

Retailers to watch this Black Friday, Cyber Monday



By [Lauren Hartzenberg](#)

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Retailers and consumers alike are readying themselves for snaking queues and extended shopping hours in-store and online this Black Friday, falling on 24 November this year. Known as the biggest shopping occasion in the Western world, it has picked up steam in South Africa in recent years, presenting an opportunity for consumers to save on Christmas shopping and allowing retailers to boost sales and move stock before the festive season hits.



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Traditionally, Black Friday falls on the day after Thanksgiving in the US – where the mega-sale originated. Many retailers now offer sales over the entire weekend, often culminating on the Monday after Thanksgiving, known as Cyber Monday, which is focused mainly around online deals.

While nobody is certain where the name 'Black Friday' originated, one theory suggests it stems from the fact that many retailers operated at a loss for the majority of the year – so were effectively 'in the red' – but Black Friday signalled a season of profitability – known as being 'in the black'.

Shifting consumer habits

According to Christy Tawii, senior research analyst at Euromonitor International, the tough economic environment and poor consumer confidence has led to consumer demands shifting towards products or retailers offering good value for money.

“Many retailers will aim to increase footfall into their stores to spend money on Black Friday. Since its inception, retailers have increased their discount bands. From electronics, appliances, grocery, personal accessories and apparel retailers, many are going to be offering discounts of 50% to 80% on various items. Online retailers are also expected to see a surge in online traffic sales.”

Tawii notes that because of Black Friday, retailers can expect Christmas shopping sales to be affected as a result of the pre-December purchasing boom brought on by Black Friday.

“As a result of Black Friday, South African consumers are changing their purchasing patterns, with many shifting their Christmas shopping to November due to the heaving discounting offered. In 2016, retailers reported a slowdown in retail sales growth in December, following the sharp increase in November due to Black Friday sales.”

Retailer participation

While the number of retailers hoping to capitalise on the Black Friday and Cyber Monday excitement is nearly too high to mention them all, these are some of the big retailers to keep an eye on if you're hoping to score a sweet deal.

Takealot: [Takealot](#) will be cutting prices by up to 60% overall, and on selected products by as much as 80%, in its Blue Dot Sale, which commences at 12.01 am on Friday, 24 November and runs through the weekend, for Cyber Monday and Takealot Tuesday. App users can exclusively access some early bird deals from 21 to 23 November.

Spree: Subscribers to Spree's [Black Friday alerts](#) can look forward to a midnight email when Black Friday goes live, early access to preview deals in the days leading up to Black Friday and exclusive discount coupons during the weekend between Black Friday and Cyber Monday.

Spree is also once again offering a 'little black dress' for R20, available from 9am on Black Friday. Consumers will need to shop using Spree's app to get the R20 dress, and will need to search for 'Black Friday LBD' and be armed with the coupon code LBD20 to be applied on checkout to secure the deal.

Superbalist: [Superbalist](#) is supersizing Black Friday 2017 with a four-day mega sale from Friday 24 to Monday 27 November. The sale will include major discounts on big brands like G-Star, Missguided and Cotton On.

Makro: Massmart's Makro is expected to run a Black Friday Weekend sale from 24 to 26 November, promising hundreds of deals both in-store [and online](#). Shoppers with the Makro app can gain early access to enter the store from 7am if they

have R100 or more in their mWallet. For those that don't, there's still time to download the app, register, login and shop in store and online and earn R100 or more in your mWallet to qualify for the Black Friday early access.

Mr Price: Mr price is promising Black Friday discounts on denim, dresses, tops, shoes, shorts and more for an extended period. Shoppers can [sign up online](#) to get notified about daily promos.

Faithful to Nature: [Faithful to Nature](#) is giving back this Black Friday by donating a portion of its #Black5DaySale sales to Saving The Survivors, an organisation that assists in attending injured rhinos that have fallen victim to traumas of poaching. Faithful to Nature's five-day sale begins on 20 November and offers up to 50% off stock.

Wellness Warehouse: [Wellness Warehouse](#) is celebrating a Black Friday week, with new deals launched at 8am every day offering up to 60% off. The deals are only available online and at the Kloof store.

Pick n Pay: Pick n Pay has kept rather mum about its plans for Black Friday, but shoppers can keep up to date with announcements by keeping an eye on the Black Friday at Pick n Pay [Facebook event page](#). *Update: Black Friday catalogue now available [online](#).*

Clicks: Clicks is offering early access to its Black Friday and general festive season online savings to those that click 'attending' on its [Facebook event](#). New deals will be announced every week.

Checkers: Checkers has once again confirmed [Black Friday participation](#) across SA this year, promising "record-breaking prices". The supermarket is also running a competition where 10 people could win a VIP Black Friday shopping experience – the winners will get to beat the queues and shop from home with a R5,000 voucher.

Game: Shoppers hoping to score deals at Game can [sign up](#) to the newsletter to get the first scoop on all Black Friday discounts.

Pricecheck: Product discovery and comparison service, [PriceCheck](#), says it will be offering deals and discounts on 24 categories for 24 hours on Black Friday.

CNA: CNA already has its Black Friday deals [listed online](#), and offers free delivery for purchases over R350.

Zando: Zando is offering up to 80% off fashion on Friday, 24 November. Interested shoppers can sign up to the Zando newsletter or visit the retailer's dedicated [Black Friday page](#) to keep abreast of deals.

Toy Kingdom: Toy Kingdom will be celebrating 'Green Friday' on 24 November, with the following discount categories available in stores: 30%, 40%, 50% and 60%.

Edgars: Edgars will be taking part in both Black Friday and Cyber Monday. Interested shoppers can follow the countdown and [sign up online](#) to be notified of specials.

Runway Sale: Online fashion retailer, [Runway Sale](#), is running daily promotions throughout the week preceding Black Friday, with up to 80% off items on Black Friday itself.

Dion Wired: Dion Wired's Black Friday deals are going live at midnight on 24 November, with up to 70% off electronics and appliances. Ten of their branches will also be open for trade at midnight - [find the list here](#).

Toys R Us/Babies R Us: While no details of discounts have been shared, Toys R Us and Babies R Us have confirmed Black Friday participation [online](#) and in-store. Some branches will also be open for extended shopping hours on Friday.

Shoprite: Shoprite will for the first time be participating in Black Friday, and says that shoppers can expect up to 50% off on everyday household goods.

This list will be updated as new deals are announced.

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