

BLACK FRIDAY

FROM BLACK FRIDAY TO CYBER MONDAY: WHICH EVOLUTION?

10 janvier 2018

The famous Black Friday was mentioned for the first time in the United States in the middle of the 60s. The appellation was referring to the day after Thanksgiving (the last Friday of November), when people were rushing in the stores to make reduced purchases for Christmas. The Black Friday was indeed the occasion for customers to take advantage of the many advantageous discounts made by shopkeepers. Over the years, the famous day of discounts has been extended to the whole weekend and then continued on the internet to the next Monday which is even called Cyber Monday since 2005. But an other huge commercial event is concurrencing since a few years the famous Black Friday : the Chinese Single day...

From shop to online shopping

The Black Friday is so deeply rooted in the american tradition that **50,9 billion dollars were spent in the USA during the one of 2014**. All sectors are indeed concerned by these huge discounts : from electrical goods industry to clothes through multimedia... In 2014 again, two American girls have even been camping during 7 days in front of the Best Buy in Beaumont in California to be the first ones to enter the shop on the Black Friday day !



Even if the Black Friday remains the most important commercial event in America, the amount of sales in 2016 during the black Friday has decreased a lot in comparison with 2015. **The decrease was made in favour of online purchases on the internet on the Cyber Monday day.** Even more customers are indeed even more likely to buy on the internet through their smartphones to avoid moving, lines and tiredness in the shops during the days of rush. Black Friday is indeed a quite dangerous day in America: in 2008, in Long Island, a salesperson of Walmart has been crushed by the crowd as he was opening the store. That is certainly why a study from the *Shop.org/BizRate Research institute* has indeed shown that the **2013 Cyber Monday had generated in the United States 20,6% more sales than in 2012 and that the online sales have also been increasing from 15% between 2013 and 2014.**

For instance, Amazon, the leader of online shopping, had offered last year at Cyber Monday's period huge discounts on all consumption sectors like the internet had never had before : -54% on electric bikes, -35% on Xbox One S, -60% on running shoes...

From America to France

The Black Friday day has begun to be known in France only at the beginning of the 2010's. Since, the phenomenon has been growing considerably and begins being rooted in the french culture of shopping. This trend can be seen through **the number of Google researches « Black Friday » in France: fast 1 million in 2015 and 2,5 million in 2016** according to the website Black-Friday.sale.

Since 2010, many giants of shopping industry have indeed exported their huge discounts of November as far as in France : Amazon or Apple on the internet but also Zara, Nike, Zalando, Sephora, Asos, Mango... Thanks to its aggressive commercial strategy and with twice as many reduced products as in 2015, **Amazon has realized in 2016 its historical most profitable day with 1,4 million sold goods (970 goods per minute) in France.** Even Apple which though doesn't use the commercial strategy of discount made in 2016 some discounts of 10% on several digital expensive gadgets : MacBook Pro, iPad...

To complete the general craze for the Black Friday in France, some national big stores have democratized the period. Among them Auchan which promises for 2017 a massive reduction of stocks with discounts between 50 and 70% on many branded articles. But also Fnac which had displayed in 2016 among others iPhones reduced of 80 euros.

That explains why, according to a pool from ClearChanel, french people will spend on average 107 euros for this Black Friday on 24th November. **Like in America, 63% of french people will make their purchases online.** Clothes and shoes represent the most redundant purchases intentions. The trend of the online shopping spreads itself everywhere...



From Cyber Monday to Singles Day

If you are already enthusiastic about the Black Friday and the huge takings some shops are collecting during the period, you haven't seen anything yet. **The world's most important commercial party takes place indeed online in China since 2009 on November the 11th** and is named « Singles Day ». The chinese online shopping store Alibaba is the main beneficiary of the day and hold the world record of sales within an only day. **Alibaba has indeed gathered 25 billion euros only on November the 11th**. Among all the saled products, 27% come from non-chinese brands like Nike, l'Oreal or Adidas, what proves that big firms see in discounts a real way to increase their sales.

On the Singles Day, 115 million people have made at least one purchases and 90% of the transactions have been done thanks to a smartphone...To surf above the internet wave, the giant Alibaba has experimented new ways of online shopping : the possibility of testing clothes or cosmetics through « magical mirrors » for instance.

Here again, China shows us how the internet has become ubiquitous and replaces progressively the shops.

If shopping has always made compaignies earn much money, the advent of the internet has upset everything and the sales amount has become even higher. The colossal amount announced by Alibaba in China last week let us buzzled especially when we know that it's the same amount as the GDP of Afghanistan or Honduras. Online shopping finally draws the future of our consumption society and all firms should adapt themselves to this change to stay competitive.