

A woman in a dark knit hat and red jacket is kissing a young girl on the cheek. The girl is wearing a light-colored winter coat and a blue hat with a red bow. They are surrounded by festive lights and falling snow. The background is dark with colorful bokeh lights in shades of blue, red, and white.

2019 FESTIVE SEASON INSIGHTS

Black Friday Data, Hour by Hour

FRANCE

Black Friday 2018 Shopper Activity: France



Hourly Sales and Traffic Trends

Sales spike before lunch and dinner, during mid-afternoon, and before bed.

Most days we see the first peak in sales at noon and a similar peak around 3-4pm. Then the peak increases at 7pm and increases again to reach the climax of the day, at 10pm.

Traffic continues to increase throughout the day, with a steeper rise at 7pm and 10pm.

Shoppers anticipate Black Friday and stay awake for deals.

On the evening before Black Friday, there are significant increases in sales and traffic. Peak traffic for the period comes in at **+216%** just before Black Friday. This indicates anticipation for the weekend of sales.

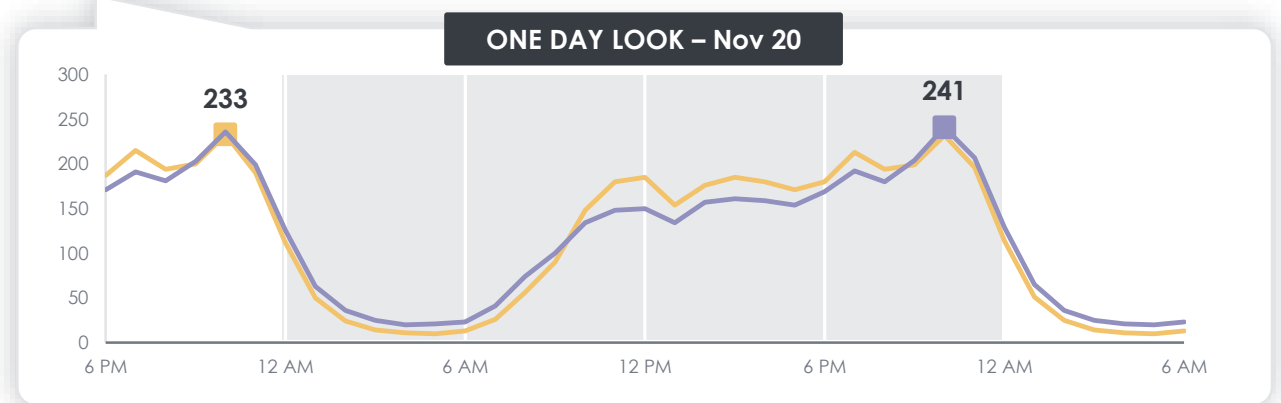
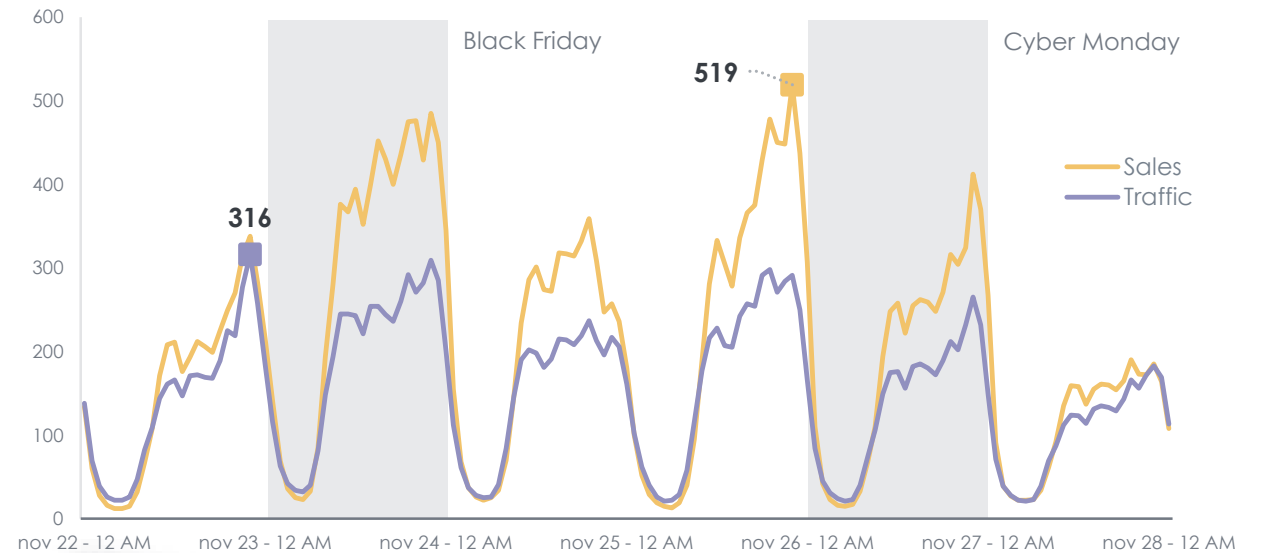
Some shoppers seem willing to stay awake for deals: While the sales on most days are below an index value of 15, on the night of Black Friday, the low is an index value of 23.

Although many people work on Black Friday in France, it doesn't stop them from shopping. The first peak happens at 10am, **+276** in sales, and sales continue to increase to **+385%** by 10pm. On Saturday sales peak at 7pm.

The Sunday of Black Friday weekend is huge.

Sunday actually sees the highest increase in sales, with an increase of **+419%** by 10pm, possibly from early Cyber Monday sales. On Cyber Monday, the afternoon peak is higher than most days, and we see an increase of **+312%** in sales at 10pm. On Tuesday, sales and traffic trends quickly return to the baseline.

Indexed Hourly Sales and Traffic for France



Source: Indexed values based on average sales and traffic in the first week of November 2018. All retail, France. Criteo data.

Black Friday 2018 Desktop vs Mobile: France



Hourly Device Type Trends

Desktop sales surge more than mobile sales throughout the day, but mobile sales see higher increases at 10pm.

On Black Friday:

- Desktop sales surge all afternoon and evening, reaching a peak of **+413%** at 7pm.
- Mobile sales surge at 10pm, increasing by **+389%**.

Most of the activity on Sunday happens in the evening, across devices, perhaps because of early Cyber Monday deals:

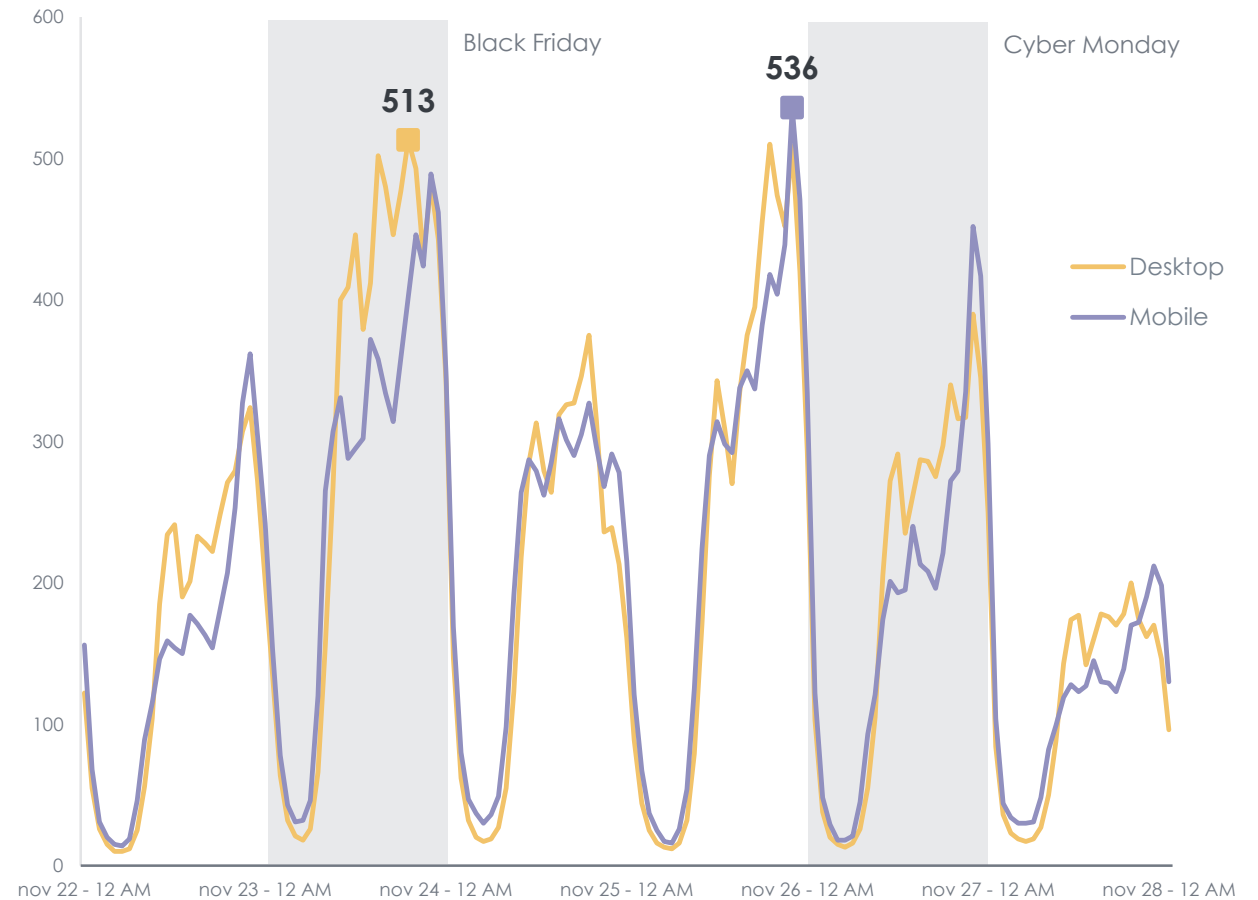
- Desktop sales start rising at 7pm, peaking at **+410%**.
- Mobile sales peak at 10pm at **+436%**.

Shoppers are back to work on Cyber Monday:

- Afternoon shopping patterns follow a normal workday pattern, though sales are slightly higher.
- Sales peak at 10pm on both desktop (**+290%**) and mobile (**+352%**).

Shopping trends are back to the baseline by Tuesday.

Indexed Hourly Sales by Device in France



GERMANY

Black Friday 2018 Shopper Activity: Germany



Hourly Sales and Traffic Trends

Most days, sales surge at noon and once again from 6 to 10pm.

