



Numerator

EVENT REVIEW

2019 Black Friday & Cyber Monday Promotions

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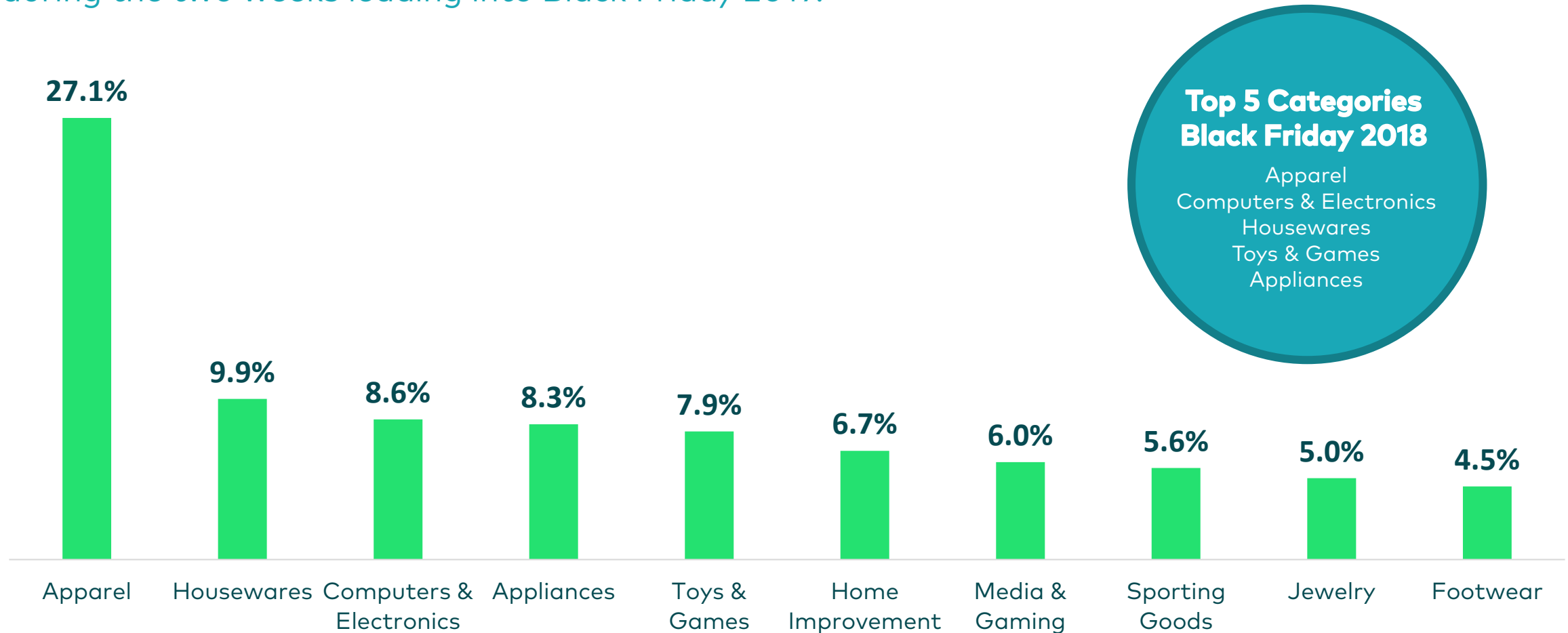


The image features a dark teal background with several circular elements. On the left, there is a bright green circular outline. On the right, there is a light teal circular outline. In the center, there are two overlapping circles: a larger, semi-transparent dark teal one and a smaller, solid dark teal one. The text "BLACK FRIDAY" is centered in a bold, white, sans-serif font.

BLACK FRIDAY

Top Promoted Categories

These categories received the most circular promotional support during the two weeks leading into Black Friday 2019.





Black Friday Average Discount

43.3%

Average Discount by Category

Discounts ranged anywhere between 5% and 80% for Black Friday 2019. Housewares saw the strongest discounts this year, with Apparel coming in a close second.



