How to win Black Friday in 2026

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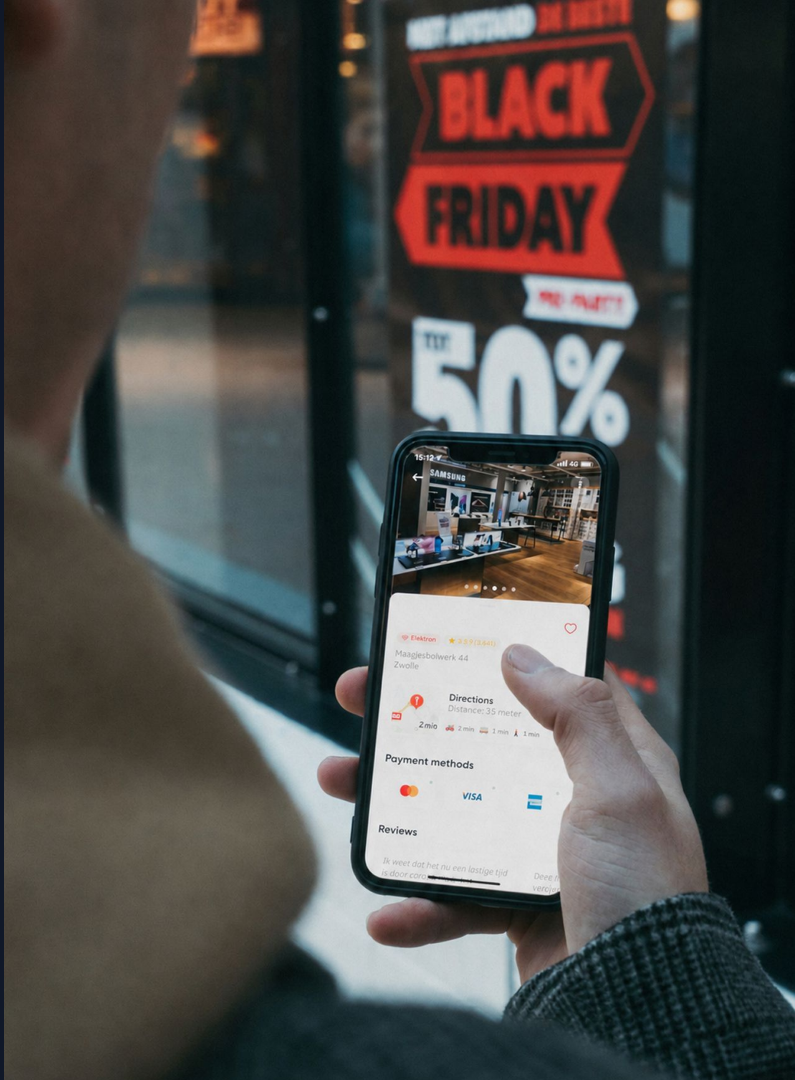
How to win
Black Friday 2026

- What trends are we seeing across consumer behaviour as a whole?
- How do they impact your business as a retailer?
- Recommendations on how to address these changes practically for a winning 2026 Black Friday.



The data behind the insights

Four Amazon markets

UK, Germany, Netherlands, and Belgium.

Three categories

Electronics, Home & Garden, and Health & Beauty.

2024 & 2025

Brands and products that appeared on Amazon Bestseller lists from October - December 2024 & 2025.