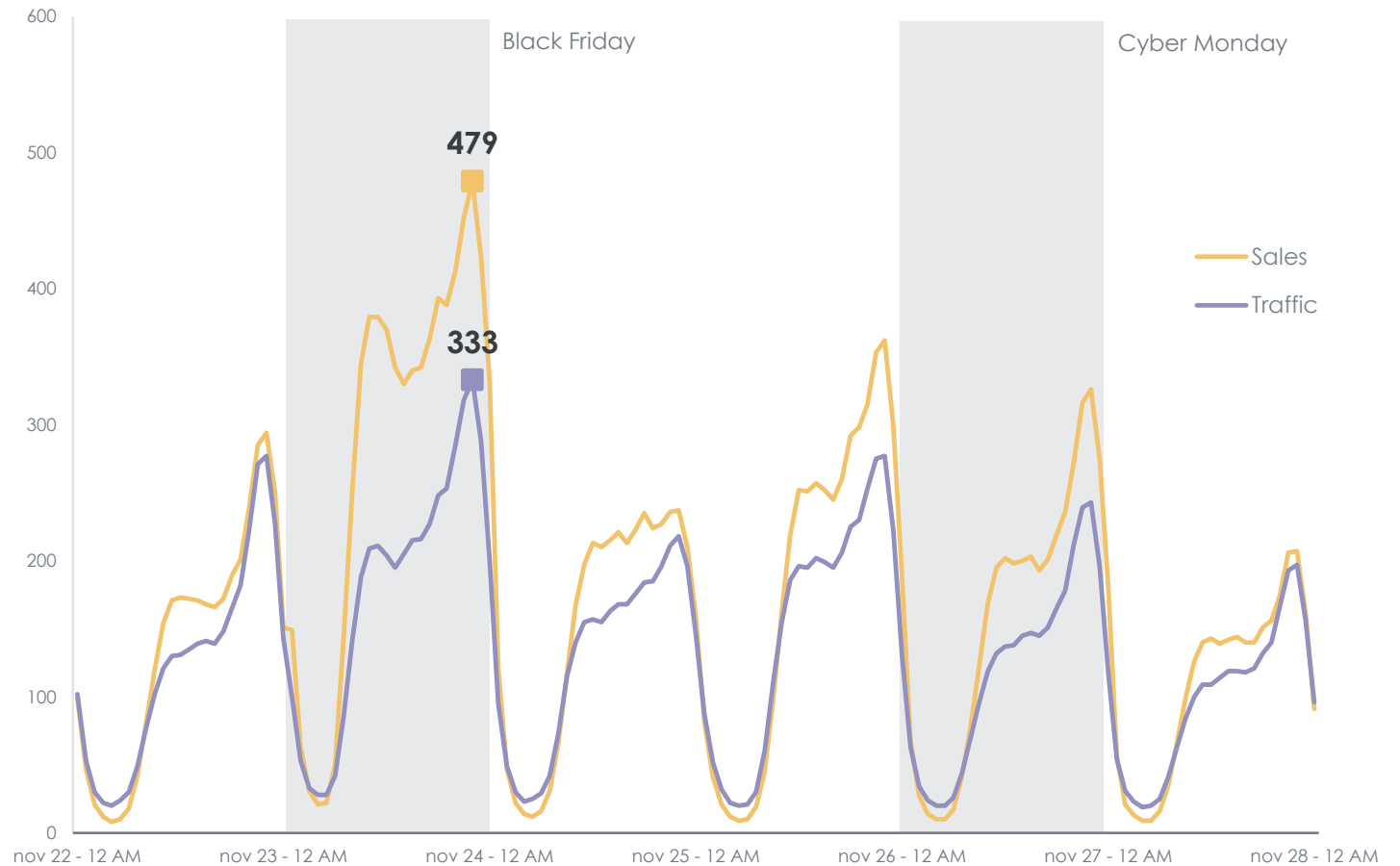
Traffic continues to increase throughout the day until 10pm.

On Black Friday:

- There is a significant surge in shopper activity, with increases of up to **+279%** in sales and **+111%** in traffic.
- After a slow down until 4pm, the biggest surge happens, reaching an increase of **+379%** in sales and **+233%** in traffic.

Sunday and Monday shopping patterns are similar to those of usual weekdays (as opposed to the spike at noon on Black Friday). However, the higher amplitude indicates that Cyber Monday has an impact here.

Indexed Hourly Sales and Traffic for Germany



Black Friday 2018 Desktop vs Mobile: Germany



Hourly Device Type Trends

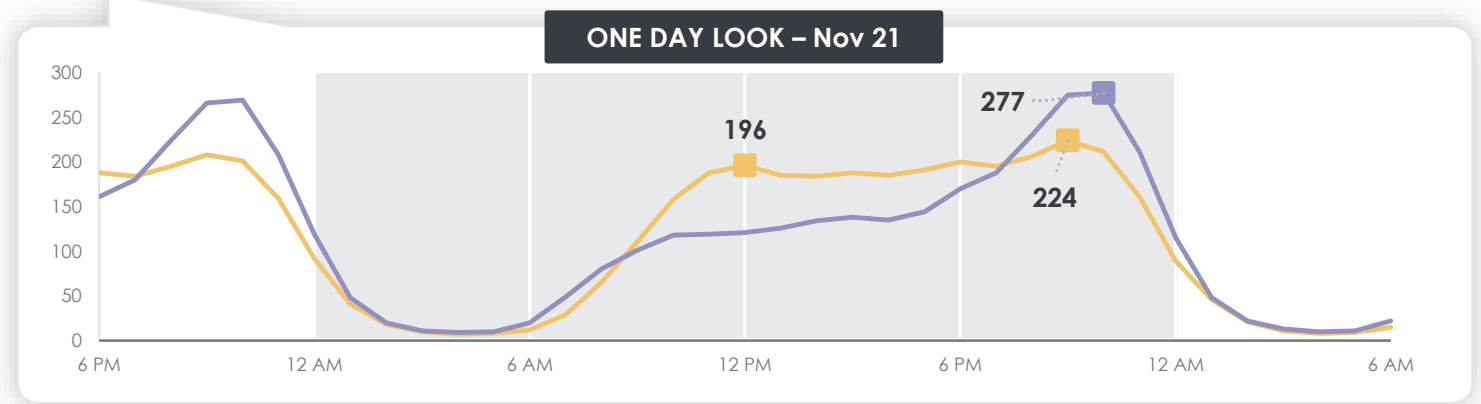
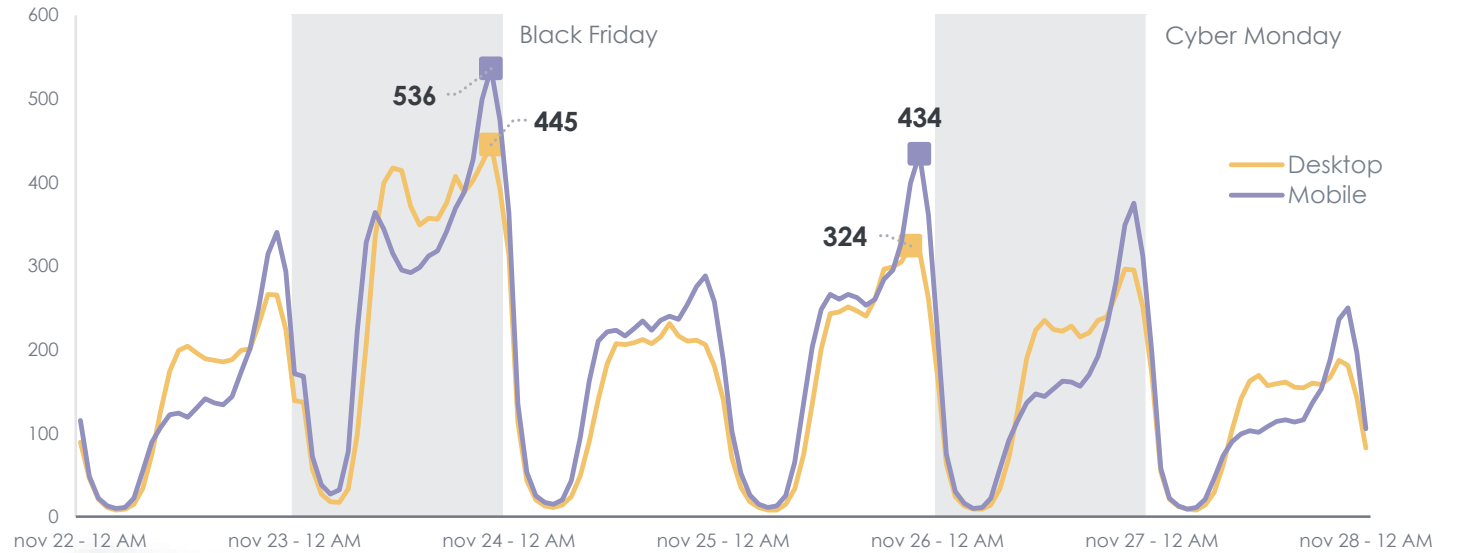
Desktop sales surge the most during the afternoon and slightly increase during the evening unless there's a big sales event, when we often see a larger increase in the evening for desktop.

Mobile sales surge after 5pm and see higher increases than desktop sales.

Black Friday:

- There is an initial surge of **+264%** on mobile by 9am and desktop surges past 9am to **+317%** by 11am.
- Mobile sales increase by **+436%** and desktop sales increase by **+345%** at 10pm on Black Friday.

Indexed Hourly Sales by Device in Germany



NETHERLANDS

Black Friday 2018 Shopper Activity: Netherlands



Hourly Sales and Traffic Trends

In the Netherlands, shoppers seem to follow the same trend whether there are sales or not. However, overall activity increases substantially during Black Friday.

Sales and traffic start to rise on the Thursday reaching a peak at 10pm before Black Friday. Black Friday from 12pm to 10pm is the prime shopping time, with sales staying above **+431%** during those hours.

