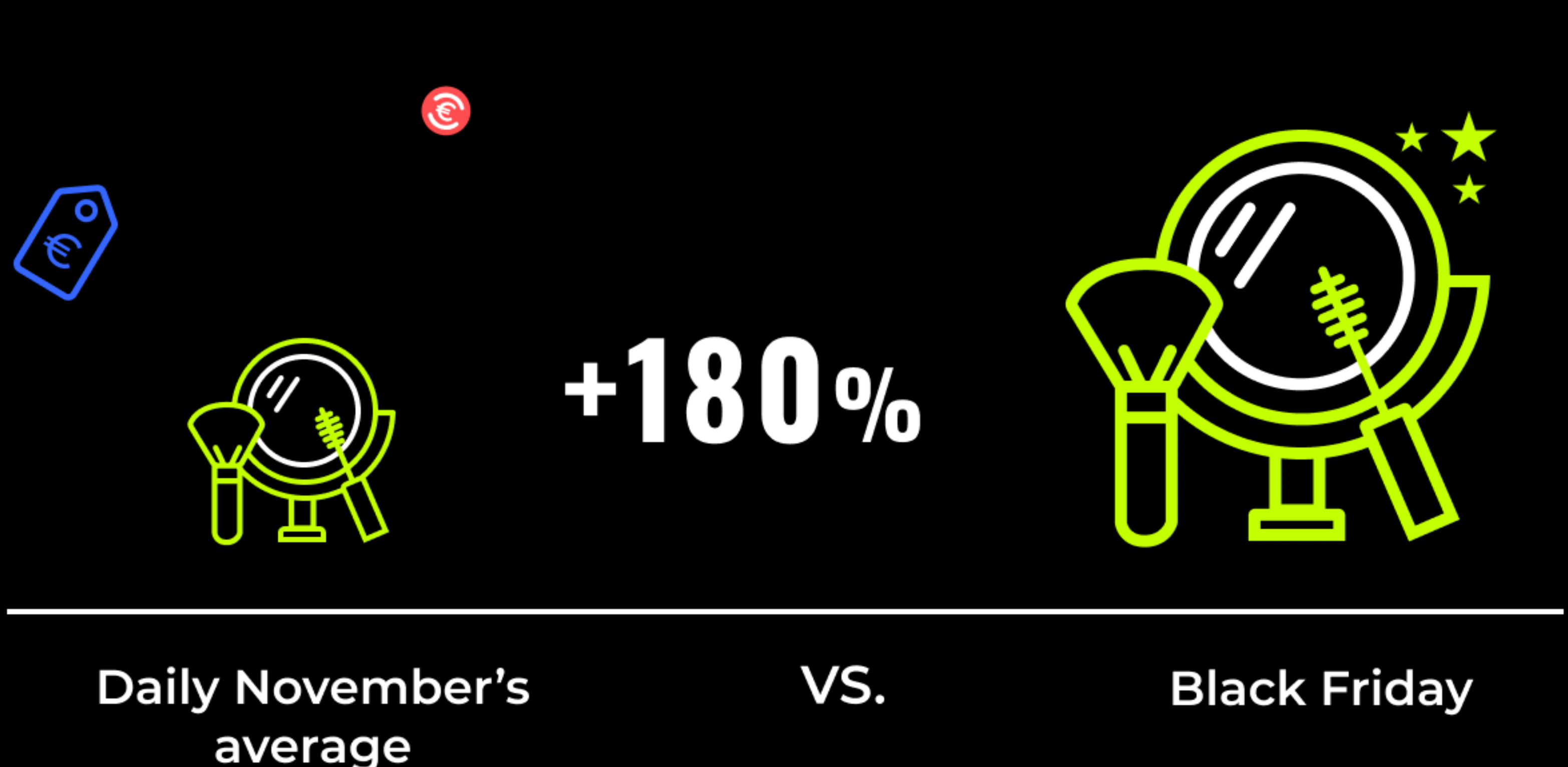
SECTORS

Segments with highest growth in number of purchases

★ FASHION & ACCESSORIES ★



★ BEAUTY PRODUCTS, COSMETICS & PERFUMES ★



★ SPORTS EQUIPMENT & RECREATIONAL MATERIALS ★



BLACK FRIDAY: 2024 - Nov 29th / 2023 - Nov 24th. BLACK WEEK: 2024 - Nov 25th to 30th (8 pm) / 2023 - Nov 20th to 25th (8pm). The Daily Average of the number and amount of payments in November considers the days prior to Black Week. Total purchases considers physical and online payments. Physical payments with Portuguese cards on the MULTIBANCO network and online