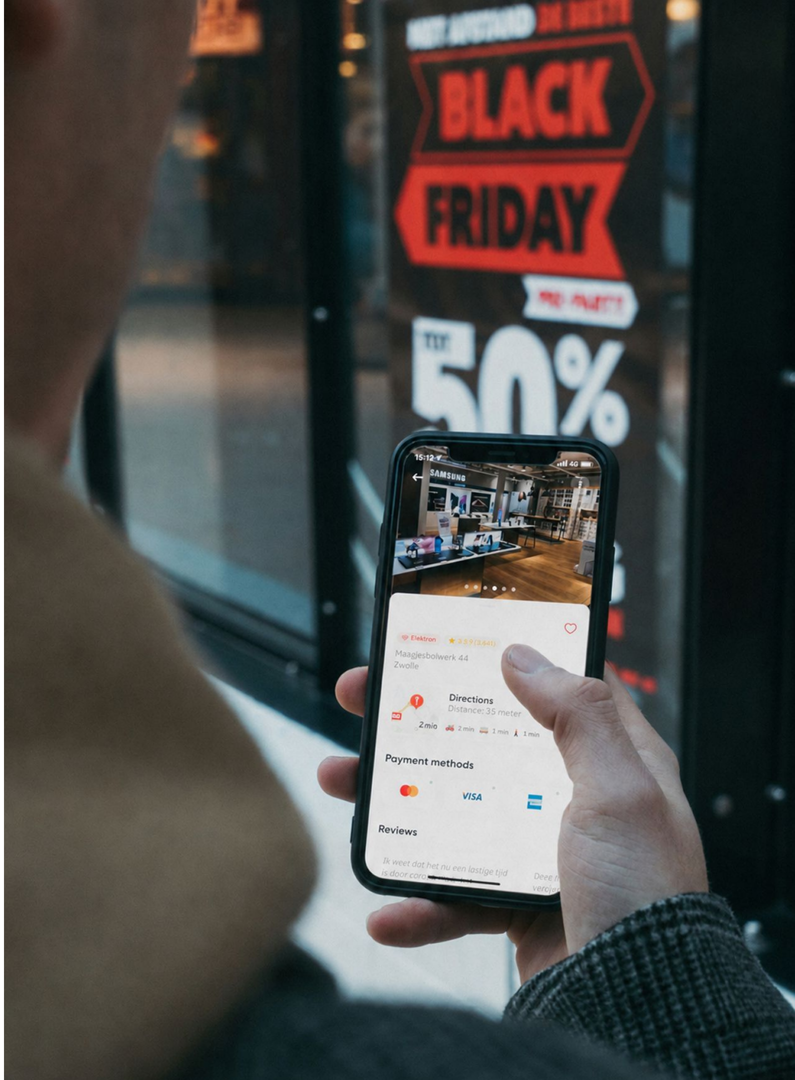
What our data is showing

Our data shows

Consumers start researching early

Price movements increase 1-week before

The most purchases still happen Black Friday Week

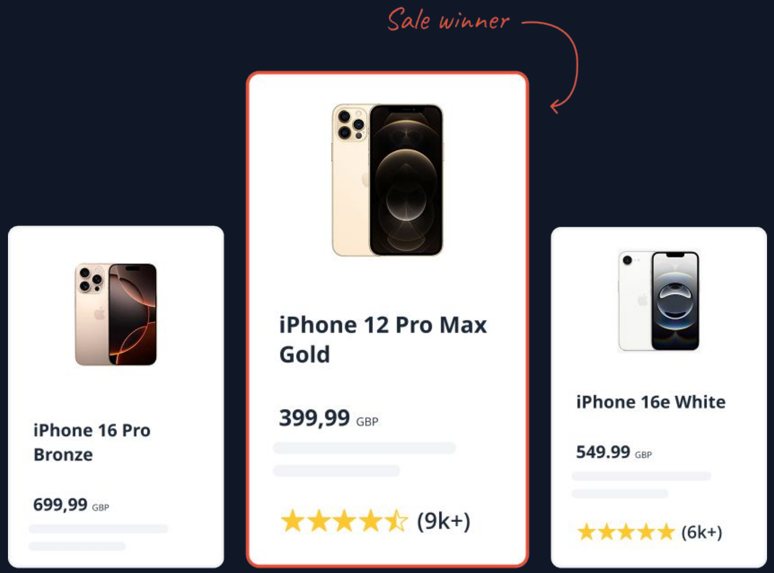


Number of discounted products on
Amazon increased 2024-2025

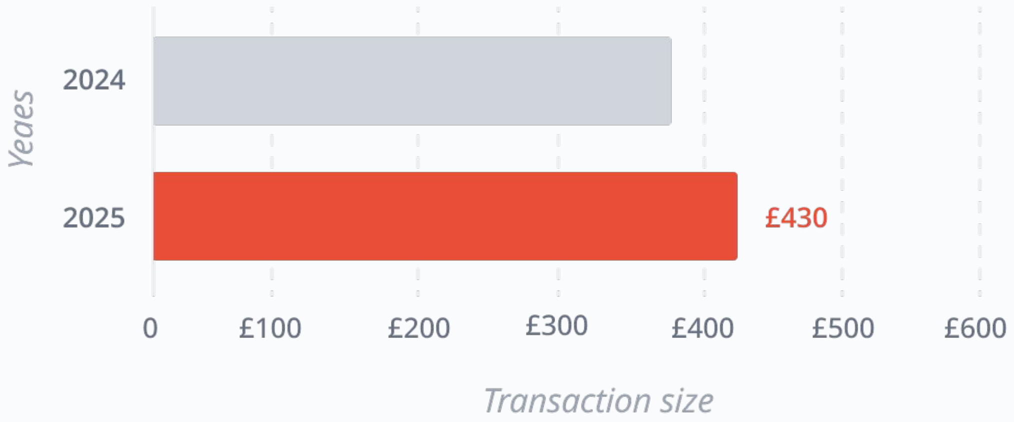
500-1000%

The biggest discounts don’t happen during
‘Black Week’ but the week before...

