

Corporate and Investment Banking



# Card Data Analysis Black Friday 2021

*The bravery to imagine and the will to get things done. That's Africanacity.*



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# The Black Friday Resurgence: Here or not?

**To the casual eye, Black Friday 2021 appears to have surpassed the pitfalls of 2020 and become resurgent across all metrics. We looked a bit deeper:**

Black Friday 2021 can be seen as rather subdued and adopting a different shape than 2019, which is really the normalised view to consider if one would try and understand the performance on this deep discount day.

Retailers continued to offer prolonged deals throughout the duration of November, with Black Friday rather looking like a crescendo than a single sales event.

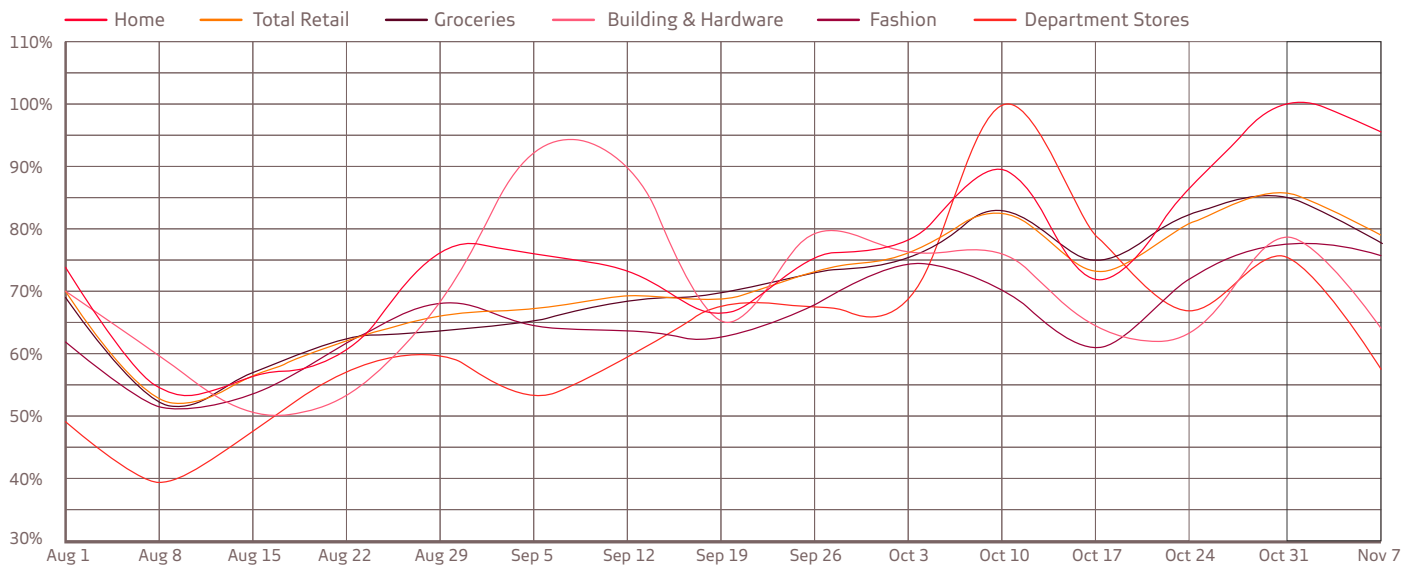
Spending patterns and behavior have shown the adaptability and prudent nature of South African consumers as they continue to adopt digital payment channels that provide not only safety and security in the face of the pandemic, but as they change their spending behaviors in anticipation of turbulent times which might lie ahead.

Interestingly enough, Cash volumes are down 6% compared for the 'Black November' period further cementing the consumer behaviour change as a result of the global pandemic.

In summary South African consumers have shown the resilience of their spending power in the resurgence

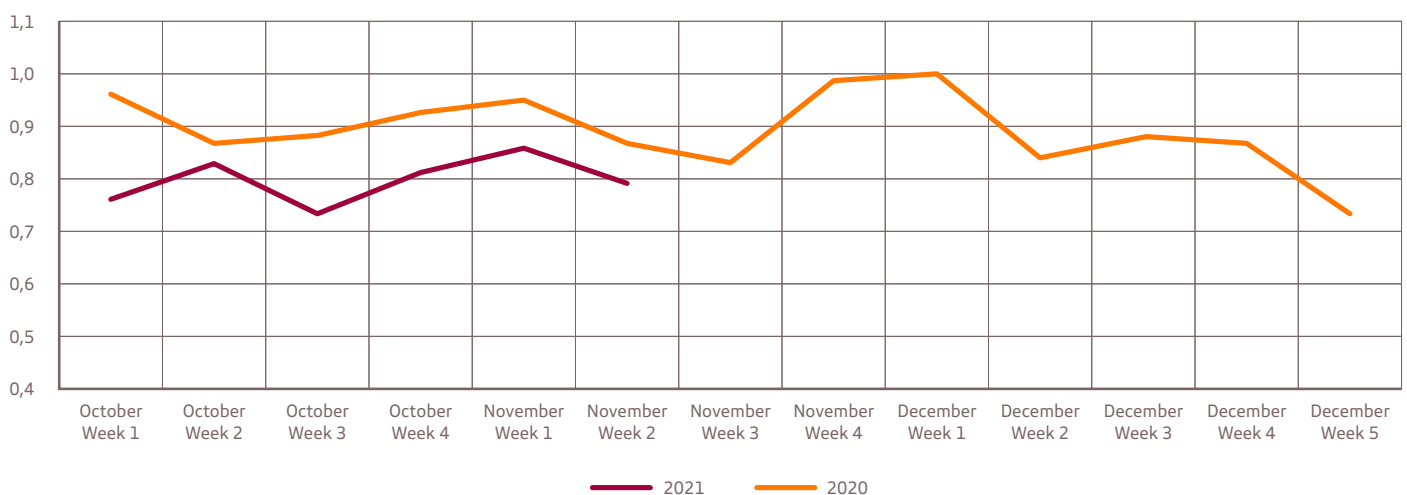
of much desired spend lost in 2020 to COVID- opting to migrate their traditionally cash heavy usage in favour of digital payment platforms and methods in a bid to stay safe during these trying times. Even though they were able to rebound to similar pre-pandemic levels, consumer sentiment is still rather mixed with regard to Black Friday with many opting to remain financially sensible rather than splurge in the face of an uncertain future.

# The Lead Up – Category Spend & Retail Footfall



- The performance by the Categories in the 2021 lead up to Black Friday was very erratic, but the overall trend was positive.

Total Retail Footfall Trend 2020 vs 2021



- Retail footfall in 2021 seems to be following the same trend leading up to Black Friday, however 2021 is 10% lower in volume.

# Other sources of data

## Business Insider

- Black Friday 2021 was a much bigger deal than the damp squib that was 2020 early data shows. As of Monday, data points to an increase of between 15% and 30% in sales for Black Friday 2021, year-on-year, depending on how you measure.
- Individuals seem to have spent less, but more people were buying, and they were spending big on electronics in particular. Online payment platform Ozow reported that while many large retailers in South Africa have spread the Black Friday promotions over the month of November to help manage stock issues, logistics, and to mitigate overcrowded malls, despite this, the looming threat of a new Covid variant and the fourth wave, many shoppers still flocked in droves to shopping complexes across Gauteng.
- The number of transactions and the processing value between 10am and 11am were lower in 2021 compared to 2020. "This confirms our prediction that consumers are shopping earlier this year due to the rise of eCommerce and more people working from home,"

## Mobile Footfall Data

- 2021 footfall volumes were lower than over Black Friday 2020, whereas online search was up.
- 2020 footfall started to spike on the Wednesday before Black Friday, whereas footfall in 2021 only started to spike on Thursday.
- Search volumes over the week of Black Friday and the week of cyber Monday (to date) were higher in 2021.
- As a result it is expected that the revenue share would have shifted in favour of e-Commerce over the period.

## Payfast Data

- The top 3 online shopping provinces (in descending order) are Gauteng, Western Cape and Kwazulu-Natal, which is not surprising considering the economic activity in these regions.
- According to Payfast, the fastest growing online shopper group on their platform was 65+ (127%), while the largest shopping group remains 25 – 34 year olds (Millennials). This speaks to the increased confidence in online shopping (albeit forced) as a result of the COVID-19 Pandemic.
- Jon Stribling, head of Business Development at Ecwid, commented, "The necessity of online shopping under lockdown has permanently shifted the way customers make purchasing decisions. Moving forward, the majority of purchase decisions will start on the web, although customers will still seek out the tangible experience of buying in-store."
- In South Africa, this in-person experience is not just an emotionally fulfilling one, it is also practical as consumers are able to get the item immediately, also many South African's do not have an address. This speaks further to how important the omnichannel trend is and the journey you take with your customer to a sale.

Source: IRL Consulting - [www.irlconsult.com](http://www.irlconsult.com)  
PayFast Ecommerce Performance Index 2021



## Card Issuing: Black Friday sales during 2021

- Issuing spend increased with 10.71% compared to 2020's Black Friday. For the whole weekend, the increase was 15.13% compared to the entire Black Friday weekend for 2020. Despite these increases, the average ticket value, on the day increased by only 2.72% indicating that while appetite was high for Black Friday, consumers spent more on smaller ticket items.
- Online spend was significantly resurgent across Debit and Credit cards throughout Black Friday weekend with Takealot and Payfast exceeding record 2019 spend levels from an issuing perspective.
- Spend on Groceries rose to 29.74% of the total issuing spend during Black Friday largely attributed to many retailers offering deals and discounts on smaller, perishable goods when compared to 29.37% in 2020 and 29.16% in 2019
- About a fifth of all Absa customers used an Absa card to purchase something on Black Friday.

# Card Issuing: Black Friday weekend

Black Friday spend in 2021 increased by 10.7%, with one fifth of Absa Card customers swiping or clicking on the day.