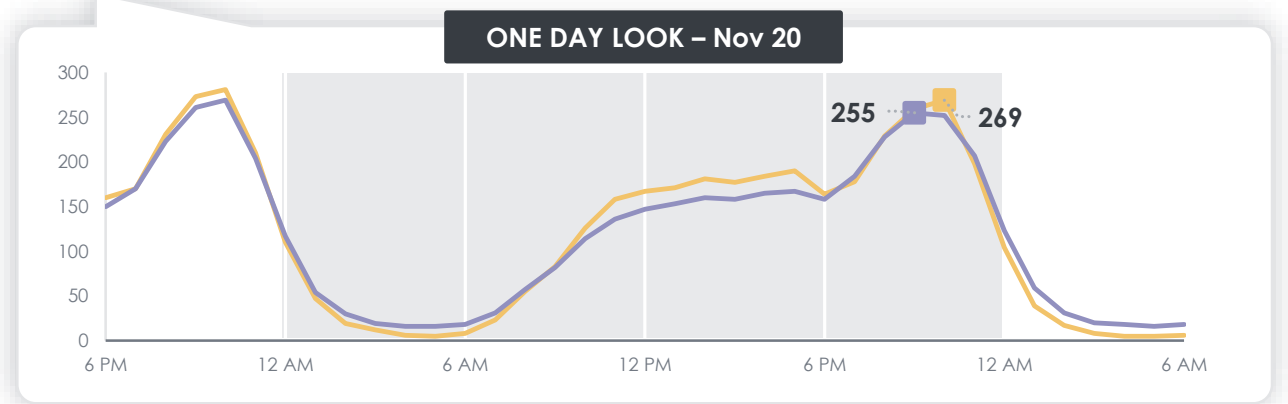
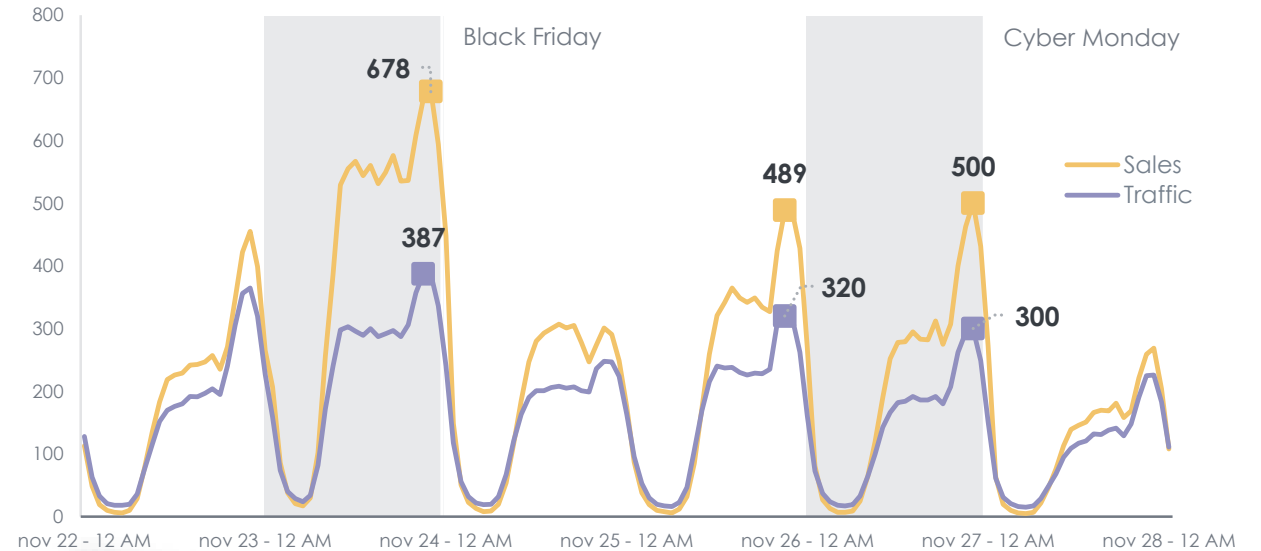
Black Friday sees huge peaks in both sales (**+578%**) and traffic (**+287%**).

Shopper activity on that Sunday and Cyber Monday stay at very high levels:

- Peaking at **+400%** in sales and **200%** in traffic at 10pm on Cyber Monday.
- Reaching **+389%** in sales and **+220%** in traffic at 9pm the night prior.

By Tuesday, sales and traffic return to baseline trends.

Indexed Hourly Sales and Traffic for Netherlands



Black Friday 2018 Desktop vs Mobile: Netherlands



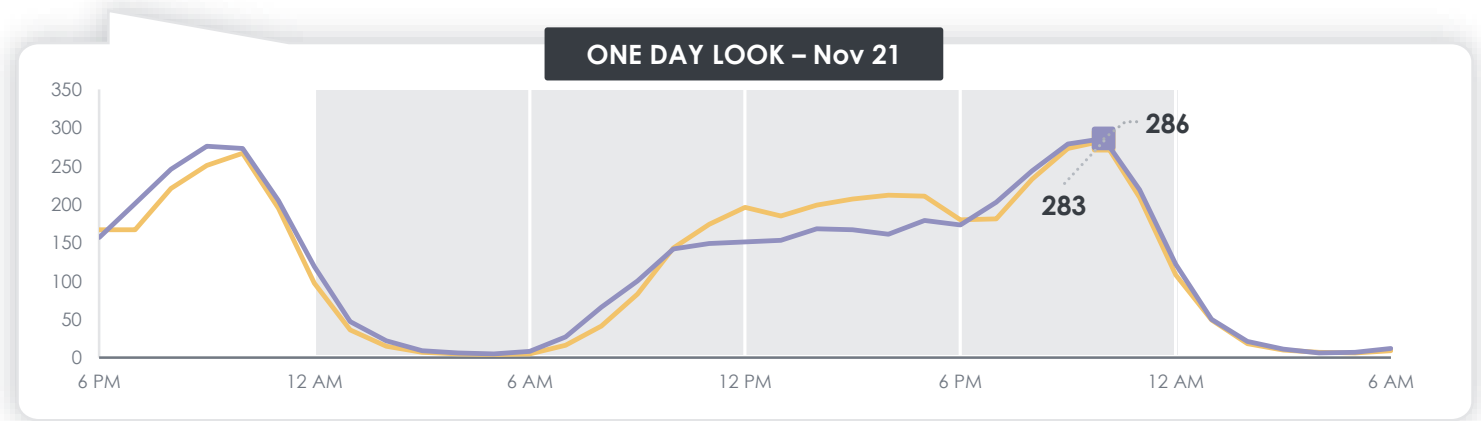
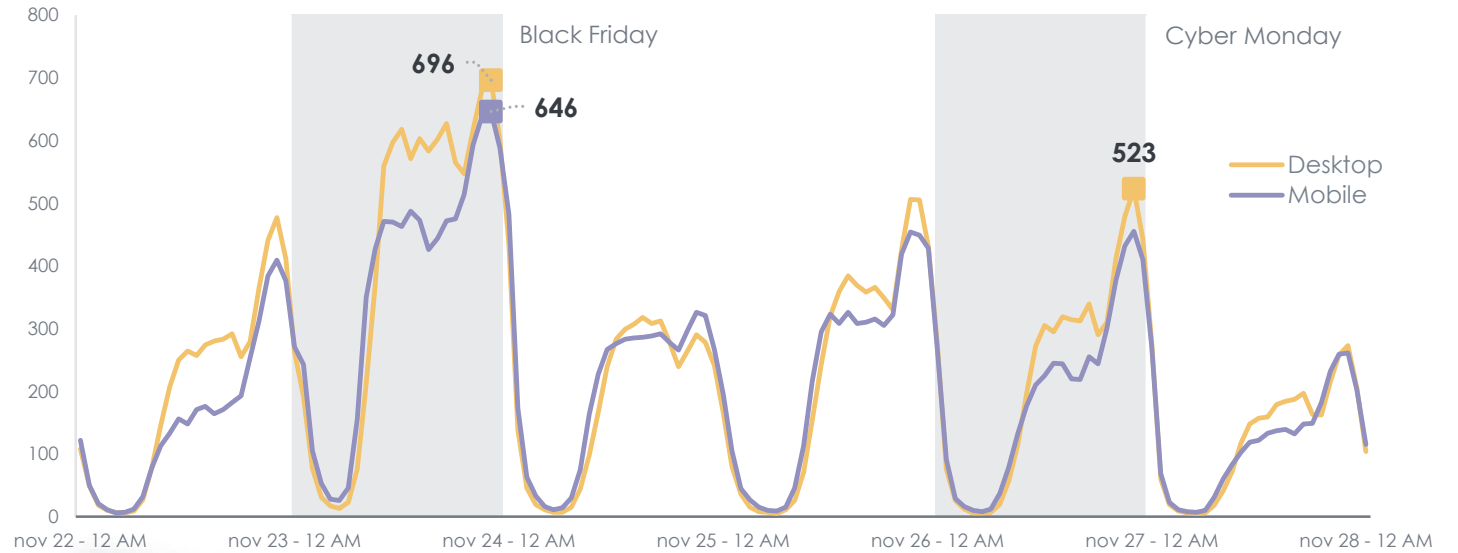
Hourly Device Type Trends

Desktop sales surge more than mobile sales during the day from 10am to 6pm, but the increases during the evening are similar.

During sales periods like Black Friday, desktop sales tend to surge more than mobile sales. From 10am to 6pm, desktop sales stayed above **+471%**, while the highest for mobile was **+387%** in those hours. The peak of Black Friday is reached at 10pm with a **+596%** increase in desktop sales and a **+546%** increase in mobile sales.

On Saturday, when evening sales are relatively low, mobile sales increase more than desktop sales.

Indexed Hourly Sales by Device in Netherlands



POLAND

Black Friday 2018 Shopper Activity: Poland



Hourly Sales and Traffic Trends

Most days, sales and traffic surge at noon and once again from 5 to 10pm.

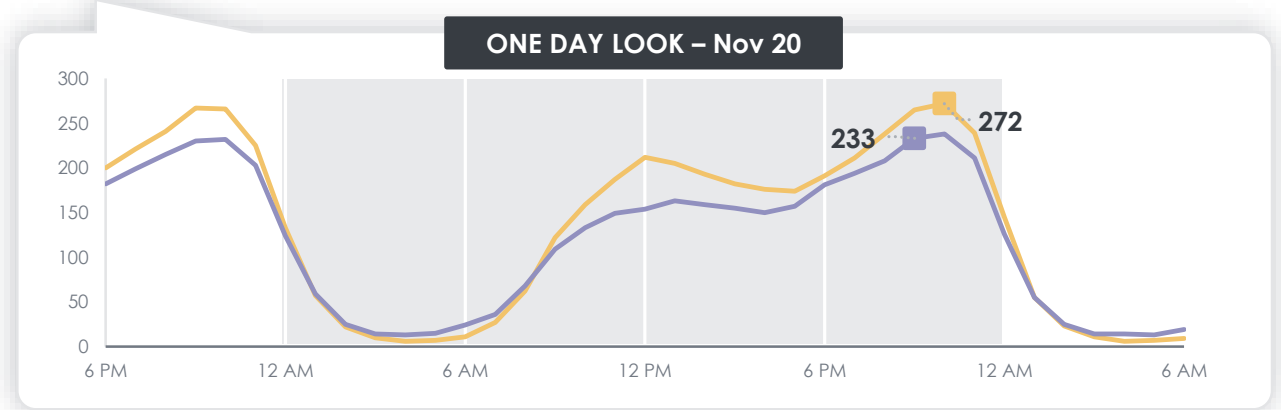
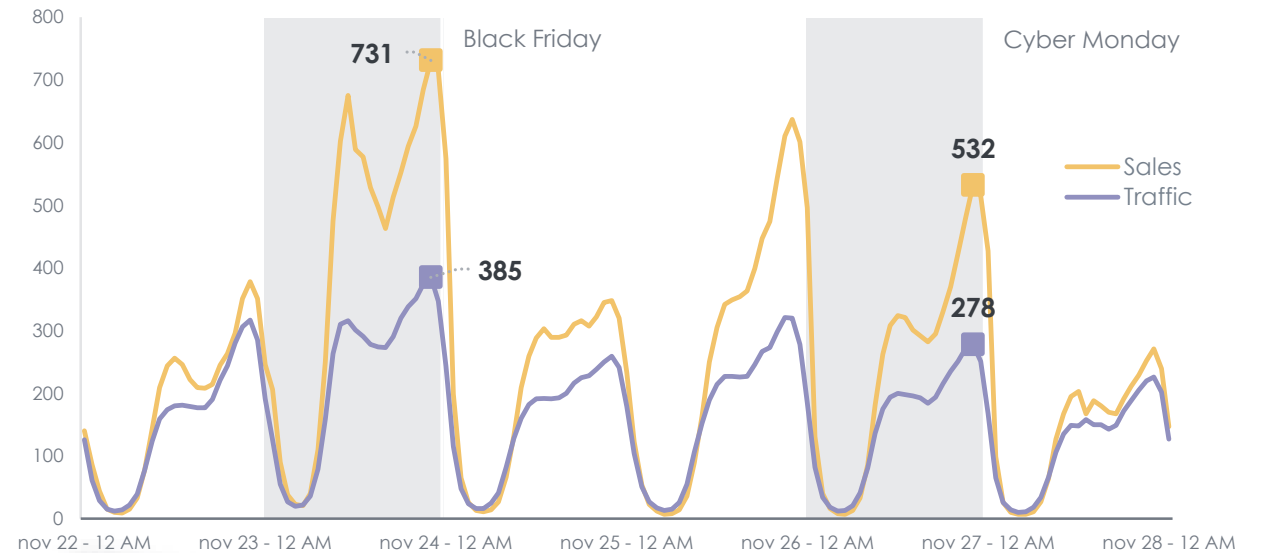
On Black Friday, consumers seem to take advantage of their lunch breaks to shop:

