



# Holiday Snippets 2020

25th Nov



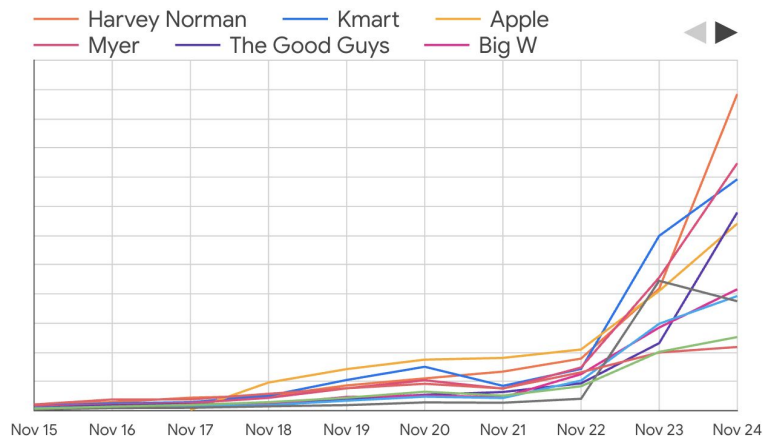
2 days to Cyber Weekend  
30 days to Christmas

Proprietary + Confidential

## Who's playing?

### Top Retailer Association with Black Friday:

without JB Hi-Fi to show other brand trends (JB Hi-Fi is #1 by a strong margin)



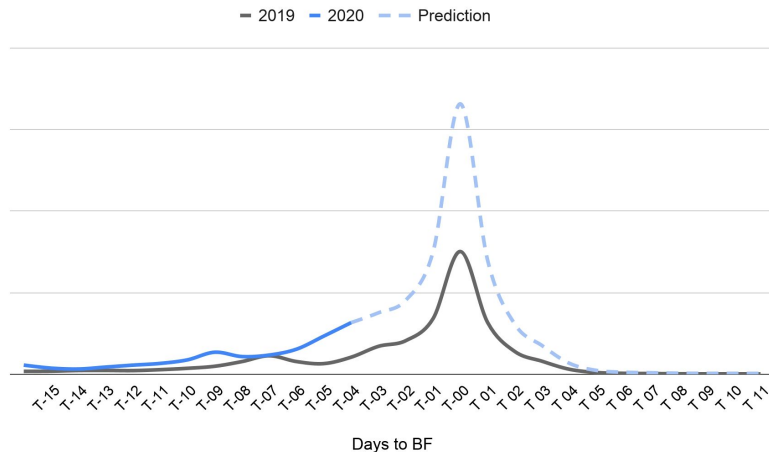
\*15-24 Nov 2020

\*\*Note: List includes Retailers only, not all brands

## Black Friday search growth

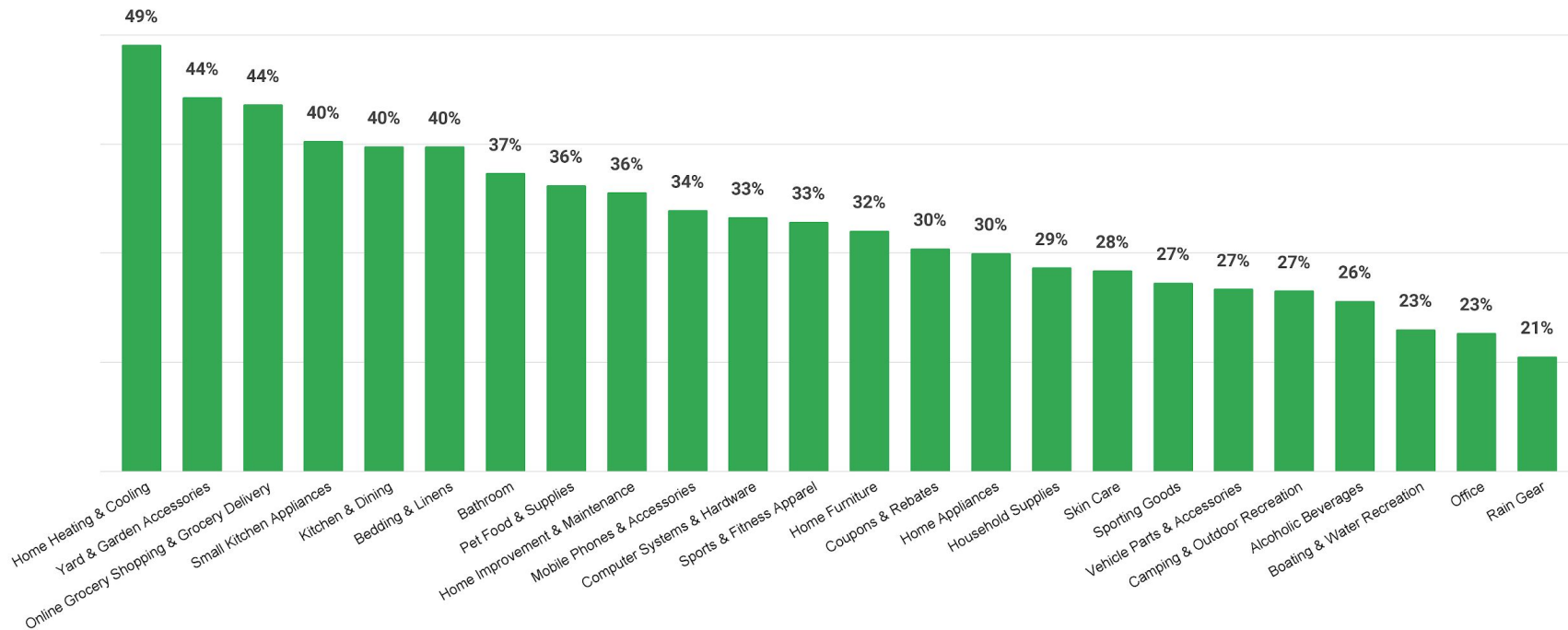
### Black Friday Searches predicted to be up by 120% YoY on BF day

