



## **Retailers report record sales across Cyber Week**

### **20-60% increases recorded**

Retail Excellence, the largest retail representative body, today announced that based on their internal report on Cyber Week compiled in conjunction with StudioForty9 that sales this year increased 20-60% when compared to the same period in 2016.

An American phenomenon, Cyber Week started in advance of Black Friday and continued right through to Cyber Monday.

Deputy CEO of Retail Excellence Lorraine Higgins said "Our members have informed us that their expectations were exceeded with numerous retailers reporting it was their busiest trading period in their history. This year there was big value on offer for consumers with many holding out for the biggest deals released on Black Friday. Retailers also offered product specific "Daily Deals" to create added value for consumers".

"Our internal report confirms that the big winners were Pharmacy, Cosmetics, Electronics, Technology and Fashion with many reporting sales increases year on year of between 20-60%. Many retailers in these sectors invested great time and effort developing cutting edge digital marketing campaigns and would have utilised fulsomely our ECommerce supports throughout the year".

"Logistic companies reported an increase of up to 40% in deliveries with many orders being fulfilled by retailers operating outside of Ireland and predominately in the U.K. This remains a massive challenge for the Irish retail industry with Brexit and sterling devaluation exacerbating matters".

Ends -

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**Editors notes:**

- Many retailers in these sectors invested great time and effort developing cutting edge digital marketing campaigns with some starting as early as November 10th and not finishing until December 5th.
- Advertising across Google AdWords, Social Media, Email, Radio, TV and Newspapers were just some of the platforms used this year
- The figures in the Black Friday report were analysed from the Thursday before Black Friday to the Monday after Black Friday for a three year period across 2014 2017 and highlighted substantial YOY growth across a sample of retail / B2C websites.
- Noticeable findings included a 45% increase in YOY revenue and a 19% YOY increase in browsing sessions.
- Based on the average sample surveyed, a site that turned-over €10k on Black Friday weekend (Thursday to the Monday) in 2014, on average the sales increase would have been to €36k in 2015, €48k in 2016 and almost €70k in 2017.

**About Retail Excellence**

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,750 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.