A ‘good deal’ was more important than the latest model



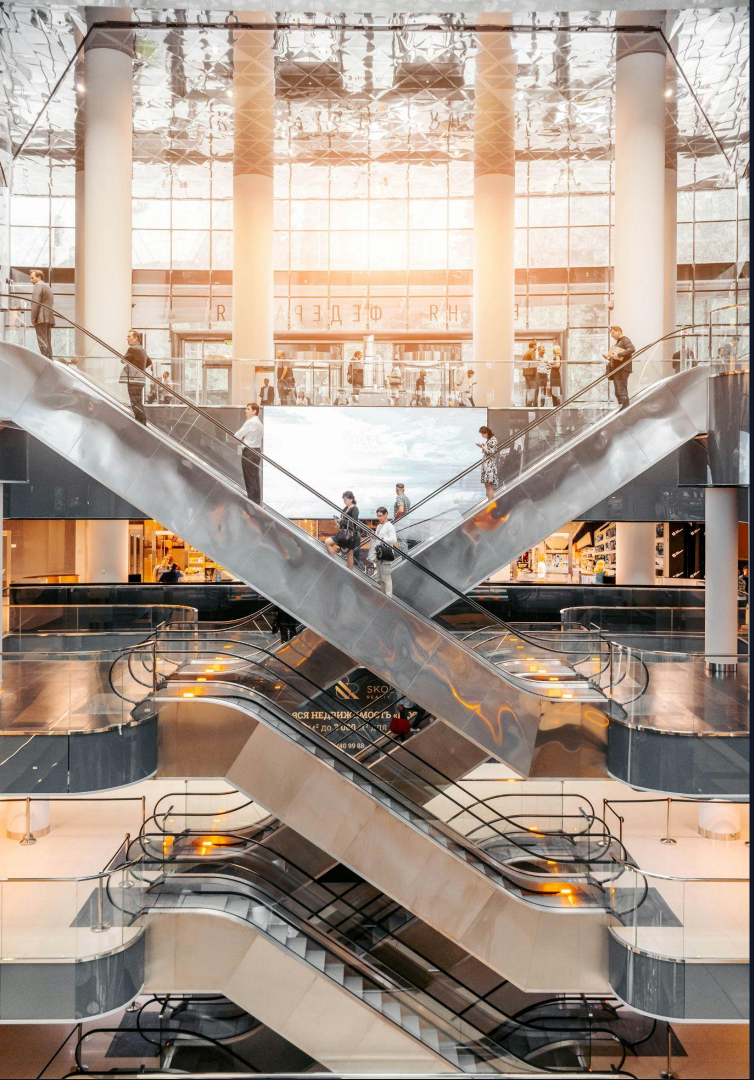
Number of transactions are decreasing but **average order value is increasing.**