- While normal days see a surge at noon, there is a significant surge of activity around 11am on Black Friday, when sales jump (up to **+575%**) and traffic more than triples (**+216%**).
- After a significant slowdown until 4pm, there is another surge—an increase of **+631%** in sales and **+285%** in traffic.

Sunday sales surge at noon and continue to increase until 10pm.

Shoppers return to work on Monday and shopping patterns are similar to usual weekdays, but the enormous sales peaks (up to **+432%** in sales and **+178%** in traffic at 10pm), indicate that deals, Cyber Monday or otherwise, are happening here.

Indexed Hourly Sales and Traffic for Poland



Black Friday 2018 Desktop vs Mobile: Poland



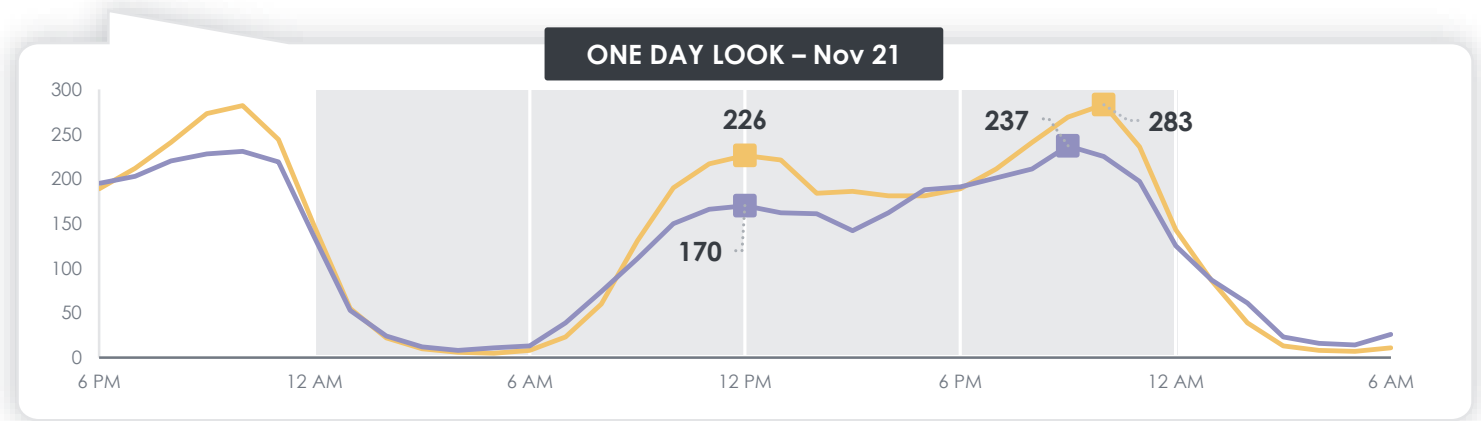
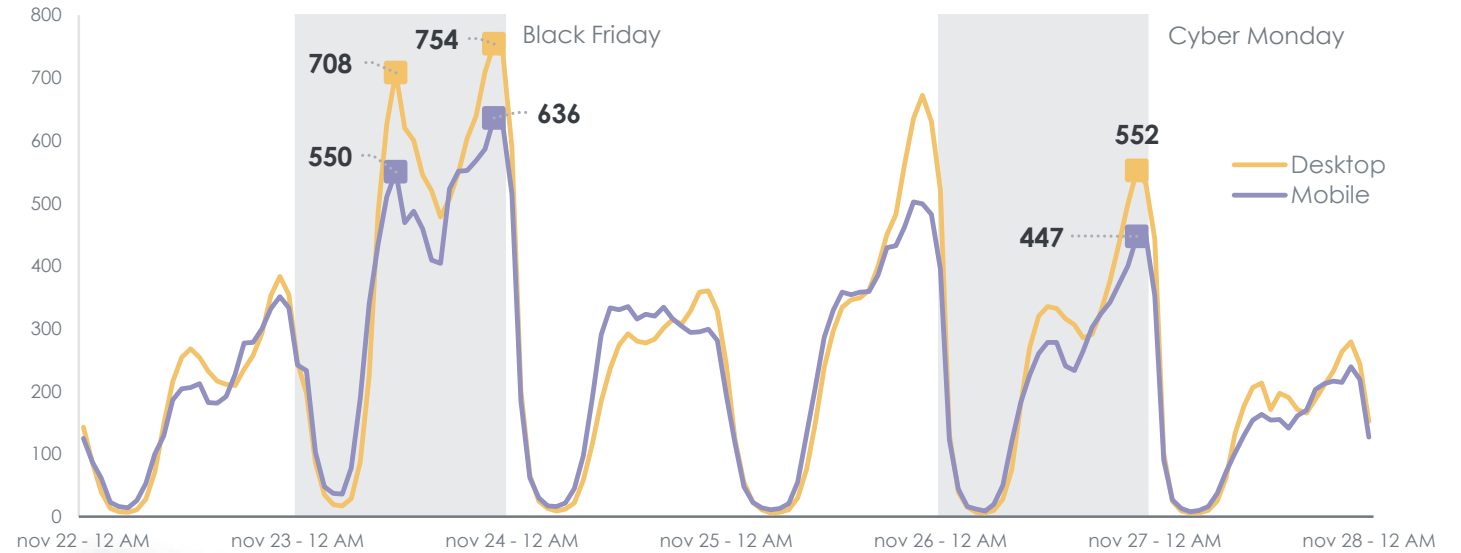
Hourly Device Type Trends

On Black Friday, there is a significant peak in desktop sales at 11am (+608%) and 10pm (654%). Mobile isn't too far behind, with sales peaks at 11am (+450%) and 10pm (+536%) as well.

The behavior on Black Friday is unique in that the desktop sales surge at noon is much higher than the mobile sales surge in the evening. Desktop and mobile sales increases are similar, except on most afternoons, when desktop seems to be the device of choice for purchasing.

Normal weekend behavior resumes on Saturday, where mobile surges more at noon and then desktop sales surge more in the evening.

Indexed Hourly Sales by Device in Poland



RUSSIA

Black Friday 2018 Shopper Activity: Russia



Hourly Sales and Traffic Trends

Russian shoppers do most of their shopping at noon and in the afternoon.

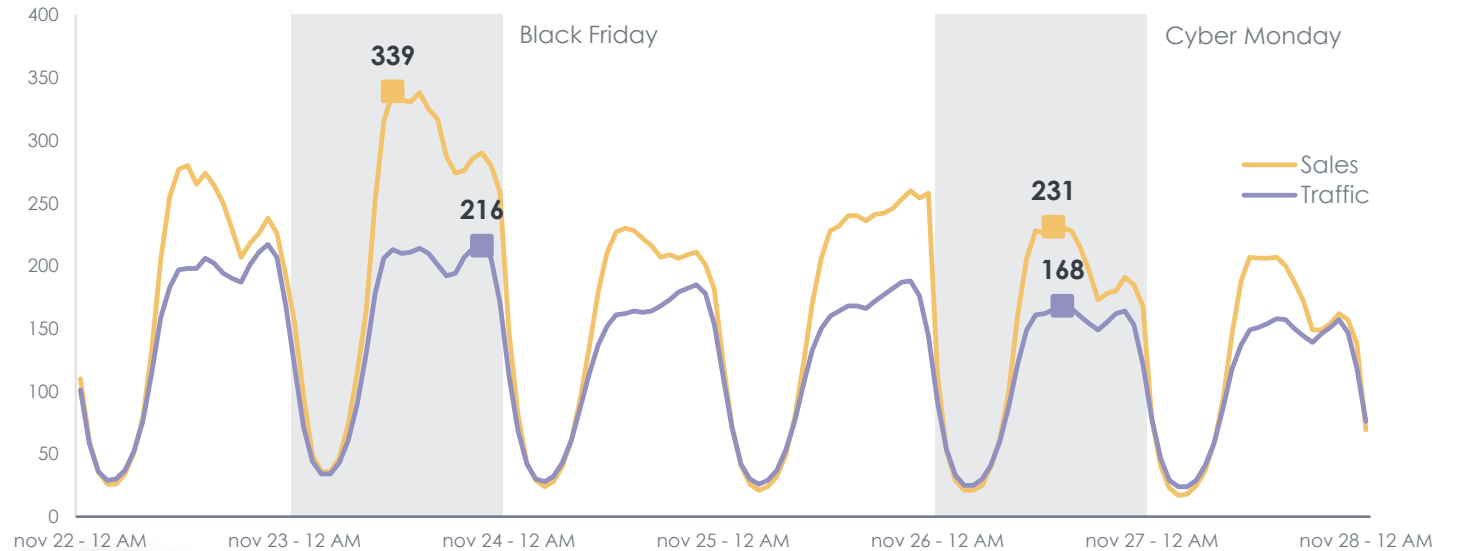
In Russia, we don't see the same evening surge we see in most other countries.

We see some anticipation two days before Black Friday as activity surges at night, when traffic more than doubles (+117%).