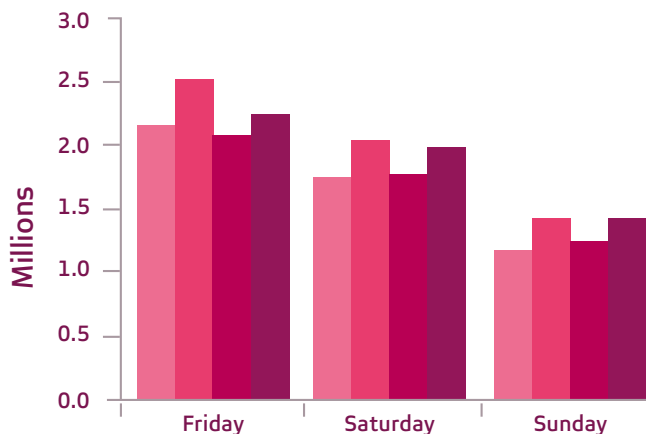
## Total turnover



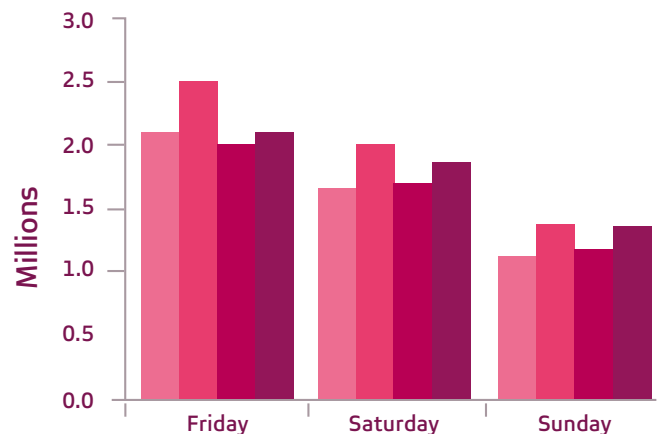
## Number of transactions



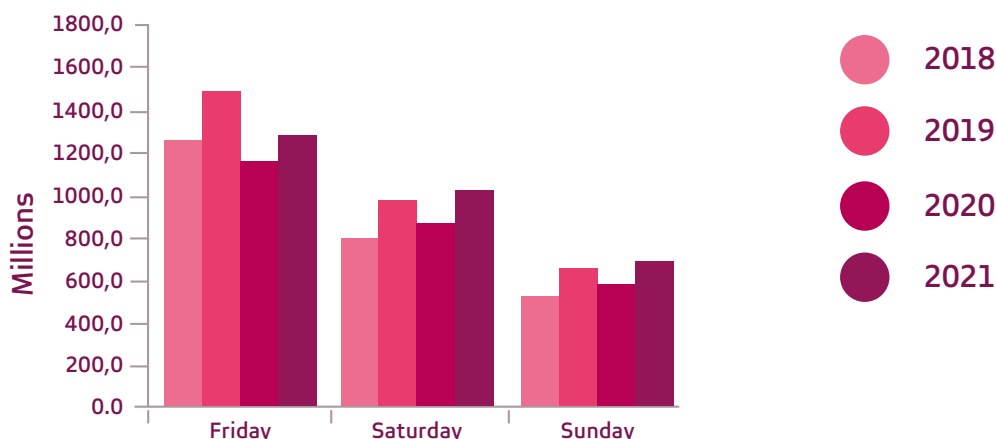
### Number of transactions made



### Number of cards used



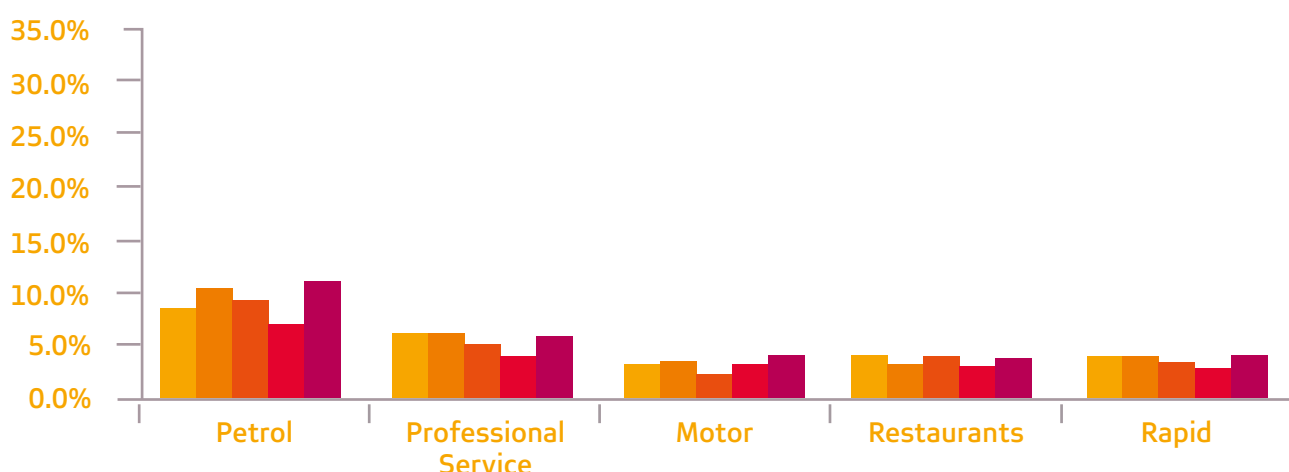
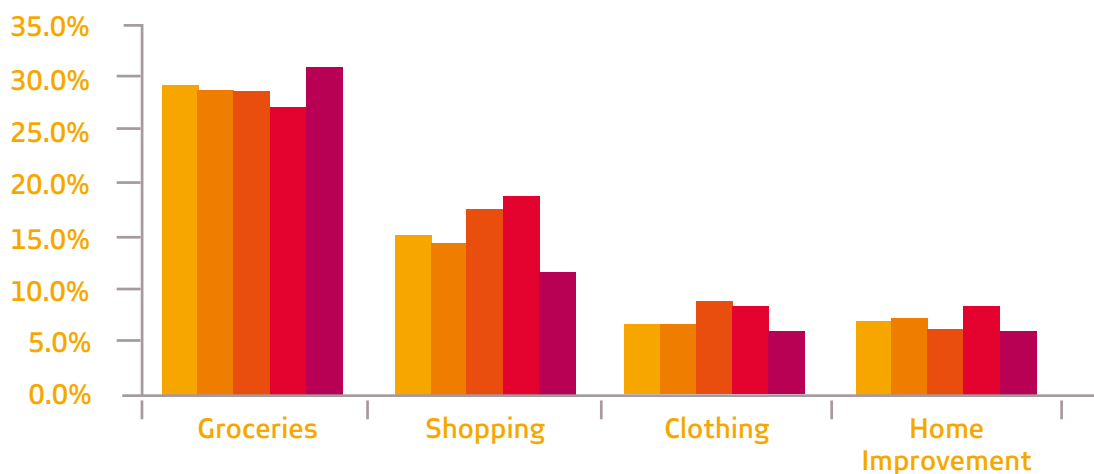
### Total Turnover



# Card Issuing: Black Friday

The Black Friday Weekend, including the preceding Thursday, ended up being the highest performing days since the beginning of the year, showing a healthy appetite for Black Friday among consumers.

## Category contribution to overall spend - Top 9

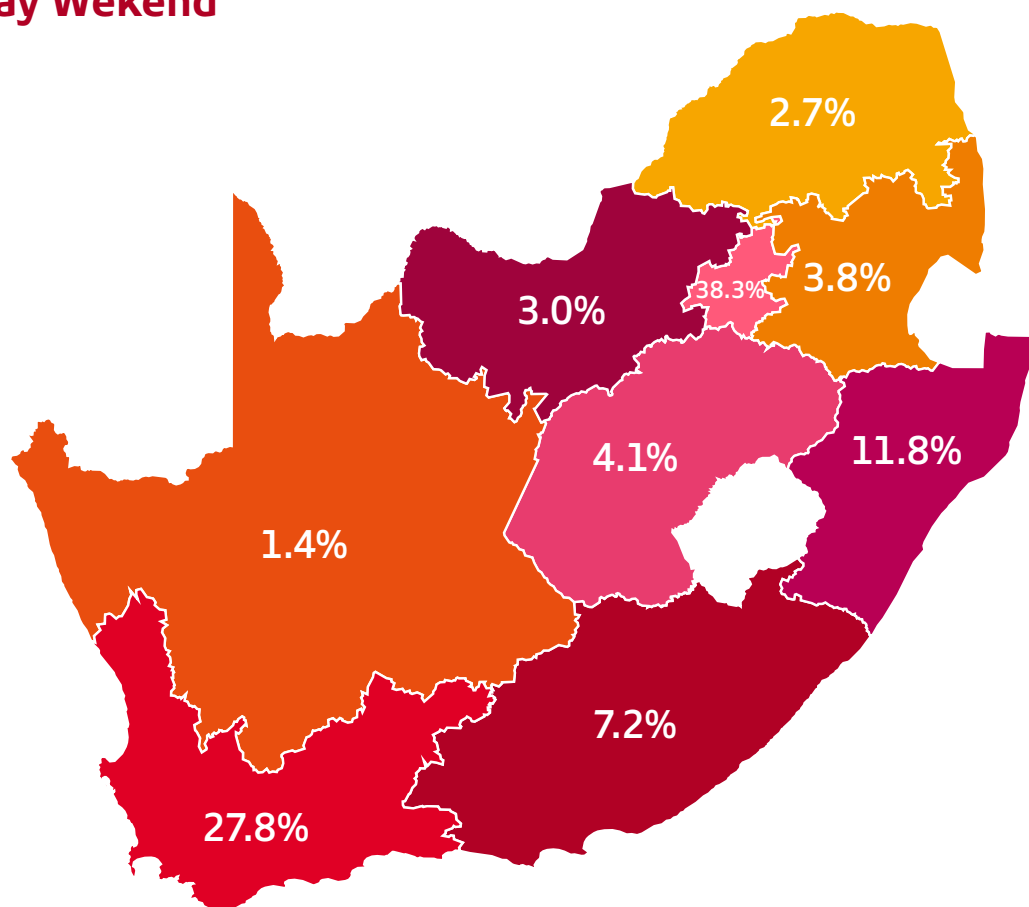


● BF 2021    ● BF 2020    ● BF 2019    ● BF 2018    ● Average last Friday 2021\*

# Card Issuing: Black Friday

Spend has increased proportionally in KwaZulu Natal and the Western Cape compared to other provinces. Thursday, Black Friday and Saturday of the Black Friday week correlate with the issuing spend in that they are significantly higher than other high spending days throughout 2021.

