

Home appliances and entertainment drive sales on Black Friday

Black Friday week 2023 vs average week (revenue growth)

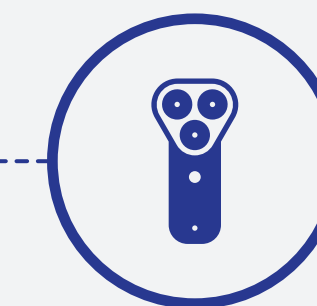
+320 %
AR / VR Glasses

+143 %
Mini Bluetooth
speakers

+164 %
TV sets



+216 %
Deep Fryers



+164 %
Shavers



+142 %
Vacuum Cleaners



+159 %
Hot Beverage Maker

**Who are the winners
and losers of this year's
Black Friday?**



Wer sind die Gewinner und Verlierer des diesjährigen Black Fridays?

