

BLACK FRIDAY:

The history & stats behind the sales

What is Black Friday, anyways?

On September 24th, 1869, the price of gold sharply fell, causing the markets to crash. This date in history is known as **Black Friday**.



The origins of Black Friday: The biggest sale event of the year

DOOR BUSTER



Black Friday, the day that has become the biggest sales date of the year, has nothing to do with the crash of 1869. Instead, the city of Philadelphia and their shoppers are the first to introduce the idea «Doorbuster» deals in the 1950s.

Police officers grew to dislike this day of sales because of their long shifts, and thus came to refer to this chaotic and busy day of traffic and sales as «**Black Friday**».

A few important Black Friday stats to know

\$ 311.75

The average amount spent on sale items during **Black Friday**

186,4 million

The number of **Black Friday** shoppers in the United States (2020)

44%

The increase in online shoppers during **Black Friday** sales

BLACK FRIDAY

Source: National Retail Federation (NRF)

Black Friday & Cyber Monday: What's the difference?

Black Friday

Cyber Monday

- Used as a way to drive retail sales
- Doorbuster deals: in-store sales
- Start of in-store holiday shopping
- Takes place during Thanksgiving
- Start of holiday shopping season
- Used to increase online sales
- Flash sales: limited time deals
- Start of online holiday shopping
- Takes place after Thanksgiving
- Competes with **Black Friday** deals

CONCLUSION

While **Black Friday** has become synonymous with last-minute sales, Cyber Monday and other shopping days are gaining more popularity over the years. Regardless of the names of these important sale dates, **Black Friday** remains the start of holiday shopping in which consumers can get the best deals for the lowest prices of the year.

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SOURCES

<https://www.investopedia.com/terms/b/blackfriday.asp>

https://nrfbigshow.nrf.com/?gclid=CjwKCAjwzOqKBhAWEiwarQGwalm_xPYhzSyx-tXtkr9YmsDcnQDTZauOLkH64GAxubGRwY4tWE6jxoCU0AQAvD_BwE