## % of spend per province during Black Friday Weekend



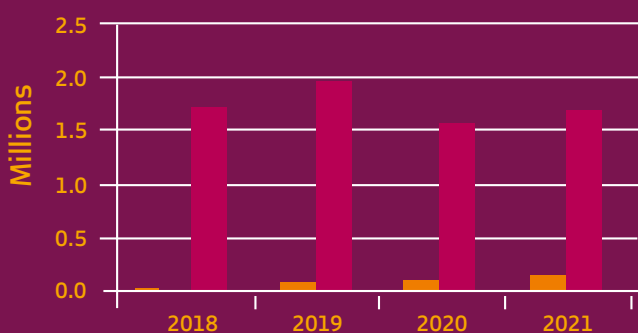
# Card Issuing: Black Friday

Despite transactions, turnover and number of cards used not being on par with pre-pandemic levels, online spend has continued to grow across Debit (44.6% year on year) and Credit (19.2%) card as consumer psychology adjusts to a preference of online spend.

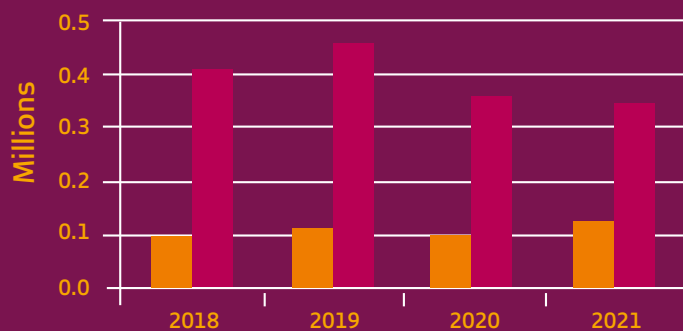
 **CNP Cards**

 **CP Cards**

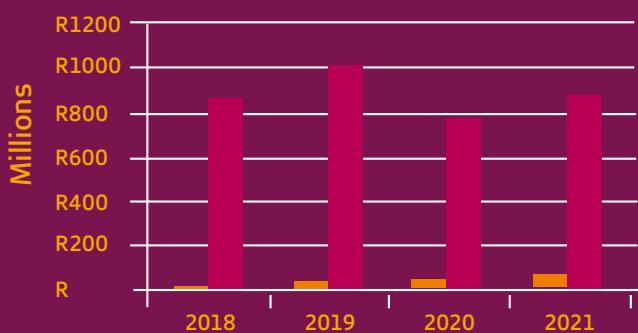
**Transactions Split Debit Card**



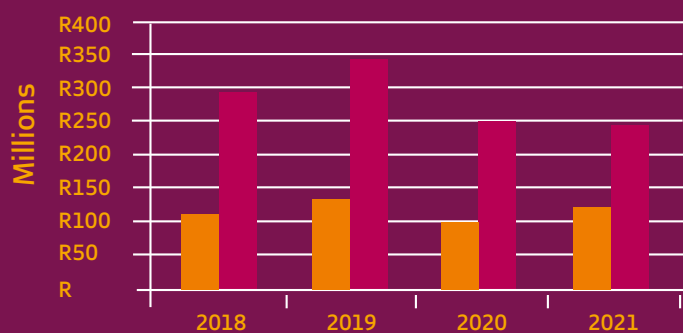
**Transactions Split Credit Card**



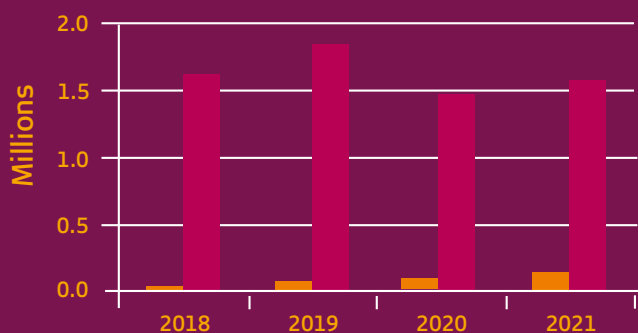
**Turnover Split Debit Card**



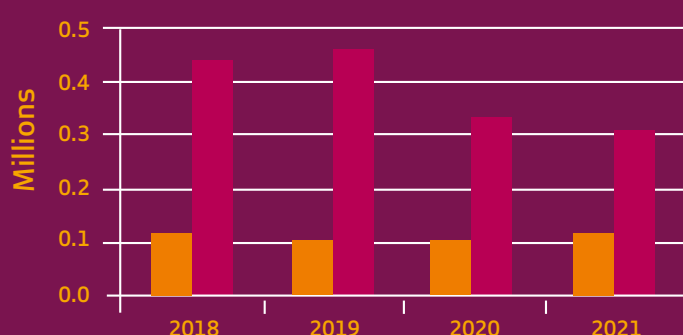
**Turnover Split Credit Card**



**Cards Split Debit Card**



**Cards Split Credit Card**





# Payment Acceptance: Black Friday sales during 2021

- On the day performance across the Absa Payment Acceptance network observed a 20% increase compared with 2020, which saw spend reaching over R3.6bn and 17.5% shy of the record-breaking 2019 performance. Transaction volumes were also only down 5.6% when compared to 2019, however increasing year on year relative to 2020 by 17.8%.
- While this growth shows that economic activity is returning to pre-COVID levels, average ticket sizes were only marginally higher at R545 in 2021 when compared to R535 in 2020. This further demonstrates the tendency of consumers to buy more while being conservative in nature and also the type of deals which were prevalent during Black Friday.
- In 2021, many retailers continued to offer extended or early Black Friday deals throughout the month of November in a bid to manage stock, logistics and overcrowding. This saw much of the on-the-day spend muted in comparison to prior years.

## EWN

- Some consumers have told Eyewitness News that they were apprehensive about participating in Black Friday, feeling tricked by retailers whose discounts were no longer what they used to be.
- Many retailers have been running week-long sales instead of just launching a one-day campaign.
- Potential shoppers said that they were still wary of large crowds despite the easing of lockdown restrictions.

# Payment Acceptance: Black Friday weekend

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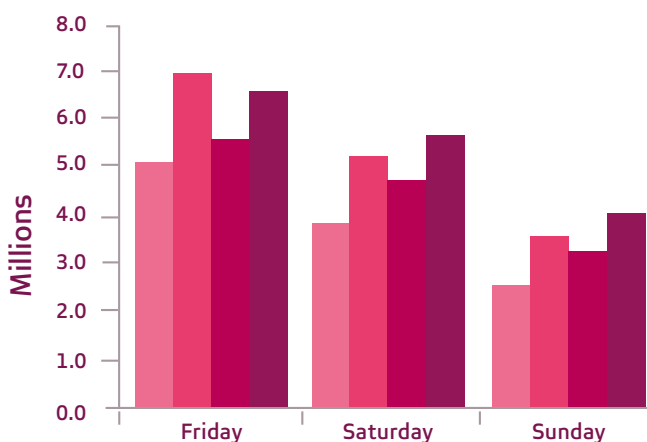
## Total turnover



