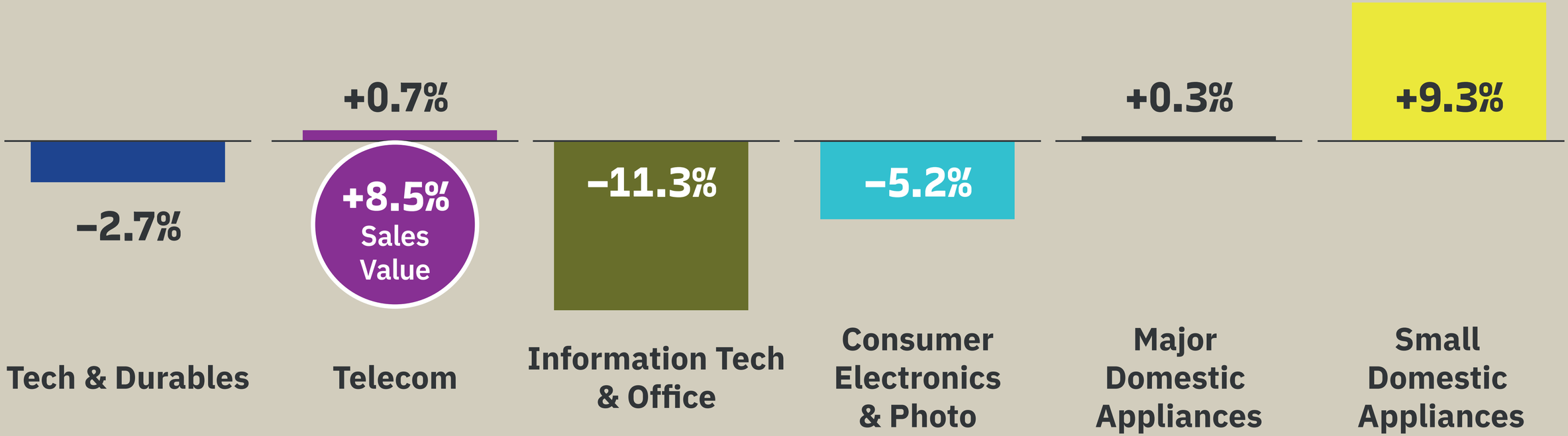
Latest Black Friday indicator: Prime week Promotions

Home Appliances and Telecom Hold Their Ground



Sales volume development in Europe in week 41/2026 vs. the same week last year*



Source: NIQ Market Intelligence · *AT, BE, FR, DE, IT, NL, PL, PT, ES, SE, TR, GB · Prime Day promotion week