

# Consumer electronics sales soar in South Africa during Black Friday week

Issued by [GfK – An NIQ Company](#)

8 Dec 2017

South African retailers saw strong sales during the week of Black Friday this year. Panel television unit sales experienced 47% growth and smartphone sales leaped 63% compared to the same week in 2016, according to point of sale tracking data from [GfK South Africa](#). The value of panel televisions sold during the week was up 41% over the comparable week in 2016, while the value of smartphone sales climbed by 34%.



The growth in panel television sales built on massive success in 2016, when sales during the Black Friday week climbed 105% over 2015 and value rose by 111%. Smartphones enjoyed an even stronger Black Friday week in 2017 than in 2016, when unit sales went up 18% and value rose by 31%.

Traditional retailers claimed the lion's share of Black Friday week sales, accounting for 98.3% of television units sold and 97.2% of the value of televisions sold during the week. Online retailers grew their Black Friday TV sales by 32% and their TV revenues by 36%, accounting for 1.7% of units sold and 2.8% of value.

Online retail accounted for 2% of smartphone unit sales and 4% of value for the week, a growth of 72% and 47% respectively. Around 98% of smartphone sales and 96% of smartphone value went through offline retail.

"This was the strongest Black Friday to date for consumer electronic sales in South Africa and it confirms that this US-imported sales frenzy is now a massive day in the annual retail calendar. While online Black Friday sales remain small compared to those through physical retail, they are growing and ecommerce retailers enjoy larger transaction sizes than physical stores," says Nikolay Dolgov, General Manager, Point of Sales Tracking at GfK South Africa.

"We have seen similar Black Friday trends unfold in South Africa to those observed in markets such as the UK—including the event stretching into a week-long festival of specials and promotions, and a move among retailers to offer specials on highly desired phones, computers and TVs during the week rather than simply trying to shift old stock."

## About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices. [www.gfk.com/en-za/](http://www.gfk.com/en-za/)

- **South African retailers have arrived at an e-commerce crossroads** 24 Apr 2024
- **A convergence of retail and e-commerce ideas at a must-attend event** 25 Mar 2024
- **South Africans prioritise value for money in festive season spending** 19 Dec 2023
- **Black Friday 2023: Retailers and manufacturers will need to be agile to navigate a volatile landscape** 19 Oct 2023
- **Omnichannel strategies: One size does not fit all in South African retail** 19 Sep 2023



An NIQ  
Company

**GfK – An NIQ Company**

Reliably delivering #GrowthfromKnowledge to our clients. Empower bold actions for sustainable growth.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>