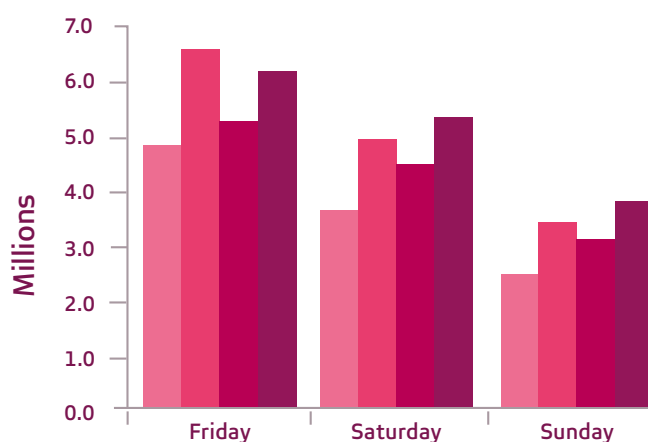
## Number of transactions



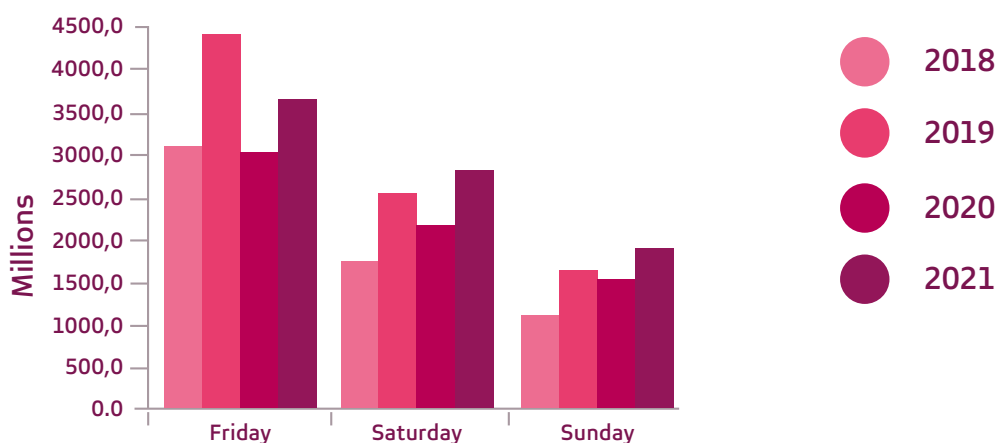
### Number of transactions made



### Number of cards used

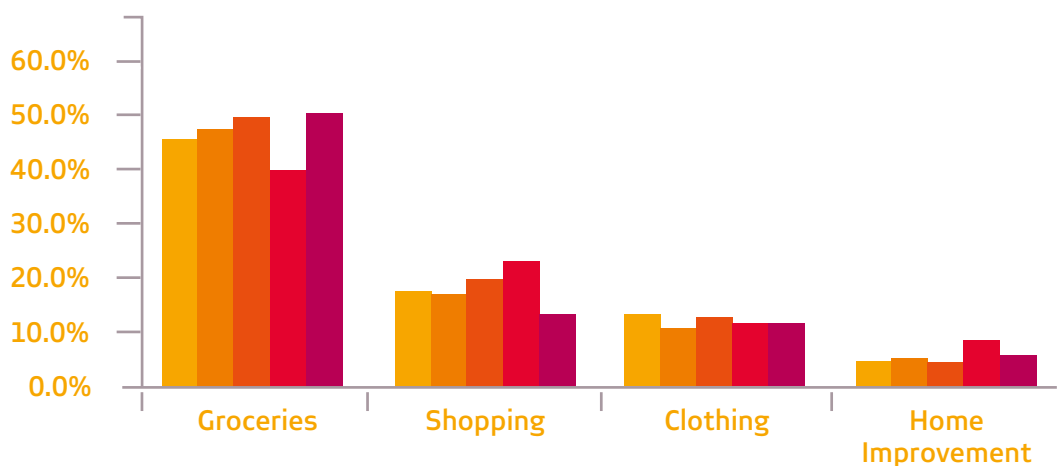


### Total Turnover



# Payment Acceptance: Black Friday

## Category contribution to overall spend - Top 9

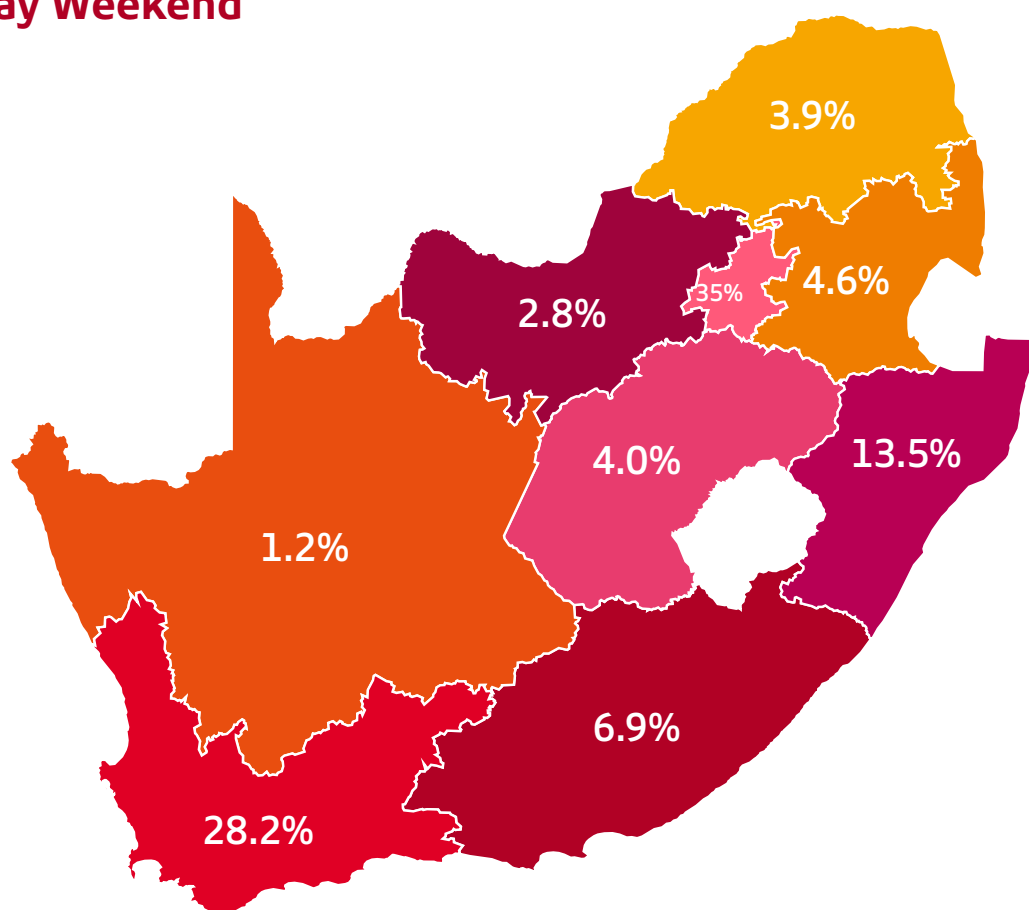


● BF 2021   
 ● BF 2020   
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 ● BF 2018   
 ● Average last Friday 2021\*

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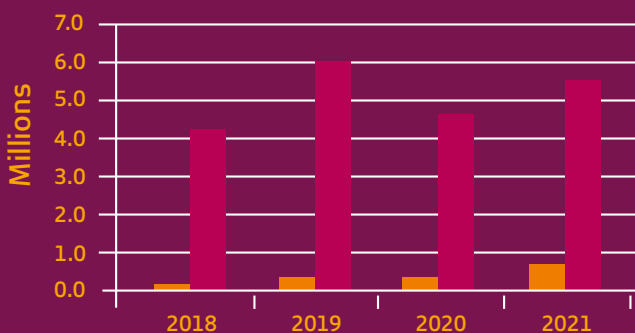
## % of spend per province during Black Friday Weekend



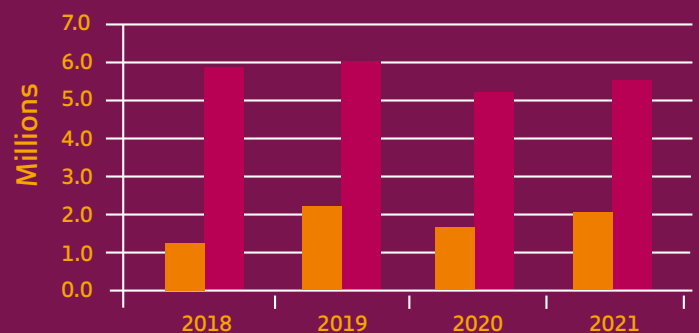
# Payment Acceptance: Black Friday

Payment Acceptance saw an increase compared to 2020, with online debit card spend increasing by 85.17% and credit growing by 32.46%.

