

PROMOTIONS REVIEW

# Black Friday and Cyber Weekend 2020

December 4, 2020

# An Unusual Black Friday & Cyber Weekend

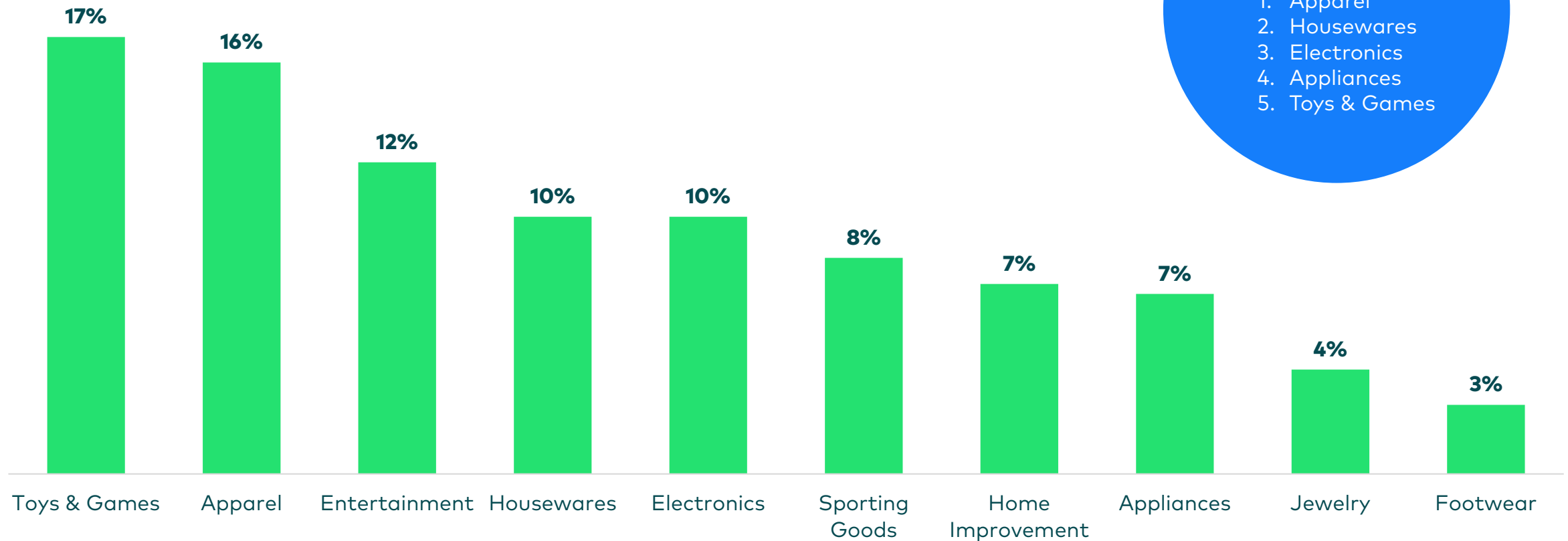
Due to COVID, many retailers began offering "extended Black Friday" deals as early as October this year, in an attempt to control crowds and prevent overtaxing of supply chains and shipping capabilities. Despite this, many still offered differentiated deals on Black Friday and throughout Cyber Weekend.

In this report, we provide an early read of promotional activity between 11/22/20 and 12/2/2020, to discover how retailers promoted during this unusual holiday weekend.



# Top Promoted Categories

These categories received the most promotional support during the weeks of Black Friday and Cyber Monday 2020.



**Top 5 Categories  
Black Friday 2019**

1. Apparel
2. Housewares
3. Electronics
4. Appliances
5. Toys & Games

# Average Discount

# 42%

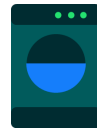
# Average Discount by Category

Discounts ranged anywhere between 5% and 80% for Black Friday & Cyber Weekend 2020. Jewelry saw the strongest discounts this year, with Apparel coming in second.



