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Black Friday weekend: Online the winner in sales frenzy

If you thought the shops were looking quiet last Friday then you were right. A whopping[1] £1.4bn was spent on online sales in the UK on Black Friday - up some 11.7% on last year, according to online retailers trade body IMRG. But on High Streets, shopping
5 centers and retail parks it was a different story with figures down 3.6%. Online's shopping growth is already an established trend, but (…) it works particularly well for sales.

Clicks versus bricks

"People shop in a lot more places than they would normally. Because they know everyone is offering massive discounts then they are inclined to shop around more. Online lends
10 itself well to that". Yet in the battle of clicks versus bricks[2] it isn't just Black Friday that counts. The sales bonanza[3] that kicks off the day after Thanksgiving is now a four-day long event culminating in so-called Cyber Monday. According to online data specialist PCA Predict, UK online sales were up 3% between 11am and 5pm this Cyber Monday compared to last year. It said the peak minute for purchasing goods was towards the end
15 of the working day at 4:38pm. (…) people have realized they don't need to brave the High Street to bag a deal. "The days when consumers would be willing to get up early to bag a bargain are gone," he says. Yet the popularity of "click and collect" means people are still eventually making it to the shops even if they did buy what they wanted online. (…) many shops are now offering deals long ahead of Black Friday. (…) Many of last year's so-called
20 Black Friday deals were cheaper or available at the same price at other times of year. (…) "Black Friday's really a psychological thing persuading you that's the best price you can get."If you put your nose into it then you could get access to pretty good discounts in October and early November," he adds. (323 words)

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[1] Whopping : enormous
5 [2] Click vs brick : online shopping versus retail stores
[3] Bonanza : aubaine