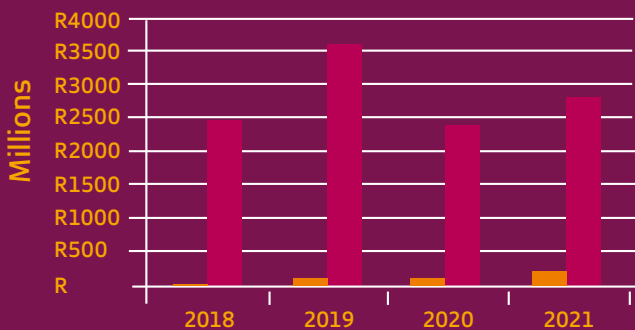
## Transactions Split Debit Card



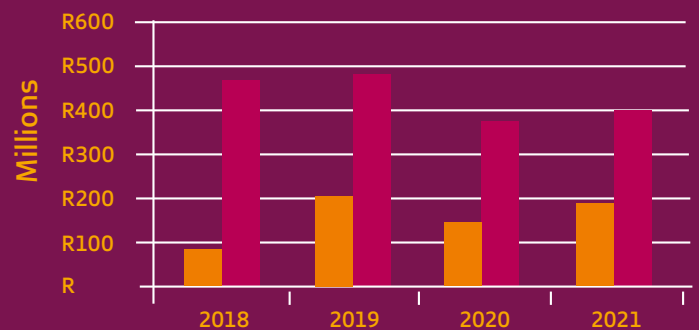
## Transactions Split Credit Card



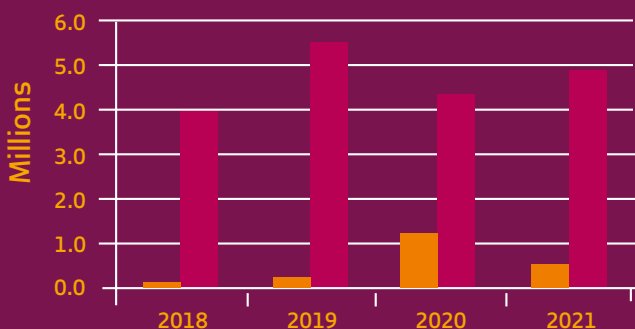
## Turnover Split Debit Card



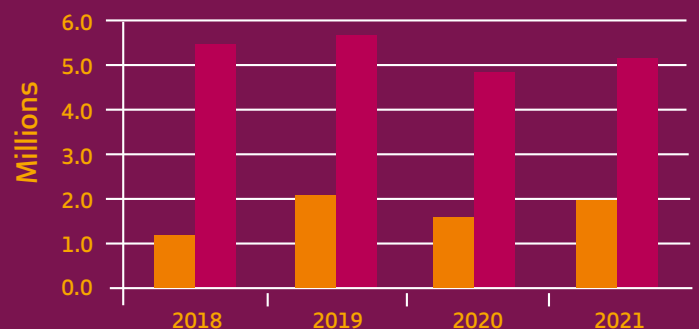
## Turnover Split Credit Card



## Cards Split Debit Card



## Cards Split Credit Card



CNP Cards



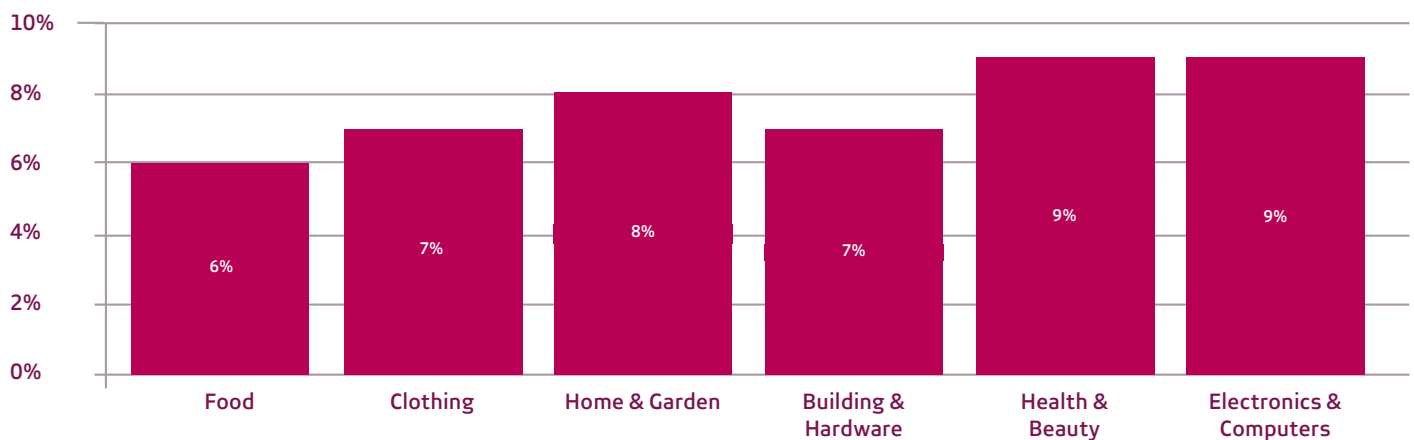
CP Cards

# Black November Select Category Analysis

## A Recovery Story

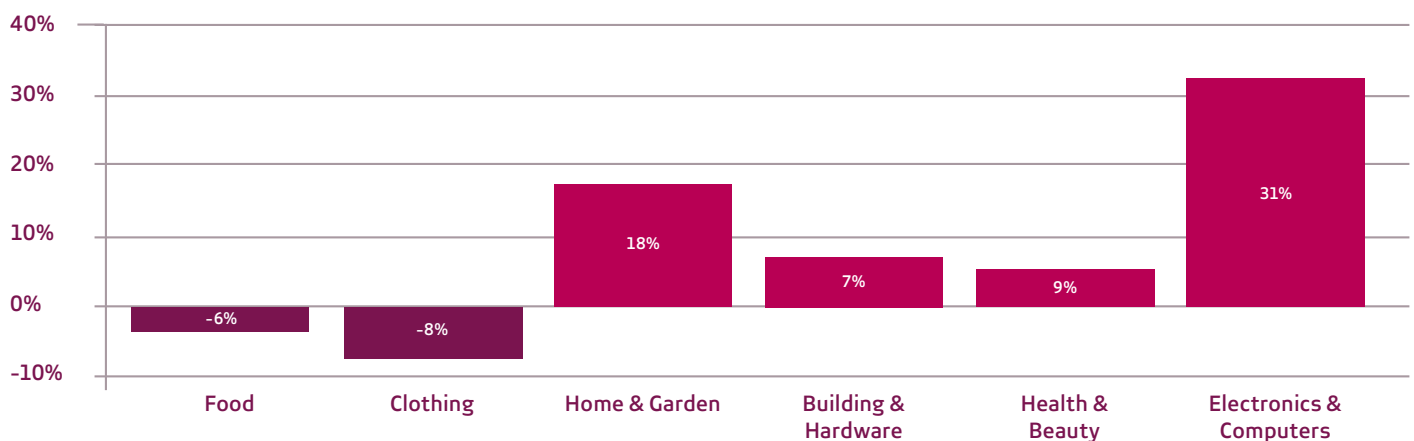
### Category: Total Spend % Change

Primary Period: 2021-11-01 – 2021-11-30  
Secondary Period: 2020-11-01 – 2020-11-30



### Category: Total Spend % Change

Primary Period: 2020-11-01 – 2020-11-30  
Secondary Period: 2019-11-01 – 2019-11-30

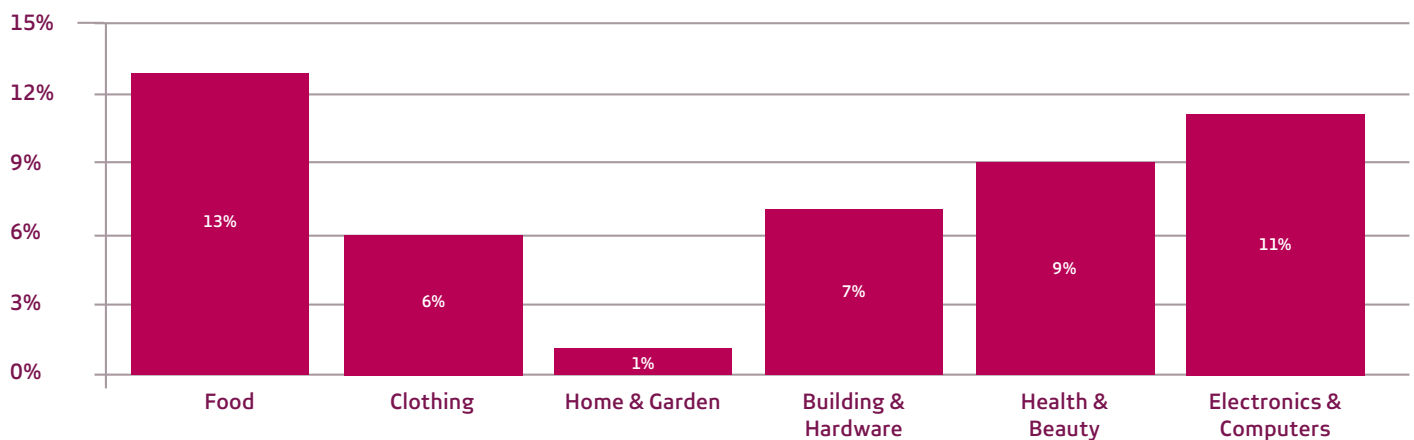


# Black November Select Category Analysis

## A Recovery Story

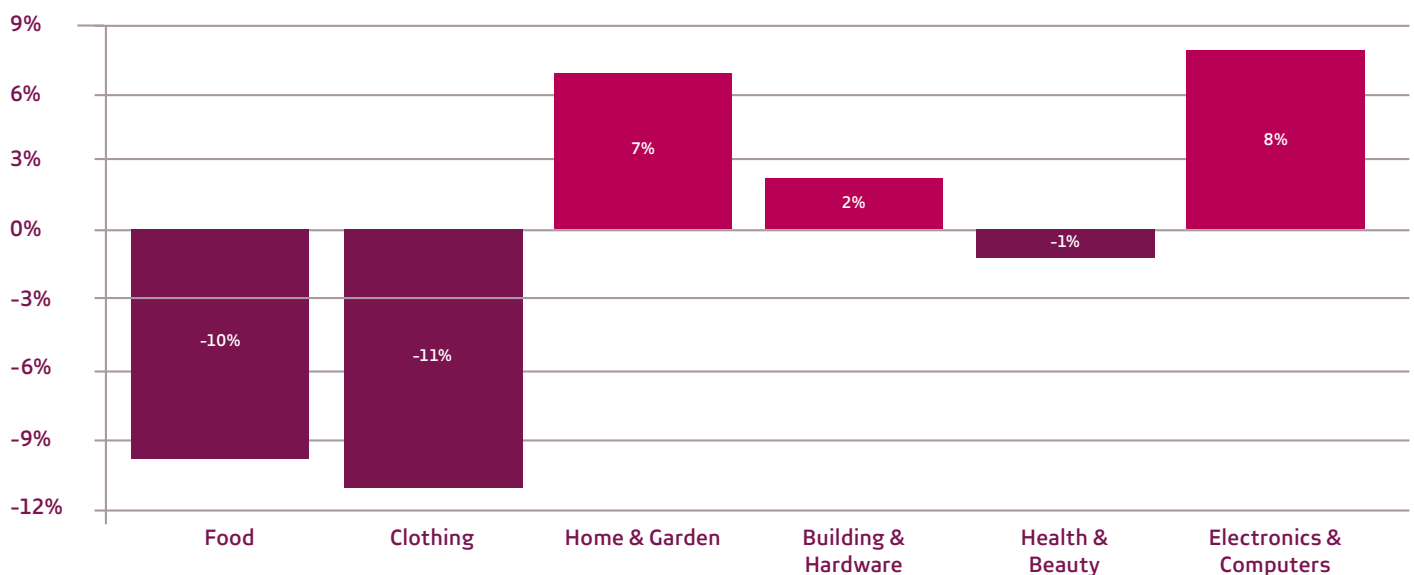
### Category: Transactions Number % Change

Primary Period: 2021-11-01 – 2021-11-30  
Secondary Period: 2020-11-01 – 2020-11-30



### Category: Transactions Number % Change

Primary Period: 2020-11-01 – 2020-11-30  
Secondary Period: 2019-11-01 – 2019-11-30



