



## PRESS RELEASE

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### Worten/Netsonda Market Survey

## 89% OF PORTUGUESE ARE GOING SHOPPING ON BLACK FRIDAY

- 86% take advantage of this campaign to shop for themselves.
- Each portuguese expects to spend an average of €255.
- Millennials are on the front line of those who buy most.
- Worten is the best-remembered brand when people speak about Black Friday (56%).

The concept was imported from the United States of America, but it has been adopted with open arms by consumers in Portugal. A study of 1,000 individuals on the Netsonda online panel found that 99% of Portuguese consumers were perfectly aware of the Black Friday campaign, half had already bought products during the promotion and 89% said they were also going to do so this year.

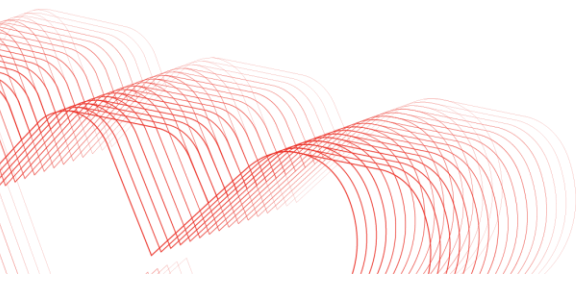
Inês Drummond Borges, Worten's Marketing Director said it was very positive that "the Worten brand is synonymous with Black Friday in Portugal, since, in recent years, this campaign has transformed into the current excellent occasion to buy with the best Value for Money". It is important to conquer this territory in the actual retail panorama for a brand that has for many years claimed: "Our strength is the price".

### **Average basket of portuguese shoppers**

This Worten/Netsonda study, conducted in October, showed that the average amount the Portuguese shoppers intend to spend on this year's Black Friday is €254.40, with 75% saying they would spend more or the same as in 2017. Only 24% intend to spend less.

### **Selfish consumption?**

The Worten/Netsonda study tells us that 86% of Portuguese consumers are going to take advantage of the Black Friday campaign to buy products for themselves. In other words, while the Christmas campaigns are more aimed at families and friends, mentioning the gifts that we still have to buy to give to those people, Black Friday has a more "egotistical" purpose, appealing to a more individualistic consumption. Nevertheless, the study says that half of the Portuguese buy items to offer their partner on Black Friday.





### **Millennials biggest spenders**

Out of the 50% who say they shopped on Black Friday, 64% are aged between 18 and 24 and 55% are between 25 and 34. This means the Millennials are the ones who buy most on Black Friday. A fact that could be associated to the fact that the younger generations tend to be more permeable to international concepts (as in the recent case of Halloween - which is becoming more and more popular at state and private schools in Portugal).

### **Black Friday = Worten**

56% of the Portuguese associate the Black Friday campaign with Worten, which places the brand as the best-remembered brand in this field. Actually, the 2nd placed brand is 21 percentage points behind Worten with just 35% spontaneously recalling it.

Out of the four categories of products most sought after on Black Friday - Fashion/Accessories (55%), Technology (39%), Home appliances (21%) and Perfumes/Cosmetics (19%) - Worten sells two of them which partly justifies the greater number of shoppers in the Worten brick and mortar stores and on Worten.pt during the campaign.

### **Black Friday is omnichannel**

The Black Friday purchases are made using an omnichannel logic. The Worten/Netsonda survey showed that 53% buy online and offline, 23% only buy from physical stores and 12% say they are only going to shop online.

### **Worten invests in "Black Out - Prices that don't see the light of day"**

Like last year, Worten is bringing forward all the expectations surrounding the Black Friday campaign and ten of its stores (Colombo, Matosinhos, Almada, Penafiel, Pombal, Braga Minho Center, Leiria, Aveiro, Viseu and Loulé) and Worten.pt are opening their doors at midnight on 21 November with a true **"Black Out - Prices that don't see the light of day"**.

This way customers at the 11 stores get earlier access to the campaign's discounts and Black Friday will continue in all the Worten stores from 22 to 25 November with the slogan **"Prices that will never come back in 2018"**.

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