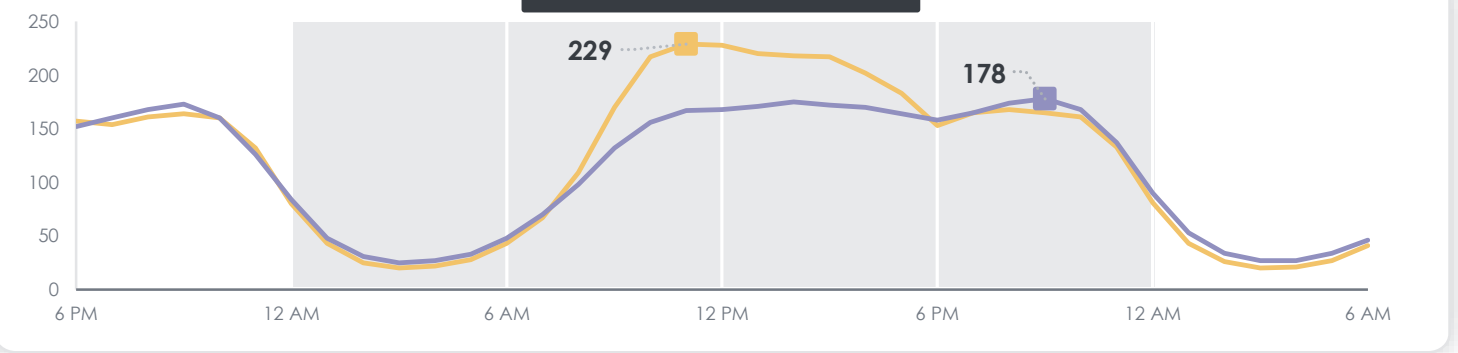
On Sunday, we see sales surge at 11pm, possibly due to early Cyber Monday deals.

By Tuesday, sales and traffic return to baseline trends.

Indexed Hourly Sales and Traffic for Russia



ONE DAY LOOK – Nov 20



Black Friday 2018 Desktop vs Mobile: Russia



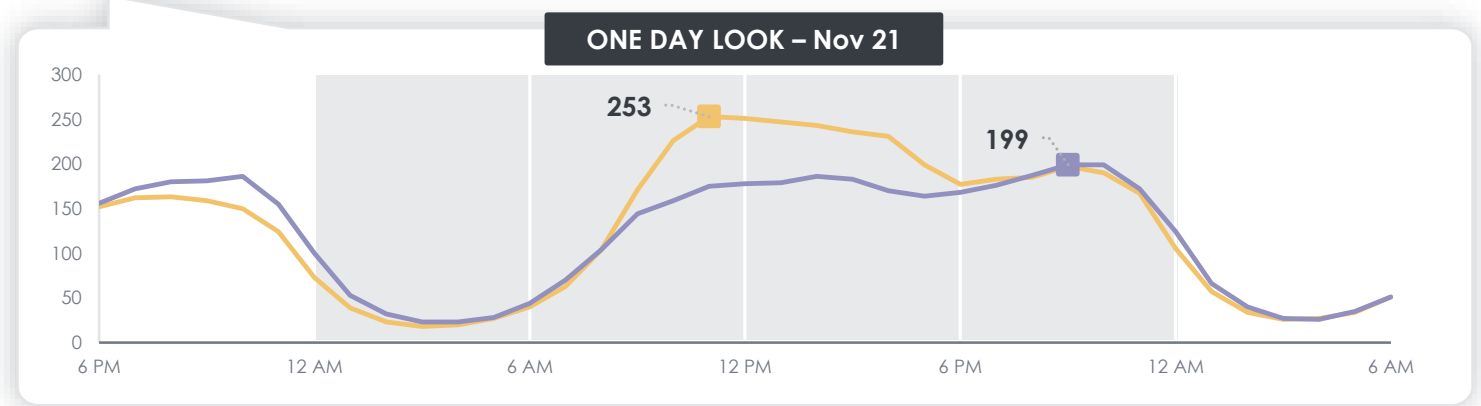
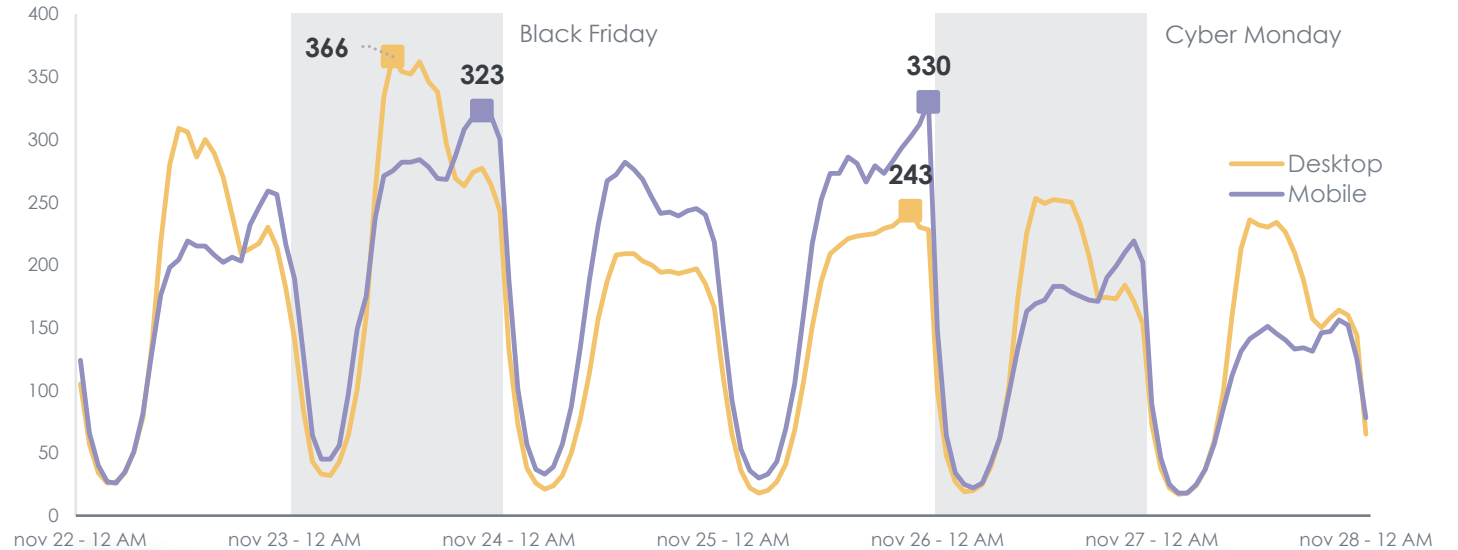
Hourly Device Type Trends

On Black Friday, desktop sales see the highest increase on most days from noon to 5pm with a peak increase of **+266%**. Mobile sales have higher increases than desktop in the evening (8-10pm), with a peak increase of **+223%**.

Usually, we see higher increases in mobile sales throughout the weekend, but on the Saturday and Sunday of Black Friday weekend, mobile and desktop sales increase more in the evening than at noon.

On the Sunday before Cyber Monday, desktop sales rise **+143%** at 9pm and mobile sales spike by **+230%** at 11pm.

Indexed Hourly Sales by Device in Russia



SPAIN

Black Friday 2018 Shopper Activity: Spain



Hourly Sales and Traffic Trends

Black Friday sales surges start the night before with shoppers staying up late to grab deals. There is a **+481%** increase at 11pm.

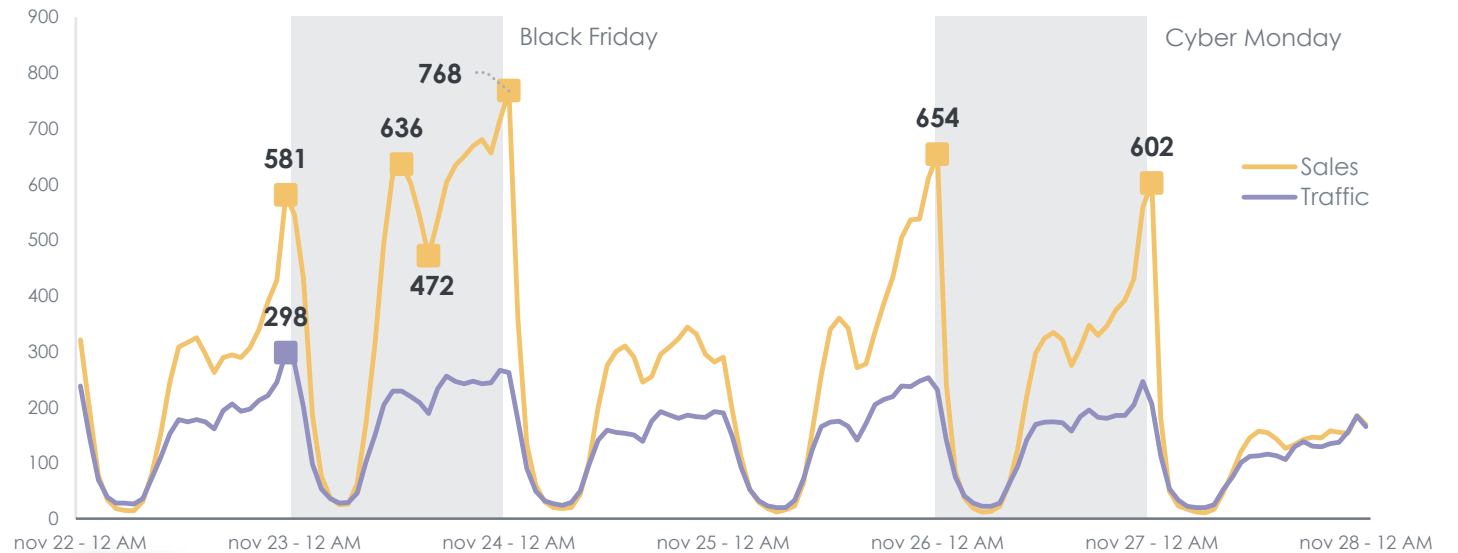
On Black Friday, sales surge at noon (**+536%**) and drop at 3pm (**+372%**) before surging again at midnight, up to a whopping **+668%**.

During sales periods, the 11pm sales surge is much higher than the afternoon spike.