# Brand Insights

## Context & Methodology

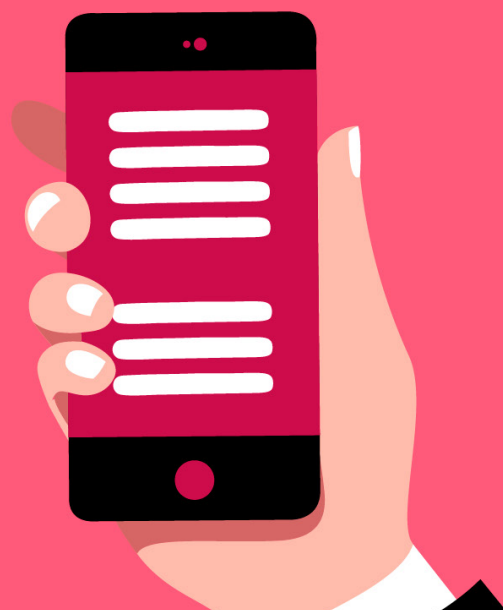
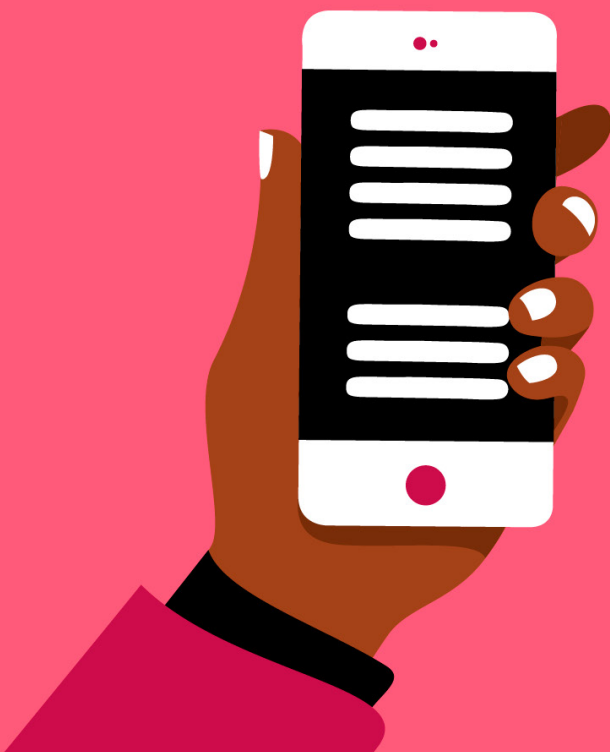
- The overall Aim of this report is to identify conversation volumes, sentiment, conversation drivers and search patterns across eCommerce retailers in South Africa over the Black Friday and Cyber Monday weekend in November 2021.
- The below factors have been utilised in order to extract relevant data:
  - Date Range: 26 - 29 Nov 2021
  - Social Listening Tool: Brandwatch

- Query:

("Black Friday" OR sale OR discount OR deal OR special OR "Cyber Monday" OR #BlackFriday OR #CyberMonday) AND (ABInBev OR "AB inBev" OR "Anheuser-Busch InBev" OR @abinbev OR "Builders Warehouse" OR builders.co.za OR @BuildersSA OR "Cape Union Mart" OR @capeunionmart OR Cashbuild OR @

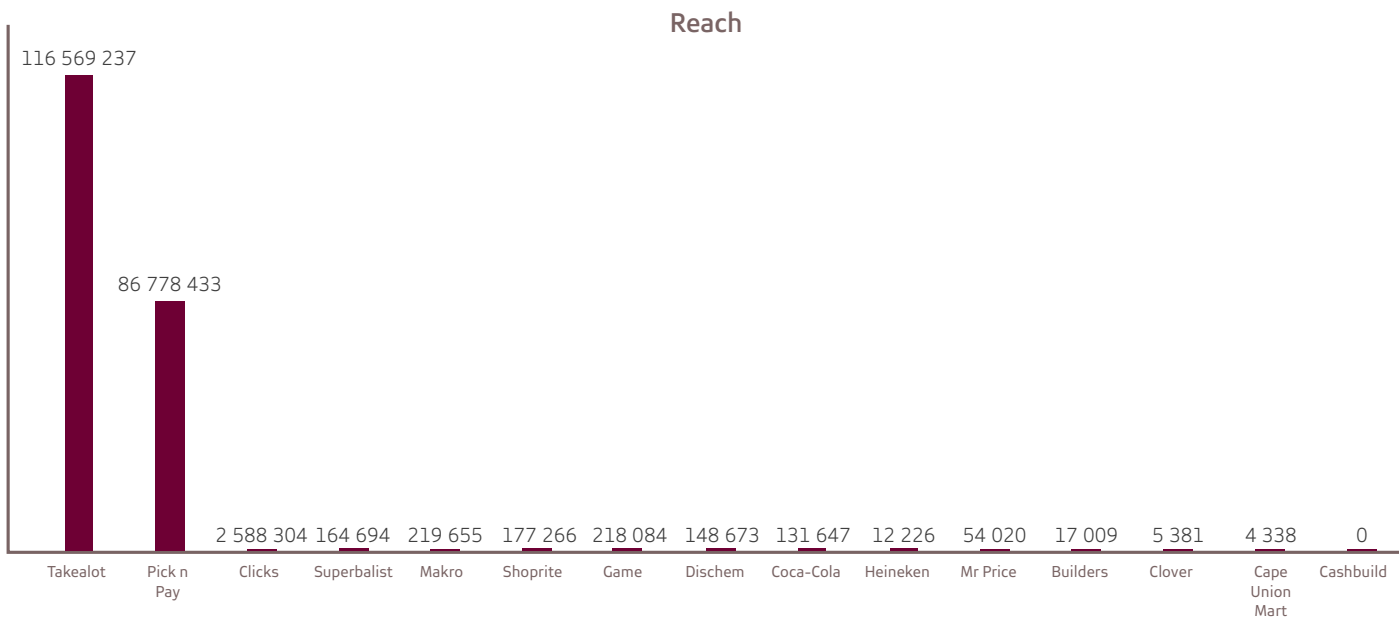
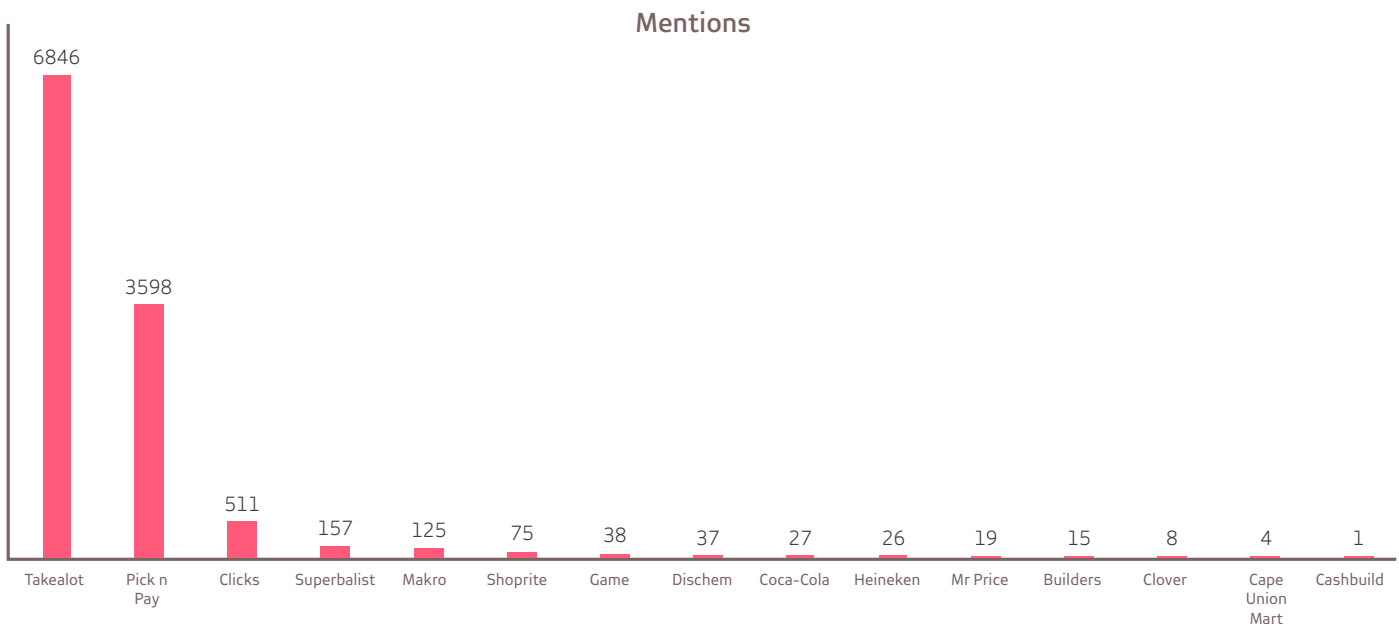
Cashbuild1 OR @CashbuildSA OR "Clicks Group" OR Clicks OR "Clicks Pharmacy" OR @Clicks\_SA OR Coca-Cola OR "coca cola" OR coke OR @CocaColaAfrica OR Dischem OR Dis-Chem OR @Dischem OR Massmart OR @MassmartSA OR "Mr Price Group" OR "Mr Price" OR @MRPffashion OR "Pick n Pay" OR pnp.co.za OR @PicknPay OR Shoprite OR @Shoprite\_SA OR #ShopriteSouthAfrica OR Superbalist OR @superbalist OR Takealot OR @TAKEALOT OR #BlueDotSale OR "Tiger Brands" OR @TigerBrands OR Unilever OR "Unilever South Africa" OR @UnileverSA OR Clover OR @CloverWayBetter OR Heineken OR @HEINEKENCorp OR @Heineken\_SA OR Makro OR @Makro\_SA OR #MakroBlackFridayExtended OR "Game South Africa" OR "Game stores" OR @Game\_Stores OR #GameBlackNovember))

- Filters: South Africa & All Content Sources
- Search Volume Tool: Google Trends & Google Keyword Planner