APPAREL

54%



APPLIANCES

33%



ELECTRONICS

30%



FOOTWEAR

40%



HOME IMPROVEMENT

43%



HOUSEWARES

50%



JEWELRY

66%



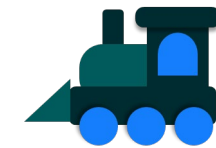
MEDIA & GAMING

34%



SPORTING GOODS

30%

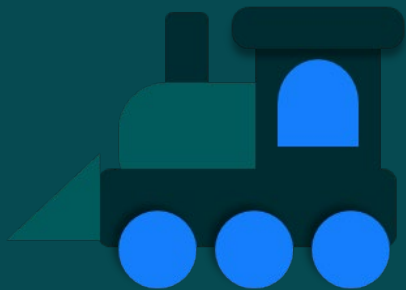


TOYS & GAMES

33%

# Category Snapshot

## Toys & Games



Doll accessories and playsets/tracks were the most promoted toy subcategories for Black Friday/Cyber Weekend 2020, while Lego had the highest brand share of toy & game promotions.

### Top Promoted Subcategories

SUB-CATEGORY	SHARE
Doll accessories	12.9%
Playsets/tracks	11.6%
Toys - other	10.3%
Games	9.6%
Plush toys	8.6%
Activities	8.4%
Building sets	7.2%
Action figures	6.7%
Remote control vehicles	3.6%
Infant/preschool	3.6%

### Top Promoted Brands

BRAND	SHARE
LEGO	5.7%
Hasbro	4.0%
Disney	3.6%
Barbie	2.8%
Our Generation	2.8%
L.O.L Surprise	2.4%
Melissa & Doug	2.2%
Nerf	2.0%
Crayola	1.7%
Disney Princess	1.7%

Source: Numerator Promotions Intel; General Merchandise circular promotions, 11/22/20 – 12/2/2020

# Category Snapshot

## Appliances



Small kitchen appliances were the most promoted appliance subcategory for Black Friday/Cyber Weekend 2020, while Samsung had the highest brand share of appliance promotions.

### Top Promoted Subcategories

SUB-CATEGORY	SHARE
Kitchen countertop apps	34.8%
Personal care appliances	18.1%
Vacuum cleaners	12.5%
Washers/dryers	9.1%
Major appliances - other	5.2%
Refrigerators	5.2%
Heaters	3.4%
Dishwashers	2.4%
Electric blankets	1.9%
Ranges- electric/gas	1.9%

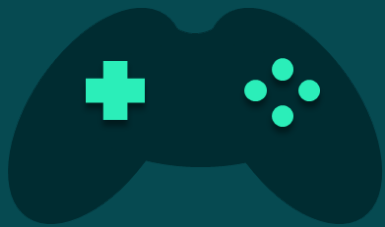
### Top Promoted Brands

BRAND	SHARE
Samsung	6.1%
LG	5.3%
Shark	3.2%
Black & Decker	2.9%
G.E.	2.8%
Ninja	2.8%
Keurig	2.6%
Instant Pot	2.4%
KitchenAid	2.3%
Cuisinart	2.1%

Source: Numerator Promotions Intel; General Merchandise circular promotions,11/22/20 – 12/2/2020

# Category Snapshot

## Media & Gaming



Video games saw significantly more promotional support during Black Friday/Cyber Weekend 2020 than any other media & gaming subcategory. Nintendo took the top spot for brand share of media & gaming promotions.

### Top Promoted Subcategories

SUB-CATEGORY	SHARE
Video games	63.8%
Prerecorded videos	15.5%
Gaming accessories	13.1%
Video game systems	3.9%
Music	3.8%

### Top Promoted Brands

BRAND	SHARE
Nintendo	10.2%
Electronic Arts	8.0%
Ubisoft	7.9%
Sony	7.7%
2K Games	5.8%
Microsoft	4.8%
Warner Bros Home Vid	4.1%
Bethesda Softworks	3.6%
Square Enix	3.1%
Sega	2.8%





Want an in-depth analysis of omnichannel holiday promotions for your brand or category?  
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