Black Friday has become Black Month

RECOMMENDATIONS

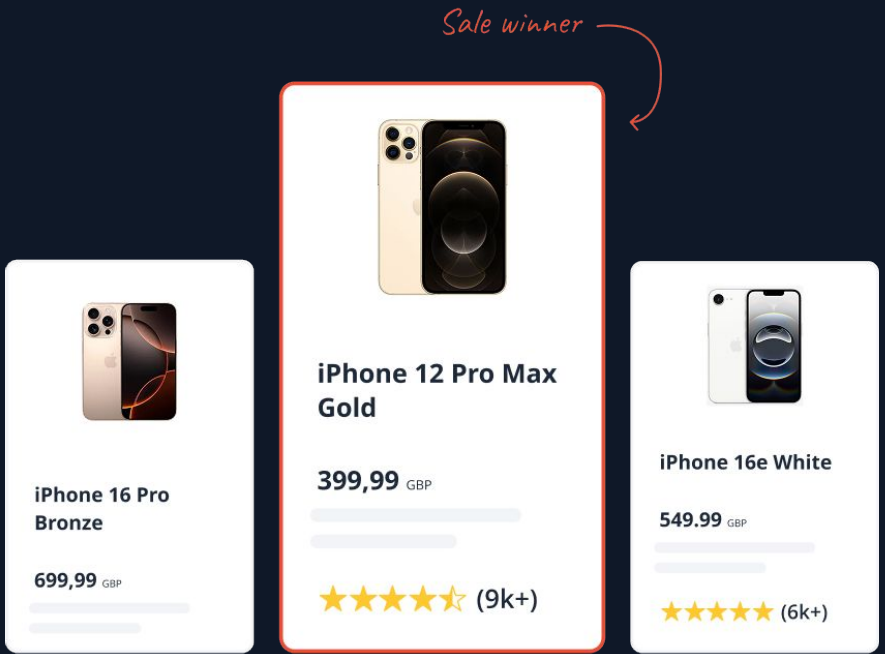
What this means for you in 2026?



Recommendation 1

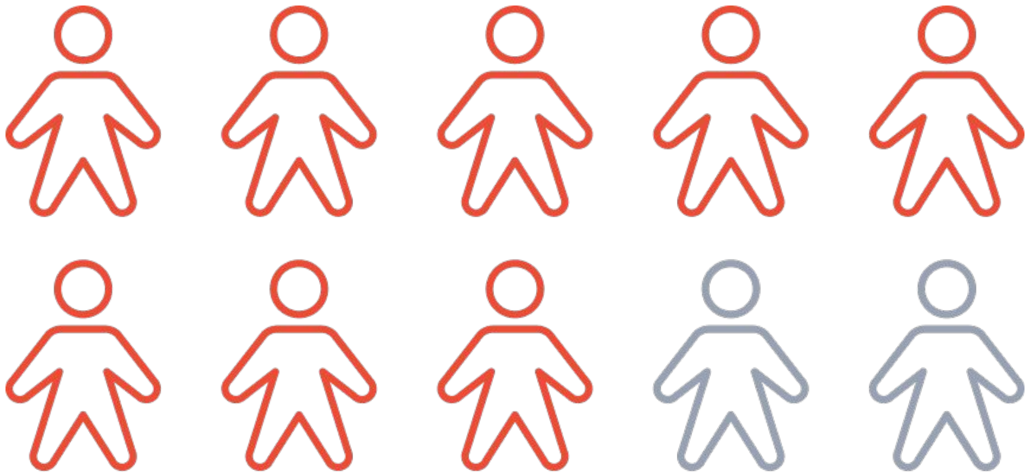
Create a *‘good deal’* for your customers.

Consumers aren't chasing the newest model. **They're chasing the feeling of a good deal.**



8 in 10

consumers consider shipping cost a deciding factor.



What can you start doing?

- Review your total price across your top products & compare to your biggest competitors - include shipping, taxes etc.
- Create that 'good deal' feeling for customers once you have this knowledge. Think free shipping, shipping thresholds, free gifts.