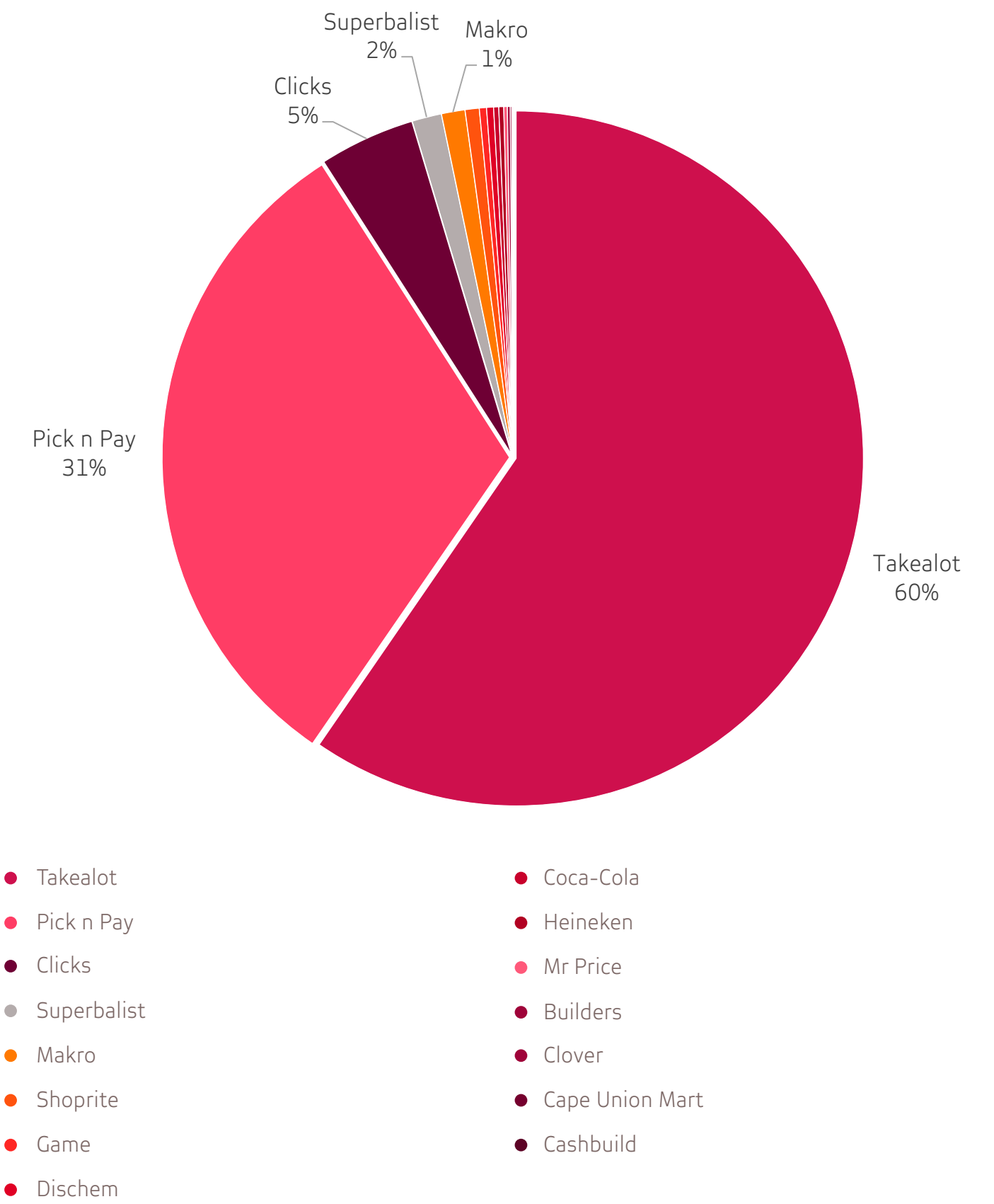


# Conversation Volume & Earned Reach

Takealot, Pick n Pay and Clicks dominated volume of mentions and the resulting earned reach for Black Friday and Cyber Monday online conversation. This is evident on the next slide detailing share of voice across key brands.

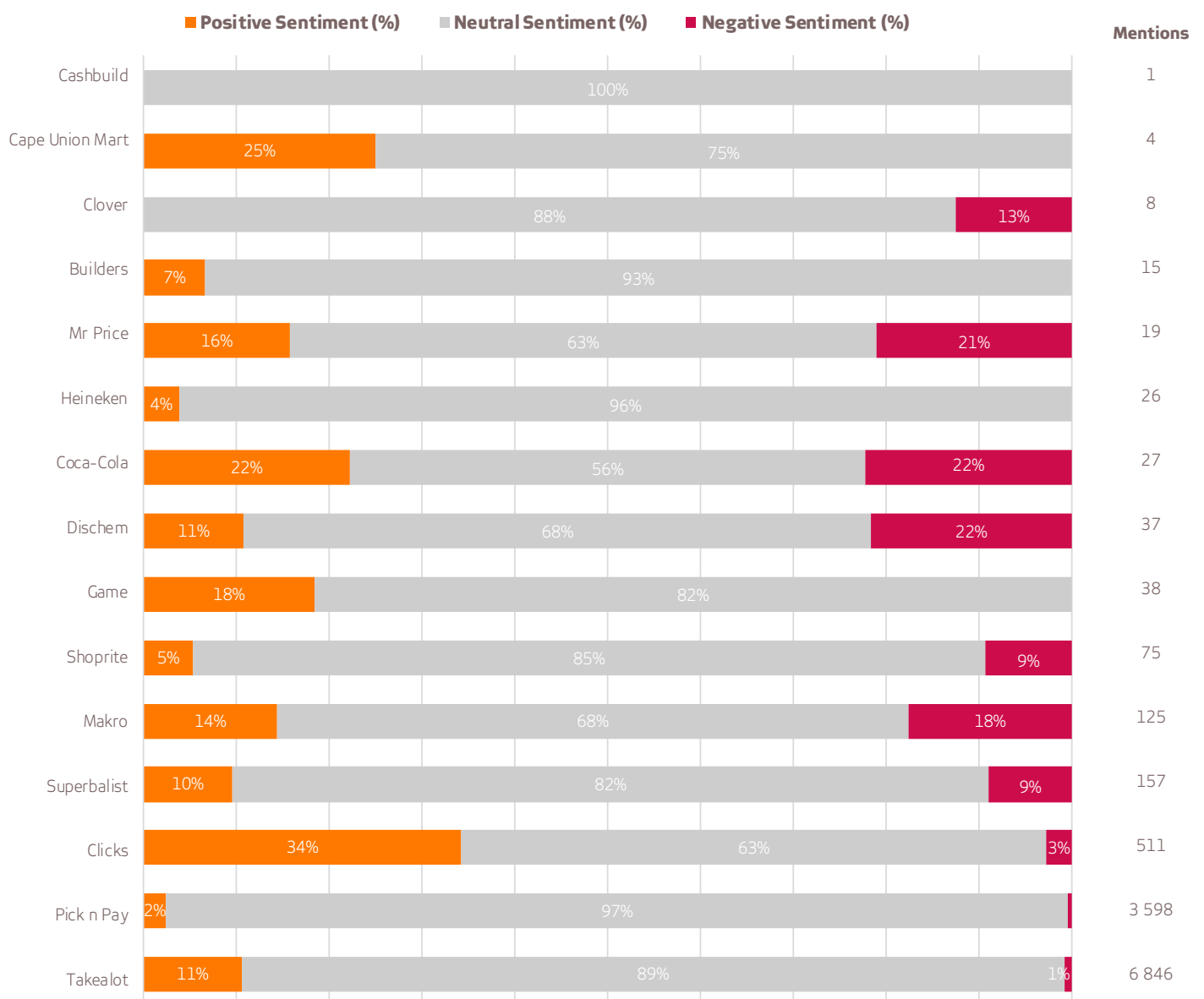


# Share of Voice



# Sentiment

The sentiment split shows positive conversation outranking negative conversation on brands like Clicks, Takealot, Game and Cape Union Mart, all with a net sentiment score of 10% or more. It's important to consider volume of mentions when assessing sentiment ratio's as Takealot's positive mentions amount to more than most brands total mentions received.



# Takealot



shop our massive Black Friday

#pnpbstop

in-store online savings

Pick n Pay asap

Black Friday Deals

app

chance store

opt

weekend

tagging 5 friends using #VodacomBlackFriday

Stand to win Bathu shoes

R2000 Pick n Pay vouchers

Black Friday Deals

app

chance store

opt

weekend

tagging 5 friends using #VodacomBlackFriday

Stand to win Bathu shoes

R2000 Pick n Pay vouchers

[illegible]



# Top Black Friday & Cyber Monday Twitter Themes

## Top stories

Top Stories	Tweets	Retweets	All tweets	Impressions
takealot.com	24	578	602	24745183
takealot.com/?utm_source=YFM&utm_medium=YFM&utm_campaign=Generic	16	77	93	20207751
clicks.co.za/black-friday	11	94	105	6602758
clicks.co.za/black-friday?utm_source=Facebook.com&utm_medium=Social&utm...	18	9	27	4476949
businessinsider.co.za/black-friday-stock-up-grocery-deal-from-the-major-chains...	2	0	2	4361399
clicks.co.za/404/black-Friday	2	81	83	3267969
leaflet.clicks.co.za/clicks/live/BlackFriday	2	34	36	2405982
takealot.com/promotion/bluefotsale?utm_campaign=Blue%20Dot%20Countdo...	5	107	112	1985697
ewn.co.za/video/13917/strikes-at-game-and-makro-on-black-friday?utm_source...	1	1	2	1369364
dischem.co.za/black-friday	5	0	5	980048

## Most Mentioned Tweeters

Most Mentioned Tweeters	Tweets	Retweets	All tweets	Impressions
@takealot	283	1012	1295	45429837
@yfm	196	740	936	12963584
@clicks_sa	24	193	217	10241252
@bisouthafrica	1	0	1	4309717
@iam_kardas	0	60	60	3906113
@khanyi_jamani	4	81	85	3228610
@clickssa	1	26	27	1735395
@vodacom	3	538	541	1536096
@mkhathini_03	2	5	7	1469395
@mokete_motaung	2	2	4	1450136

