

67% of SA consumers planning to shop Black Friday deals

Game's Q3 consumer survey has found that despite 2021 being a challenging year economically, 67% of South African consumers are hoping to find the best possible deals on popular items this month, as retailers launch their plans for Black November.



The survey found that groceries and essential items (77%), appliances (63%) and electronics (62%) were the most popular categories that consumers were looking to save on this year. Interestingly, through its Black November SBWL competition, which so far has over 13,000 entries, Game found its customers were most interested in purchasing Smart and LED TVs this year, followed by laptops and smart phones. Appliances such as fridges, washing machines and microwaves were also popular options amongst competition entrants.

“While big ticket items are always on consumer’s shopping lists during our Black November month, many of our competition entrants also said they’d like to stock their pantries and cupboards with more essential items this year – such as non-perishable food items and nappies, as popular options. This is proof of how stretched the consumer budget is in 2021 and follows the trend we have seen with consumer shopping habits over the last 18 months where shopping has become about essential needs rather than luxury items and wants,” explains Katherine Madley, vice president of Marketing at Game.

Game’s Black November deals will once again run from 1 to 30 November, released in four sets of weekly deals on popular items. The same Black November deals will be available both online and in-store, and newsletter subscribers will have early viewing access to all weekly deals.