

Black Friday 2017 surpassed expectations: Picodi

Global discounts website, Picodi.com, says Black Friday went beyond expectations this year. Analysing its internal traffic and [transaction data for 24 November 2017](#), the company says consumers' activity increased on average by 624% when compared to an ordinary day. Last year the increase was 619%.



Picodi analysed its internal traffic and transaction data for Black Friday. Our metrics include data from each of the countries where Picodi currently offers its services to users.

The most active users came from Pakistan where the number of transactions surged by 11,525%. Buyers from Hungary (9,750%), Italy (4,516%), and Greece (2,600%) are also well worth mentioning.

Strong uptake in SA

Picodi's Black Friday 2016 research showed that South Africa embraced the shopping occasion more than any other country. Compared to the average number of transactions occurring on all other days of the year, South Africans made 16,226% more purchases on the Picodi site, more than twice as large a percentage increase as that of any other country.

South African consumers were buying actively this year too. The number of sales increased by 2,571% on the day of Black Friday. This is, however, a less impressive number than during Black Friday 2016 when the increase in transactions was a staggering 16,226%. The average value of a South African cart reached R371, which is less by R568 comparing

year to year (R939).



Black Friday 2017 marked Superbalist's biggest trading day yet

29 Nov 2017



The most popular categories this year were Fashion, Electronics and Cosmetics. When it comes to the most popular shops Woolworths, Edgars and Makro took the three top spots. As for the devices used for online shopping most South Africans preferred smartphones (48.5%) over desktop computers and laptops (46.5%). Tablets were used by 5% of shoppers.

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