Recommendation 2

Know what to price on every channel and in which markets

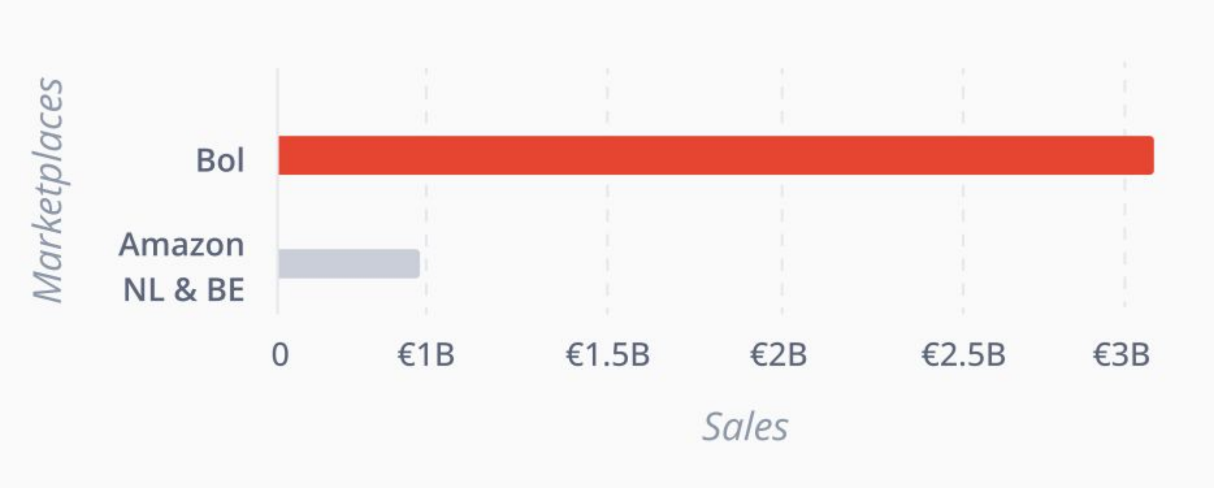
Where your customers shop matters

Marketplace performance: Germany

Amazon leads in Germany

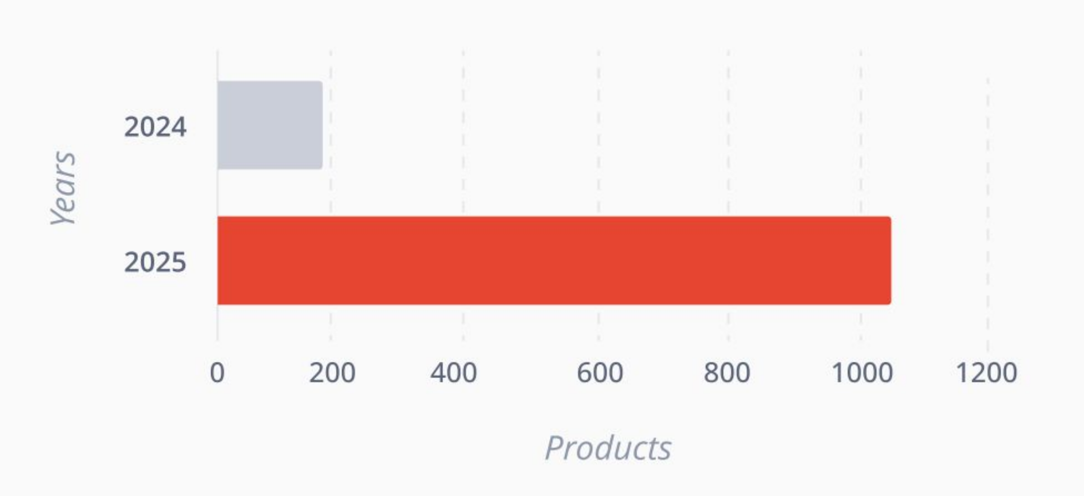
Marketplace performance: Benelux

Bol leads in Benelux



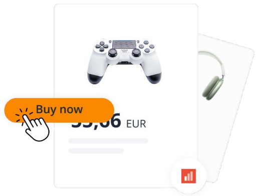
Marketplace performance: UK

No. of discounted products on Amazon UK during Black Friday

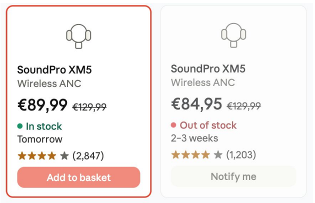



bol.

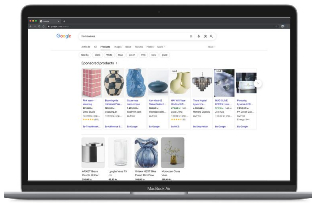
Pricing by channel



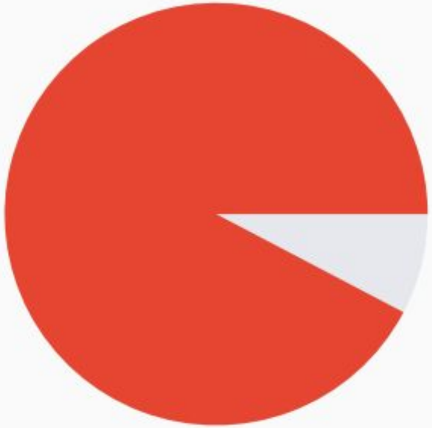
Amazon: 82% of sales go through the Buy Button.



Hybrid Marketplaces:
Shoppers compare side by side. Stock availability matters as much as price.



Google Shopping:
Consumers start early.
Shipping costs are visible.



90%

of consumers begin their shopping journey online

When it comes to AI tools like ChatGPT, Claude and Gemini.

ChatGPT

Shop smarter with ChatGPT

Instead of scrolling through pages of results, simply describe what you want.