Based on BF search trends (18-24 Nov 2020)

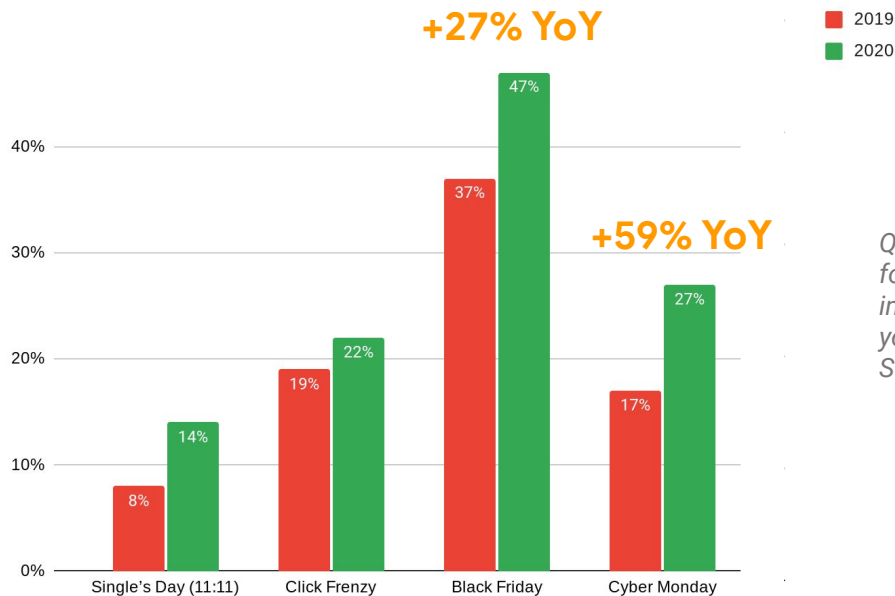


## Rising categories (YoY)

(15-20 Nov 2020)



# Black Friday and Cyber Monday are much more important this year



Q. Which of the following sale days are important to you for your holiday shopping?  
Select all



## SO WHAT?

Cyber weekend is more important than ever AND customers are going in with a plan.  
Make sure budgets are pacing to capture all the demand without being capped.

And most shoppers have a plan for the day,  
with only 15% saying *“I’m not planning, and I’ll figure it out the day of”*

36%

*“I’m buying gifts and not just  
buying for myself”*

39%

*“I’m buying more deals online to  
avoid the stores”*

31%

*“I only plan to get deals on  
things that I need”*



### SO WHAT?

*Cyber weekend is more important than ever AND customers are going in with a plan.  
Make sure budgets are pacing to capture all the demand without being capped.*



## New category entrants - gaming chairs

### Kmart launches huge Black Friday sale - including \$99 gaming chairs

Amy Sinclair • 7Lifestyle • Published: 23/11/2020 • Updated: 23 November 2020 12:32 PM



Kmart - \$99

### ALDI announces huge Black Friday tech sale

Amy Sinclair • 7Lifestyle • Published: Wednesday, 18 November 2020 5:21 AM



Aldi - \$149

### Ergolux Kevlar Gaming Chair (Red)

Ergolux

★★★★☆ (12)



Kogan - \$169.99

### Professional Red Ergonomic Gaming Chair with PU Leather Material Headrest Armrest



Catch - \$175