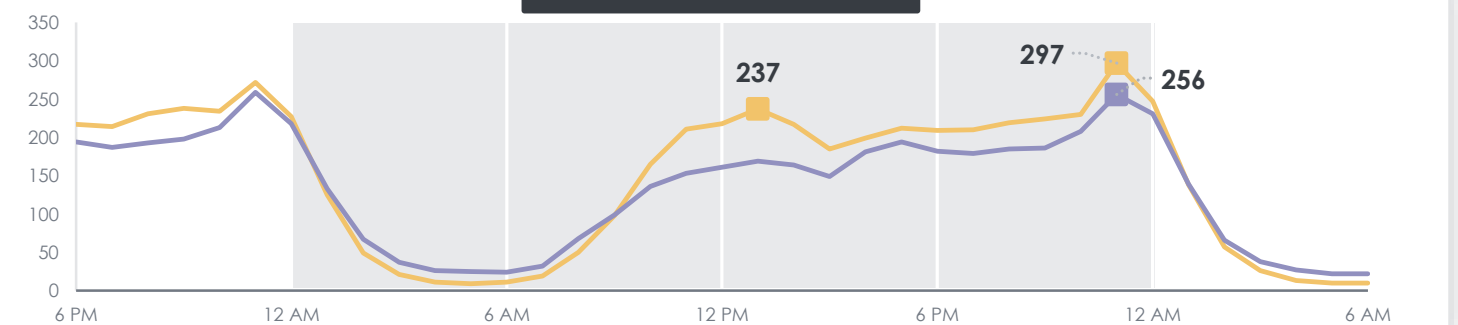
In step with shoppers' growing anticipation of Black Friday deals, evening traffic increases as the big day approaches.

By Tuesday, shopper activity quickly returns to the baseline.

Indexed Hourly Sales and Traffic for Spain



ONE DAY LOOK – Nov 20



Source: Indexed values based on average sales and traffic in the first week of November 2018. All retail, Spain. Criteo data.

Black Friday 2018 Desktop vs Mobile: Spain



Hourly Device Type Trends

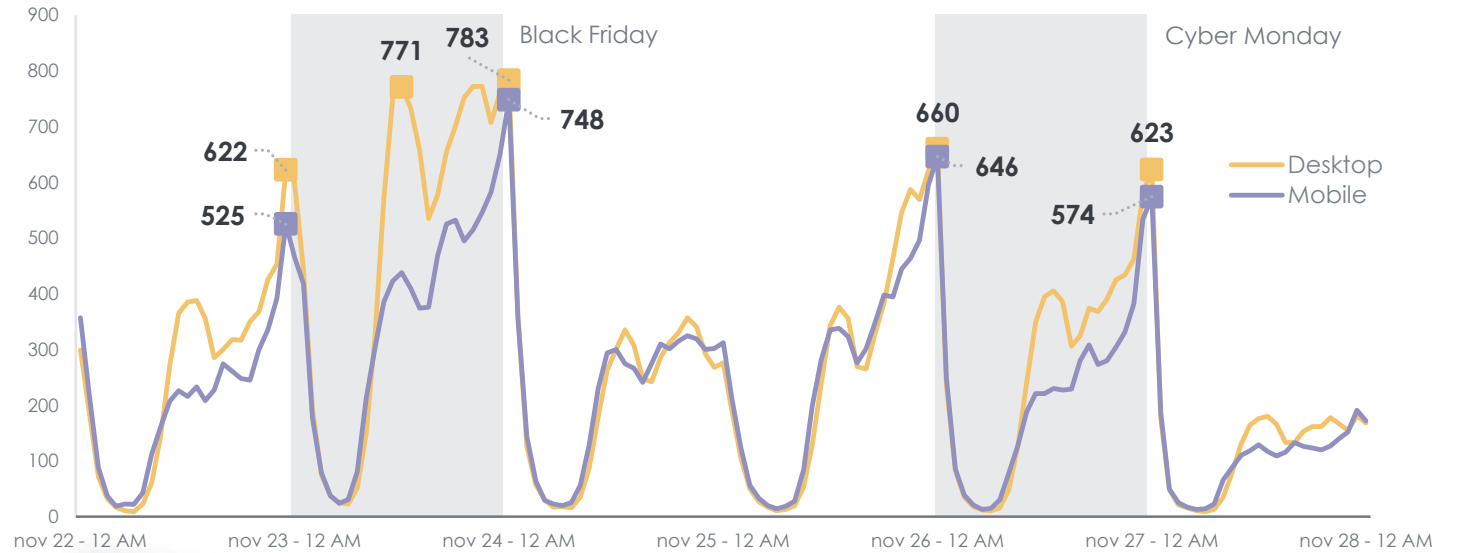
On regular weekdays, desktop sales tend to be greater during the day and mobile sales catch up in the evening.

On Black Friday, desktop sales stay strong throughout the day, peaking at **+683%**. There is a big drop around 3pm, however, indicating consumers are at rest, perhaps taking a siesta.

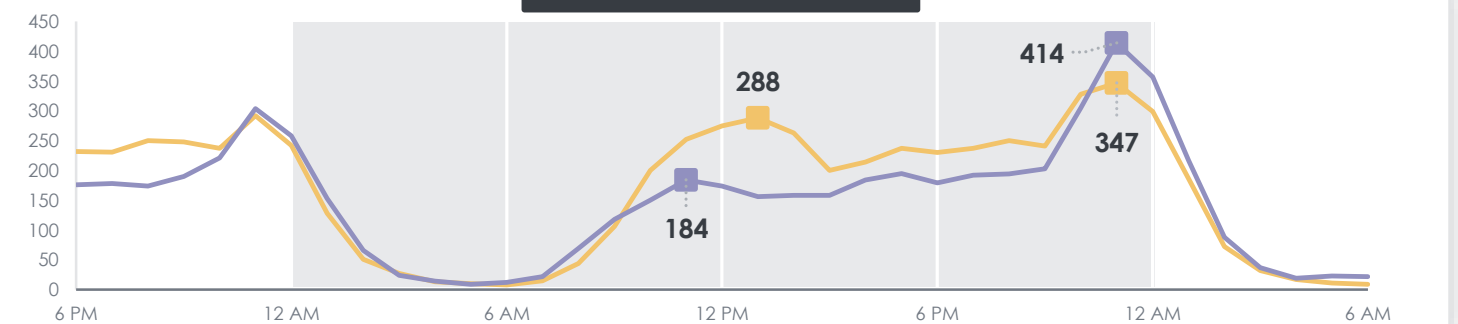
On Sunday, desktop and mobile sales increases are similar.

Sales are strong on Cyber Monday, when we see more desktop sales in the afternoon and mobile sales catching up by midnight.

Indexed Hourly Sales by Device in Spain



ONE DAY LOOK – Nov 21



SWEDEN

Black Friday 2018 Shopper Activity: Sweden



Hourly Sales and Traffic Trends

Swedish shoppers follow a daily activity trend that peaks around 11am, then slows down mid-afternoon, and finally reaches the highest increase near 10pm.

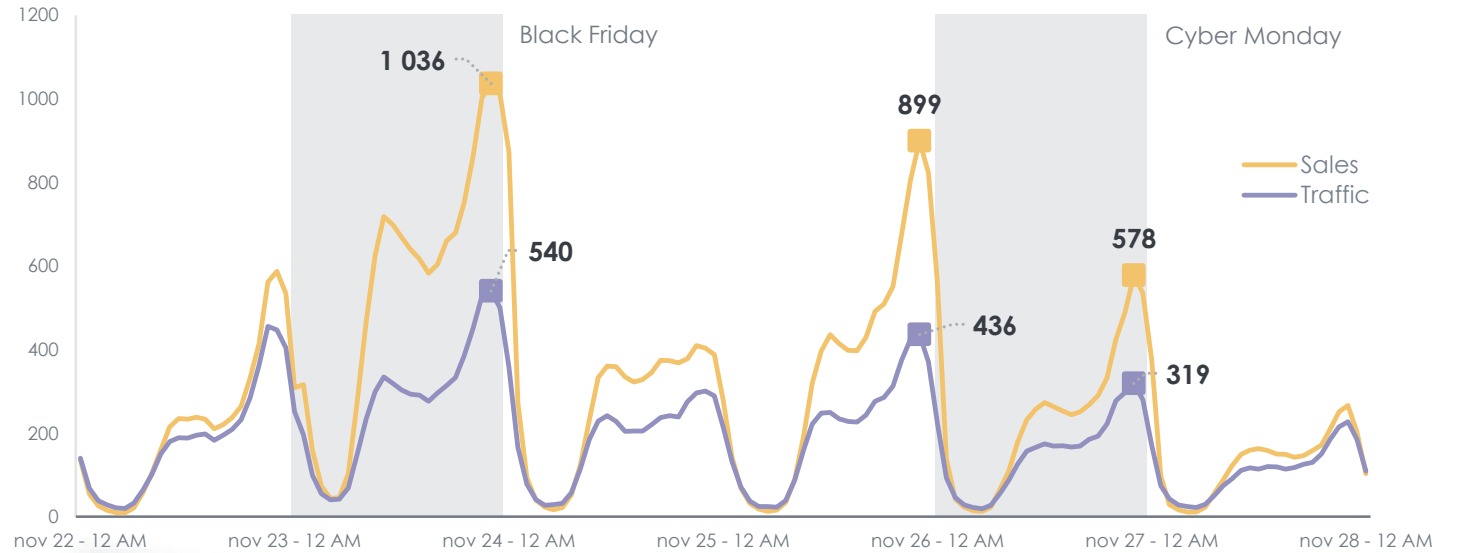
The greatest leaps happen on Black Friday, when sales skyrocket (+936%) and traffic jumps (+440%).

Black Friday anticipation is clear the day before the event, as we see increases in sales and traffic starting on Thursday.

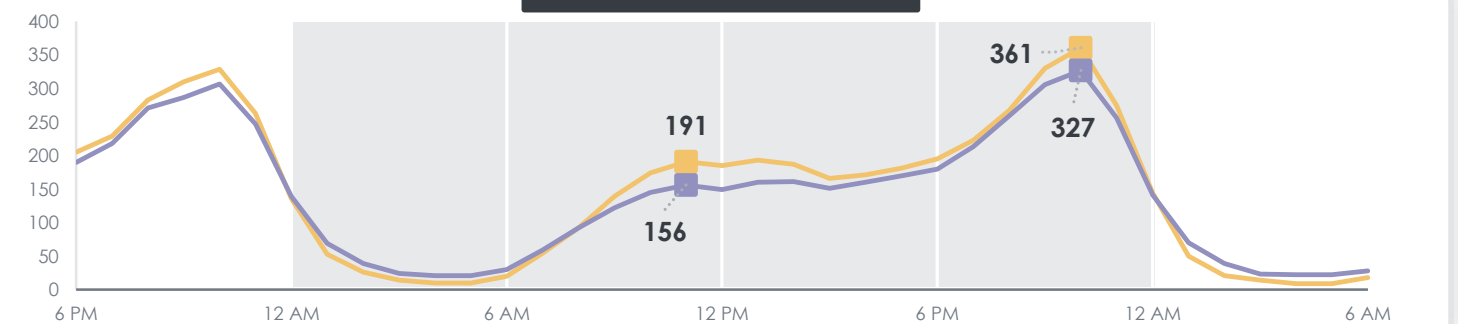
Sunday and Cyber Monday also see high sales increases, of +799% and +478%, respectively.

By Tuesday, shopper activity returns to the baseline.