Start shopping

ChatGPT helps you browse, compare, and refine options - all in one place - so you can find the right product faster.

Try ChatGPT to:

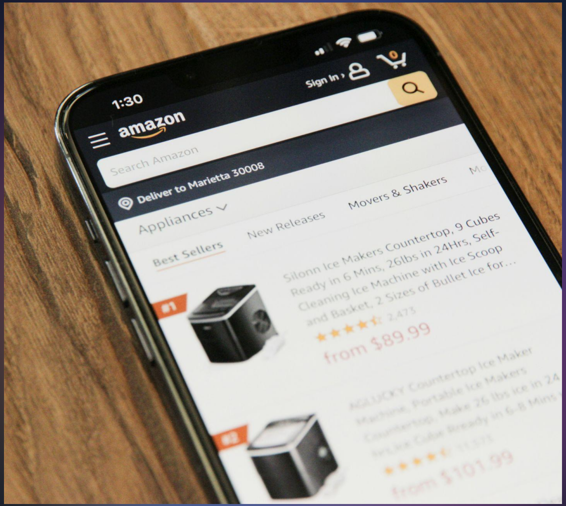
- Find products that fit your budget and style
- Upload photos to find similar products
- Compare products side-by-side
- Research reviews, specs, and deals without jumping between tabs

Start your next shopping search in ChatGPT.

The ChatGPT Team

What can you start doing?

- Audit last Black Friday's sales data by market and channel. Look at AOV, cart abandonment, and conversion to understand not just where customers shop, but how.
- Check your Buy Button win rate Amazon Business Reports, and run a keyword audit on your top Google Shopping products.
- Audit your listings for availability, delivery promises, and returns policies. AI tools like ChatGPT surface products based on these signals, not just price.



Recommendation 3

Create a stock strategy that opens baskets and protects margins

HIGH PERFORMER

BASKET OPENER

SLOW MOVER

Sort your products into buckets

Slow Movers

Could be discounted and in some cases used as basket openers with higher discounts to drive traffic.

Steady Sellers

Maintain current pricing and keep competitive.

High Performers

Don’t allocate more ad spend. Some may be underpriced vs. competitors.

Deadstock

Clear aggressively. Could be used to drive traffic as basket openers as well.

Your Black Friday pricing strategy

Margin

Set a minimum and maximum profit margin.

Minimum: **20 %** · Maximum: Not set

Suggested retail price

Set a minimum and maximum values based on the suggested retail price.

Minimum: **-30 %** · Maximum: **-5 %**

Minimum
(Optional)

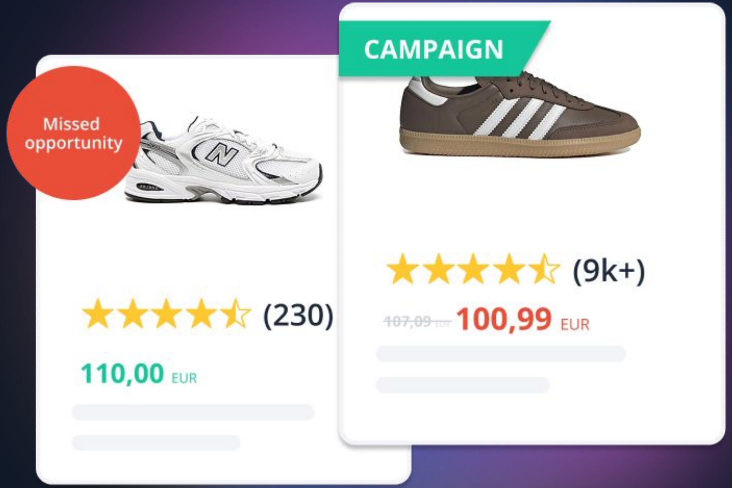
-30 %

Maximum
(Optional)

-5 %

What can you start doing?

- Segment your products into four buckets: slow movers, steady sellers, high performers, and deadstock.
- Before discounting high performers, check how your price sits versus competitors.
- Set your campaign rules before November including a margin floor so if you change discounts your margins are protected.



Bringing it all together

Your Black Friday 2026

PriceShape's recommendations

- Create a *'good deal'* for your customers.
- Develop a channel strategy for each market
- Create a stock strategy that opens baskets.

PriceShape

Black Friday
campaign playbook

Stay ahead this peak season with a step-by-step campaign guide, complete with a preparation timeline.

Q&A

Thank you