HOUSEWARES

51.4%



APPAREL

48.5%



FOOTWEAR

42.8%



MEDIA & GAMING

38.5%



COMPUTERS &
ELECTRONICS

36.5%



APPLIANCES

35.3%



JEWELRY

66.8%



TOYS & GAMES

33.4%



SPORTING GOODS

32.3%



HOME IMPROVEMENT

30.7%

Category Snapshot: Toys

Dolls, plush toys and playsets/tracks were the most promoted toy subcategories for Black Friday 2019, while Disney and Lego had the highest brand share of toy promotions.

Top Promoted Subcategories

SUB-CATEGORY	SHARE
Dolls	11.6%
Plush	10.0%
Playsets/Tracks	9.1%
Activities	8.5%
Action Figures	7.6%
Building Sets	7.2%
Remote Control Vehicles	6.2%
Vehicles	4.9%
Role Play	4.5%
Infant/Preschool	2.8%

Top Promoted Brands

BRAND	SHARE
Disney	8.7%
LEGO	5.8%
Barbie	3.6%
Nerf	3.5%
Discovery Kids	3.0%
Melissa & Doug	2.7%
Fisher Price	2.6%
Ty	2.4%
Paw Patrol	2.2%
Funko	1.9%

Category Snapshot: Small Appliances

Kitchen countertop appliances received the most circular promotional support in the small appliance category, more than doubling the share of the second most-promoted subcategory.

Top Promoted Subcategories

SUB-CATEGORY	SHARE
Kitchen Countertop	44.0%
Personal Care	19.3%
Vacuum Cleaners	16.6%
Heaters	10.1%
Electric Blankets	5.4%
Humidifiers	2.4%
Air Purifiers	0.8%
Irons	0.8%
Scales	0.4%
Water Purifiers/Dispensers	0.2%

Top Promoted Brands

BRAND	SHARE
Shark	5.6%
Ninja	4.2%
Dyson	3.6%
KitchenAid	3.1%
Cooks	3.0%
Black & Decker	2.9%
Keurig	2.9%
Instant Pot	2.5%
Toastmaster	2.5%
Biddeford	2.2%

Category Snapshot: Footwear

Athletic shoes were the stars of the footwear category in the weeks leading up to Black Friday, with Nike winning the most brand share of footwear promotions.

Top Promoted Subcategories

SUB-CATEGORY	SHARE
Mens Athletic	17.6%
Womens Footwear	12.5%
Womens Athletic	11.5%
Family Footwear	9.1%
Mens Workshoes/Hikers	8.4%
Mens Footwear	6.8%
Kids Athletic	6.1%
Womens Casual Boots	5.9%
Womens Winter Boots	4.6%
Mens Casual Shoes	4.5%