Indexed Hourly Sales and Traffic for Sweden



ONE DAY LOOK – Nov 20



Black Friday 2018 Desktop vs Mobile: Sweden



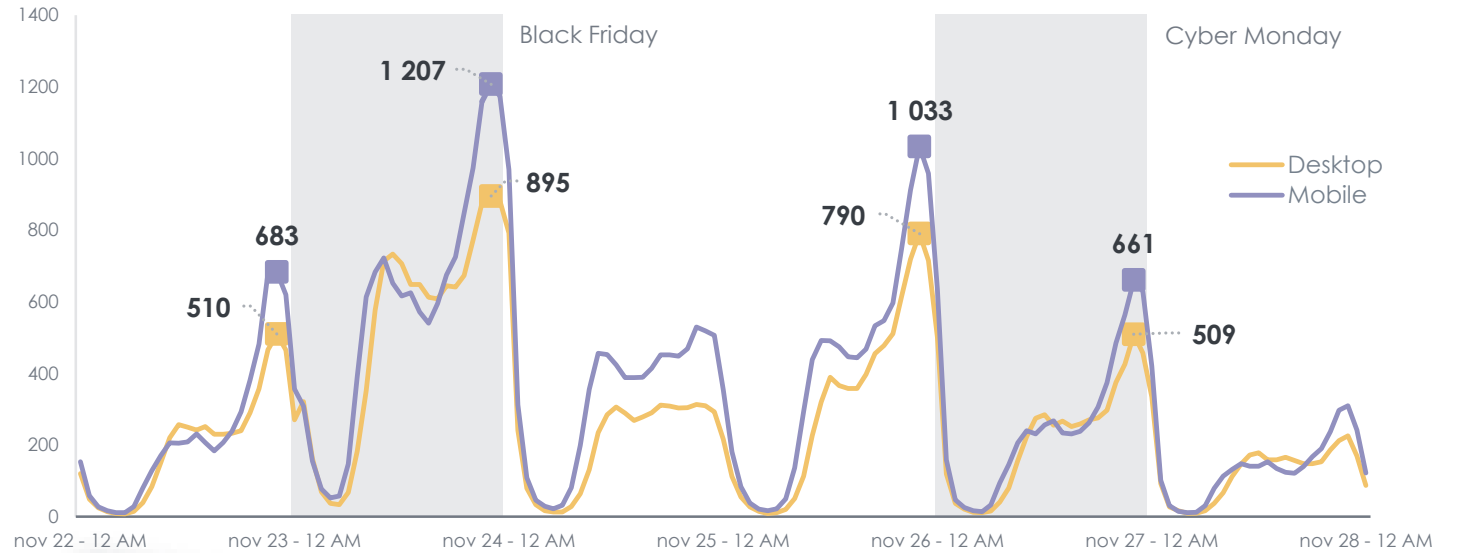
Hourly Device Type Trends

We see high increases in mobile sales in Sweden throughout the Black Friday period.

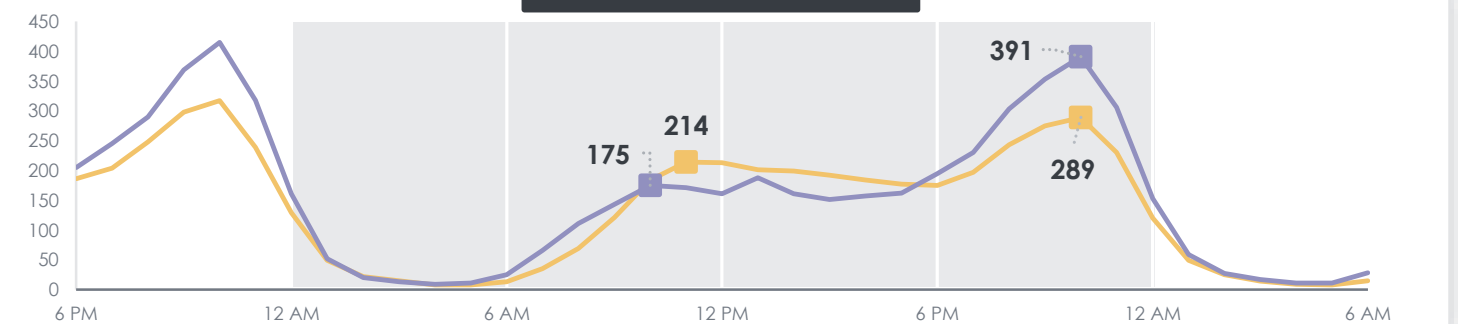
At the start of the day, around 5am, mobile sales surge about an hour ahead of desktop sales. Mobile sales slow down while desktop sales increase at 10am. Mobile sales then surge more than desktop between 5-6pm. On the weekend, however, mobile sales stay above desktop sales consistently throughout the day.

On Black Friday itself, mobile sales increase by an astounding **+1,107%** while desktop sales increase by **+795%** around 10pm. The day before Cyber Monday sees a **+933%** increase in mobile sales and **+690%** in desktop sales at 10pm. On Cyber Monday, we see a **+561%** increase in mobile sales and a **+409%** increase in desktop sales at 10pm.

Indexed Hourly Sales by Device in Sweden



ONE DAY LOOK – Nov 21



SWITZERLAND

Black Friday 2018 Shopper Activity: Switzerland



Hourly Sales and Traffic Trends

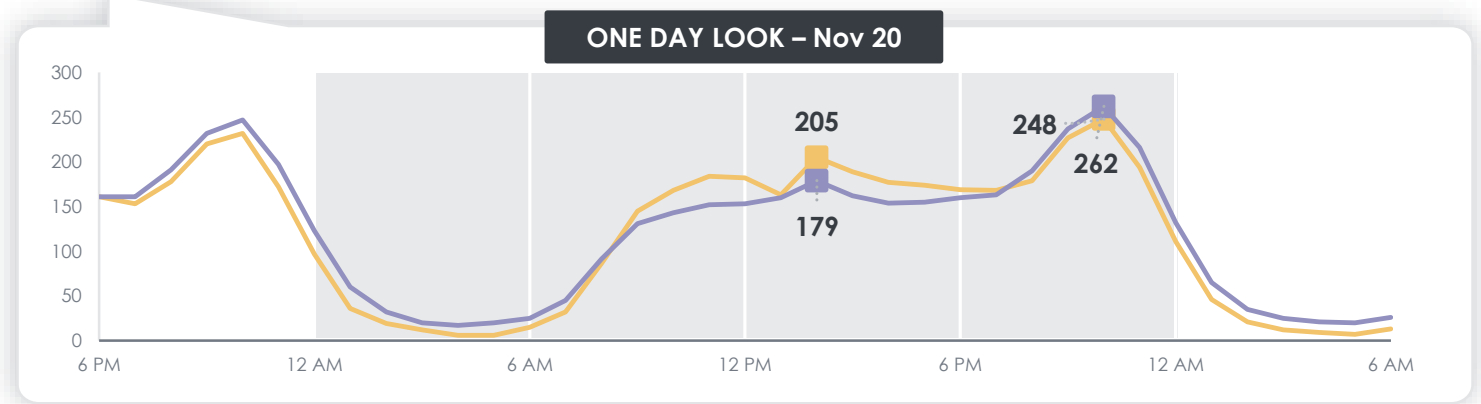
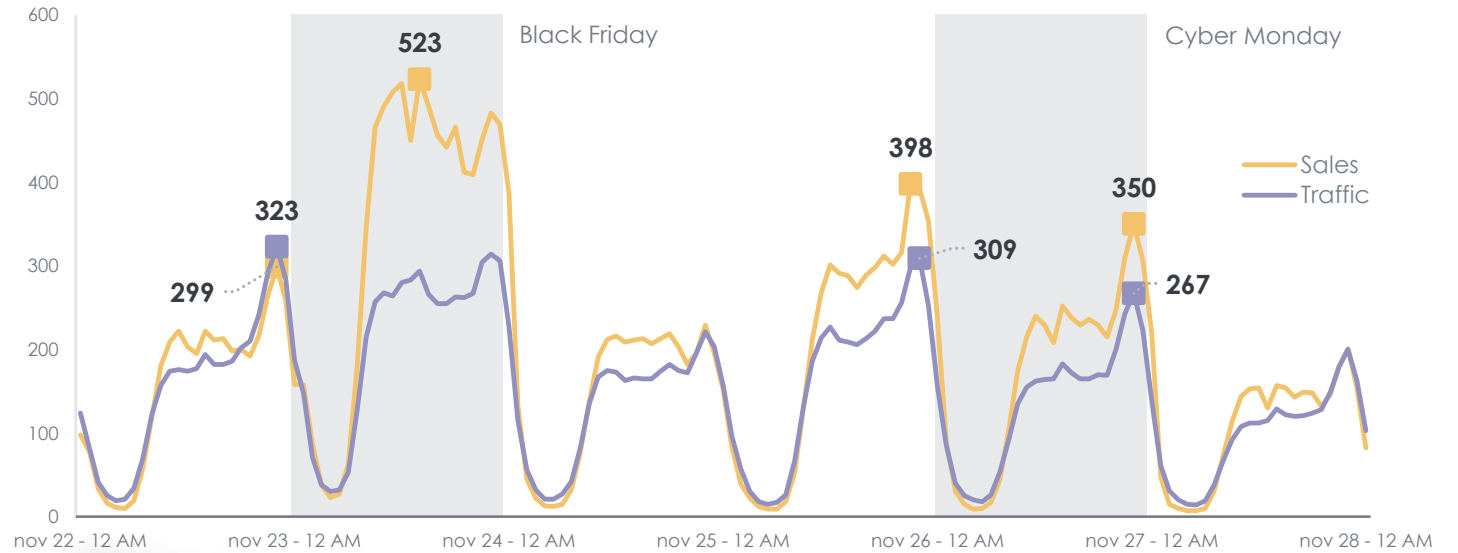
On Black Friday, sales surge in the afternoon, with an increase of **+423%** around 2pm. Sales stay high until 11pm before starting to drop.

There is anticipation for the event as traffic reaches its peak on Thursday with an increase on **+223%** at 10pm.

Cyber Monday sales start the night before with a **+298%** increase in sales and **+209%** increase in traffic around 9-10pm.

On Cyber Monday, there is an increase in sales of **+250%** and in traffic of **+167%** at 10pm.

Indexed Hourly Sales and Traffic for Switzerland



Source: Indexed values based on average sales and traffic in the first week of November 2018. All retail, Switzerland. Criteo data.