## Top Hashtags

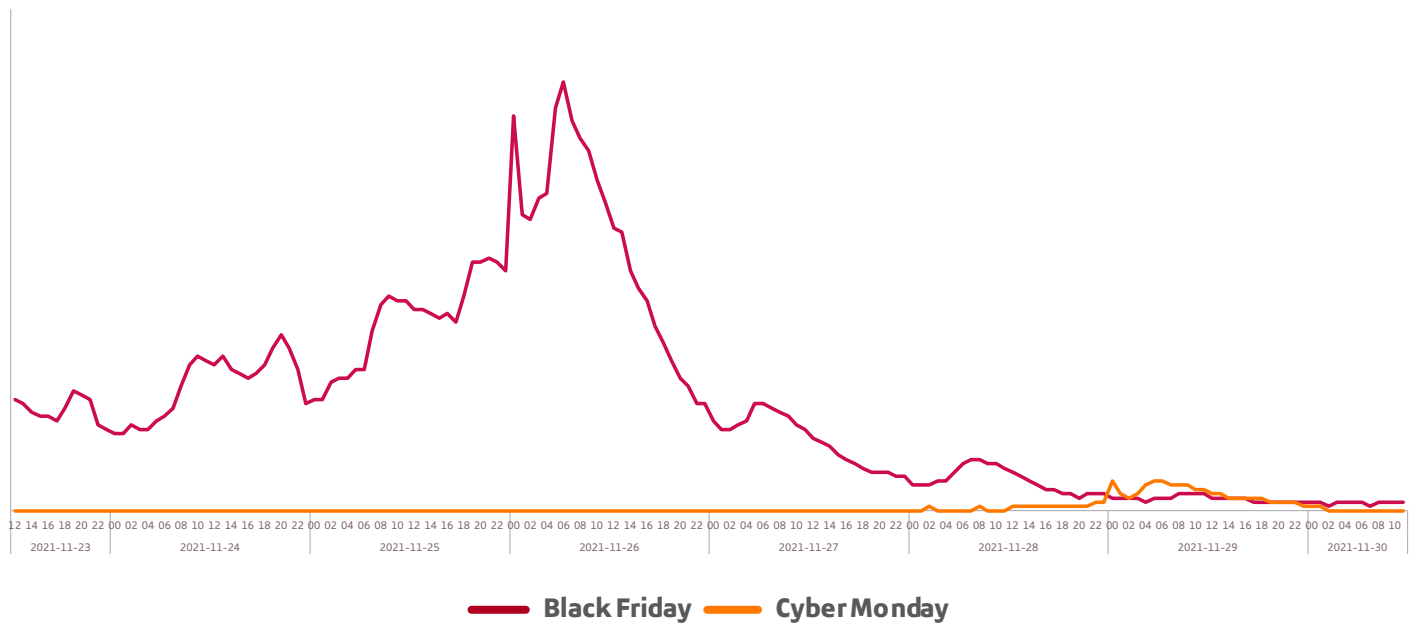
Top Hashtags	Tweets	Retweets	All tweets	Impressions
#pnpbfstop	2885	14	2899	1161282862
#bluedotsale	4710	224	4934	906712847
#stop	4687	50	4737	901995310
#takealotbluedorsale	214	637	851	15877449
#ymornings	76	601	677	15081175
#clicksblackfriday	24	207	231	14044928
#blackfriday	80	553	633	4367520
#ad	7	187	194	2783821
#vodacomblackfriday	3	546	549	1539347
#cybermonday	16	71	87	1315581

## Top Emojis

Top Emojis	Tweets	Retweets	All tweets	Impressions
large blue circle	4890	847	5737	945999094
shopping trolley	55	235	290	29703094
white right pointing backhand index	20	118	138	20495025
package	10	552	562	12284185
link symbol	5	106	111	5736322
fire	21	154	175	5624548
face with hand over mouth	4	107	111	5273907
winking face	12	48	60	4587708
heart	19	111	130	4174393
partying face	10	76	86	4030326

# Search Volumes

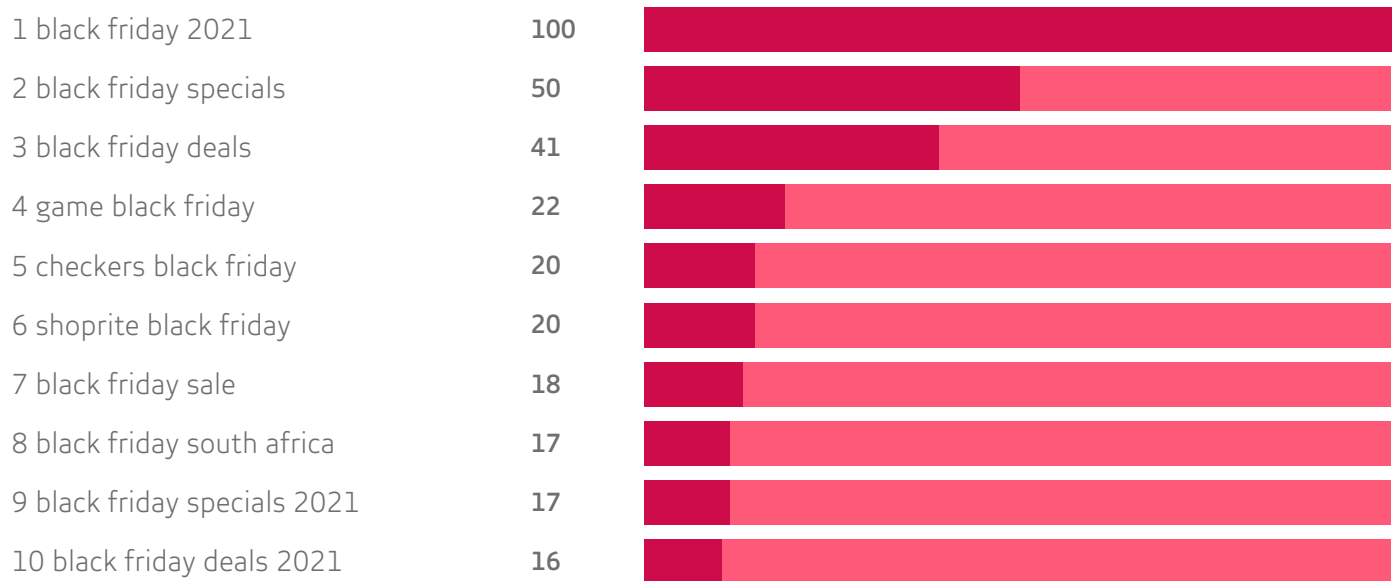
Black Friday and Cyber Monday Search trends spike, as expected, during the days on which the events occurred. Hourly breakdowns show search volumes occurring predominantly in the morning with peaks around 8am. Interesting to note the big differences in search volumes between the two Black Friday and Cyber Monday events.



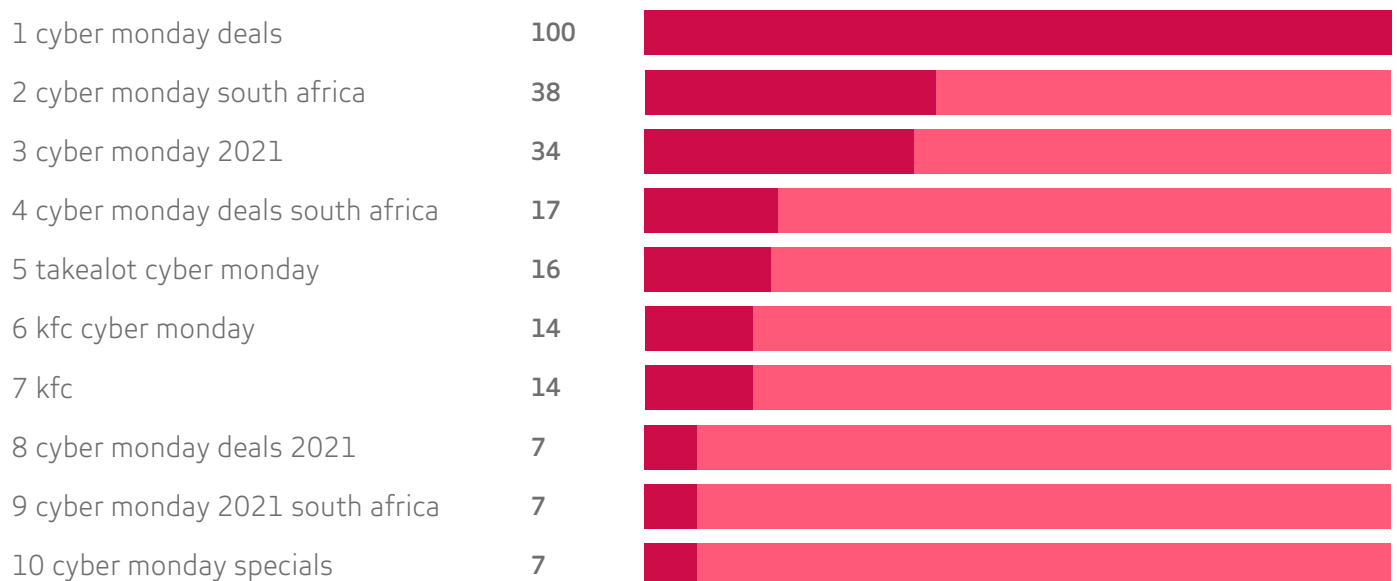
# Top Related Search Queries

Event specific top related search queries highlight the key terms and brands that customers are querying Google for. Alongside the generic terms, brands like Game, Checkers, Shoprite, Takealot and KFC rank the highest for related search queries.

## Black Friday related queries



## Cyber Monday related queries





## Key notes

BF – Black Friday  
2021: 26th Nov  
2020: 27th Nov  
2019: 29th Nov  
2018: 23rd Nov  
2017: 24th Nov  
2016: 25th Nov

BFW – Black Friday Weekend  
2021: 26th Nov to 28th Nov  
2020: 27th Nov to 29th Nov  
2019: 29th Nov to 1st Dec  
2018: 23rd Nov to 25th Nov  
2017: 24th Nov to 26th Nov  
2016: 25th Nov to 27th Nov

Average Last Friday – Average of the last Friday  
from Aug 2021– October 2021

All measures are based on Tandem Authorisation  
Data, unless specified otherwise.

# Disclaimer

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