Top Promoted Brands

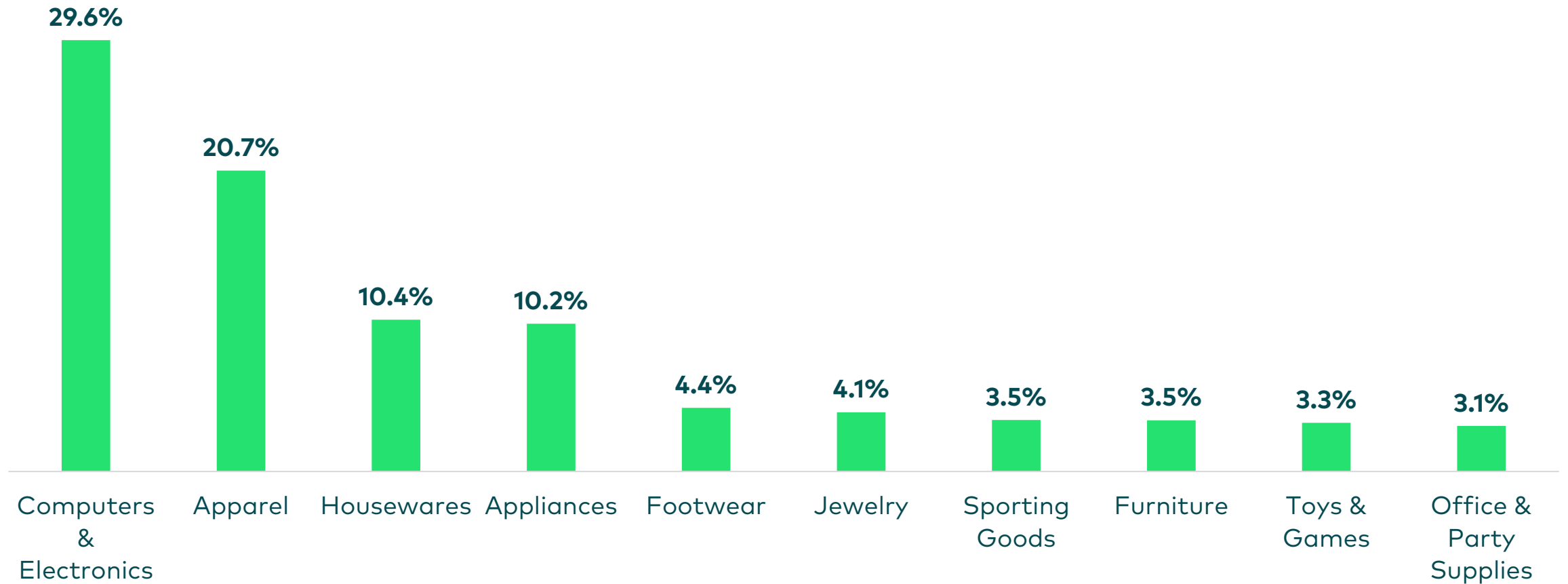
BRAND	SHARE
Nike	9.0%
Adidas	6.3%
Asics	3.4%
Fila	3.3%
Under Armour	3.3%
New Balance	3.1%
Bearpaw	2.8%
Skechers	2.5%
Denali	1.8%
Dr. Scholl's	1.7%

The image features a dark teal background with several circular elements. On the left, a bright green circle is partially visible. On the right, a light teal circle is partially visible. In the center, there are two overlapping circles: a larger, semi-transparent dark teal one and a smaller, solid dark teal one. The text "CYBER MONDAY" is centered in a bold, white, sans-serif font.

CYBER MONDAY

Top Promoted Categories

Fittingly, computers and electronics received the most web promotional support during Cyber Monday 2019.



Source: Numerator Promotions Intel, 12/1/2019 – 12/3/2019, Web Only

Cyber Monday Average Discount

40.5%

The overall average discount on Black Friday
was 2.8% deeper than on Cyber Monday

Average Discount by Category

At the category level, while Housewares, Footwear and Toys saw deeper discounting on Cyber Monday than on Black Friday, the majority of sub-categories did not.



HOUSEWARES

56.5%



APPAREL

47.9%



FOOTWEAR

53.8%



MEDIA & GAMING

29.3%



COMPUTERS & ELECTRONICS

32.0%



APPLIANCES

32.4%



JEWELRY

60.4%



TOYS & GAMES

34.9%



SPORTING GOODS

31.3%



HOME IMPROVEMENT

19.9%

Category Snapshot: Computers & Electronics

Laptops had the highest share of electronics web promotions for Cyber Monday 2019, while Samsung won highest brand share.

Top Promoted Subcategories

SUB-CATEGORY	SHARE
Laptops	17.8%
Ultra HDTV	7.5%
Audio/Video Accessories	7.0%
Headphones	6.2%
Tablets	5.3%
Digital Cameras & Camcorders	4.7%
Desktop	4.6%
Printer Cartridges	4.5%
Home Speakers	4.1%
Cell Phone Accessories	3.8%

Top Promoted Brands

BRAND	SHARE
Samsung	9.7%
Hewlett Packard	9.2%
Apple	6.3%
Amazon	4.6%
Microsoft	3.7%
Canon	3.5%
Lenovo	3.5%
Dell	3.4%
Google	3.0%
Sony	3.0%



Numerator

For a more in-depth analysis of
holiday promotions in your category,
reach out to us at

hello@numerator.com