Black Friday 2018 Desktop vs Mobile: Switzerland



Hourly Device Type Trends

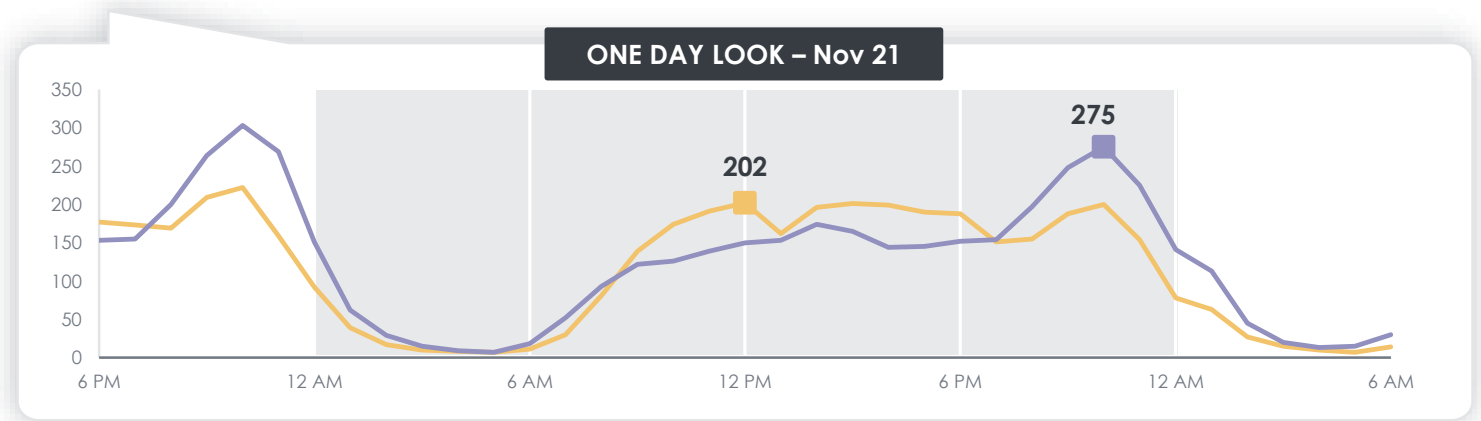
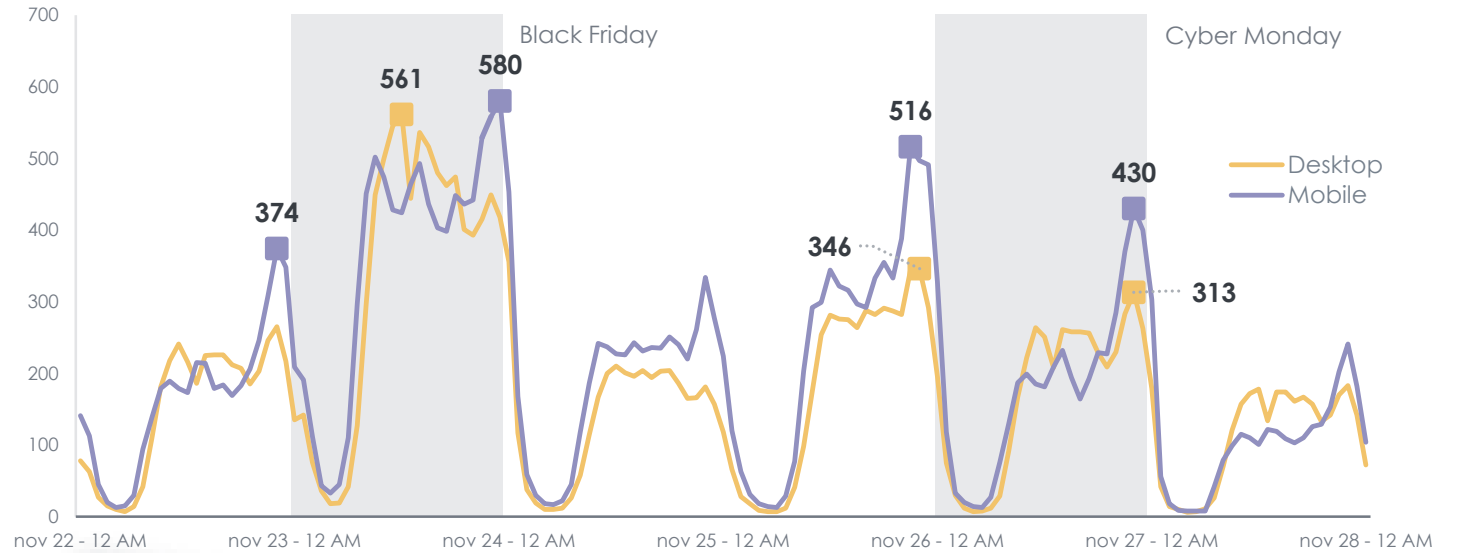
Most days in Switzerland see desktop sales peak at noon and stay flat until 10pm, with drops around 1pm and 7-8pm (dining time). Mobile sales surge around 9am and gradually increase until 7pm, when the major surge happens reaching a peak at 10pm.

On Black Friday, desktop sales peak at noon (+461%) and mobile sales peak at +480% by 11pm.

Cyber Monday and the day prior see evening peaks for both desktop and mobile.

- **Sunday:** +246% desktop and +416% mobile
- **Cyber Monday:** +213% desktop and +330% mobile

Indexed Hourly Sales by Device in Switzerland



UNITED KINGDOM

Black Friday 2018 Shopper Activity: United Kingdom



Hourly Sales and Traffic Trends

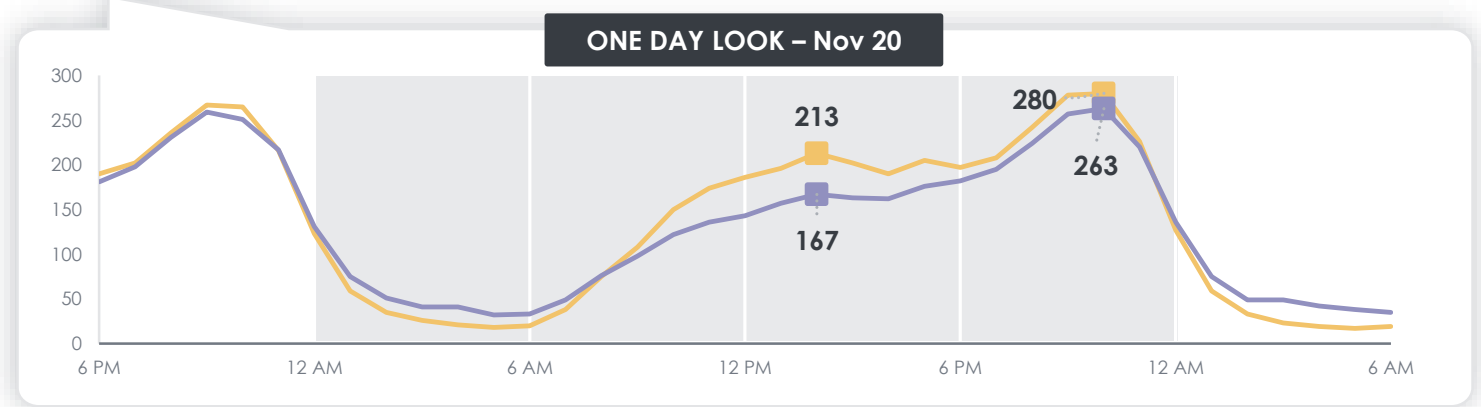
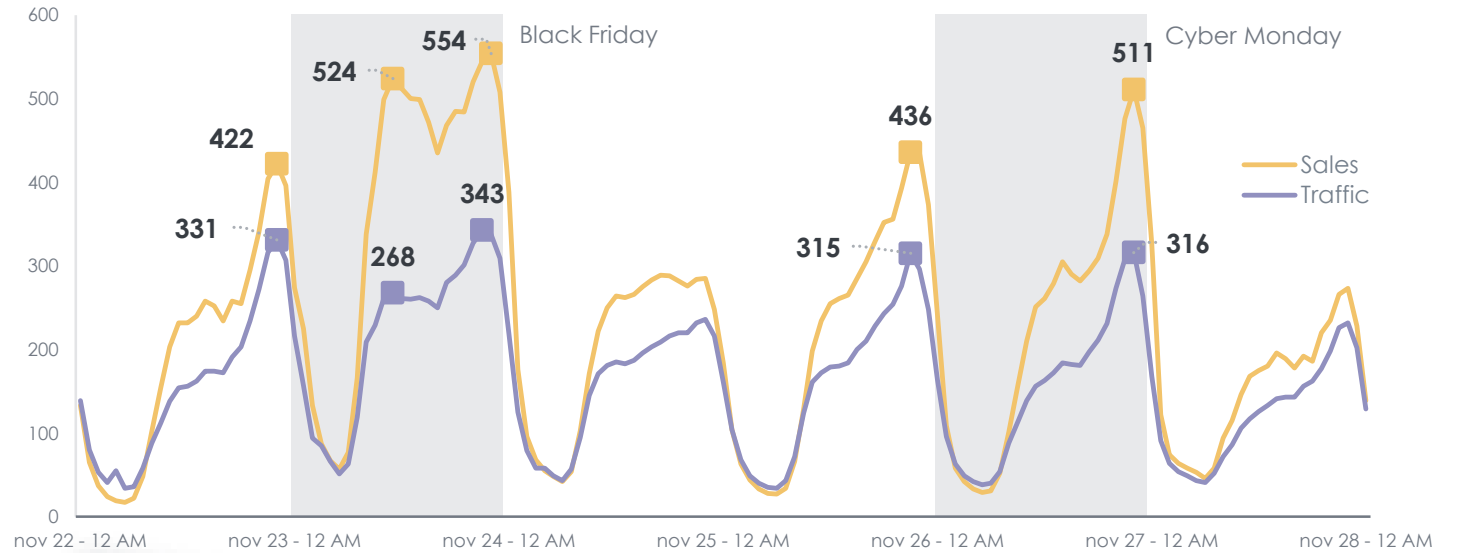
On Black Friday, activity surges at 11am with an increase of **+424%** in sales and **+168%** in traffic.

Another surge of shopper activity happens at 10pm, with huge increases in sales (**+454%**) and traffic (**+243%**).

Cyber Monday has an increase in sales of **+411%** and traffic of **+216%** at 10pm.

Anticipation for both Black Friday and Cyber Monday is clear: Traffic more than triples the day prior (**+231%**).

Indexed Hourly Sales and Traffic for United Kingdom



Black Friday 2018 Desktop vs Mobile: United Kingdom



Hourly Device Type Trends

Mobile surges first at 6am and desktop follows about an hour later. Around 9-10am mobile sales slow down while desktop sales continue to increase, reaching a peak by 2pm. Both device types surge in the evening, reaching a peak at 9-10pm. The mobile sales surge starts about an hour earlier at 6pm and lasts longer before dropping at the end of the day.

On Black Friday, desktop sales reach a peak increase of **+454%** by noon. Mobile sales have a **+379%** surge at 11am and another of **+477%** at 10pm.

In anticipation of Black Friday, the night before, desktop and mobile sales surge very similarly at **+324%** and **+318%**.

Cyber Monday and the day prior also exhibit sales surges.

- **Sunday:** **+324%** desktop and **+359%** mobile
- **Cyber Monday:** **+399%** desktop and **+430%** mobile

Indexed Hourly Sales by Device in United Kingdom

