

BTS Négociation et Digitalisation de la Relation Client

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Black Friday may lose its sparkle as football and inflation hit online sales

The words Black Friday used to conjure images of frenzied shoppers racing to the shops and to their computers to nab as many bargains as possible. This year it is likely to be a more muted affair, with spending on non-essentials expected to fall amid cost of living pressures and the distractions of the football World Cup.

- 5 It's forecast that Britons will spend £22.62bn over the two-week Black Friday period, which runs from 22 November until 5 December. That is a 2.1% increase year on year, but once inflation has been taken into account it actually means they will be putting fewer items into their baskets, according to research by GlobalData for VoucherCodes. This is a marked slowdown for the US-inspired discount day, which has gradually
10 become an online event. There have been few queues outside shops in the UK since early exuberance led to scuffles in 2014.

- A Black Friday failure could pile pressure on retailers, which may have hoped the event could generate excitement and tempt shoppers searching for ways to trim their Christmas celebration spending. Poor sales will only add to the annual game of
15 chicken, where shoppers hold off in hopes of getting better deals close to Christmas as retailers become more desperate to clear stock. [...]

Buzz around the event will also be hit by football fever. On the evening of Black Friday itself, rather than going shopping, large numbers of people will be tuning into England's second match, against the US, denting valuable evening sales.

- 20 Some people may turn back to retail over the following days, however, and the trend away from nights out, noted by many supermarkets and hospitality businesses, could mean bored householders have more time to search online for good deals.

- However, increasing scepticism about the bargains on offer is likely to mean the days of crazed clicking may be over. The consumer group Which? continues to warn that
25 "most of the advertised 'deals' should be taken with a pinch of salt". [...]

Sarah Butler, The Observer, Sun 20 Nov 2022