

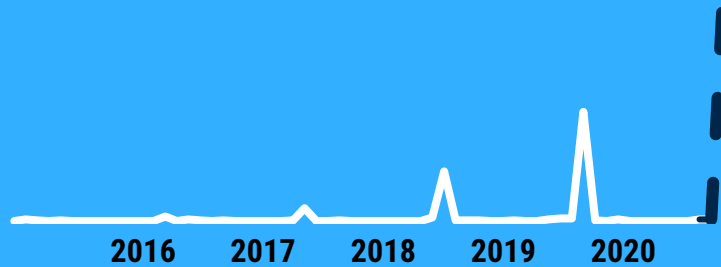
It's Single's Day!

How German online shops jump on the bandwagon of Single's Day

Single's Day on a rise

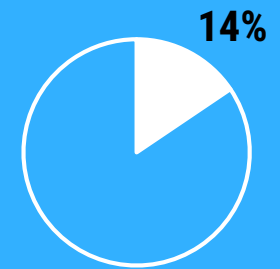
Interest in Single's Day heavily increasing

Google trends; "Single's Day"



...few shops did prepare accordingly

% of shops with a landing page end of Oct.



Especially Electronics, Beauty & Fashion with promising deals

% of shops offering a Single's Day promo

Electronics



71%

Beauty



56%

Fashion



43%

Living



43%

Generalists



33%

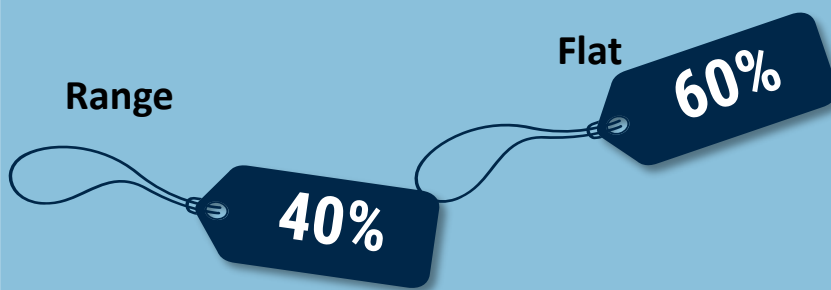
Toys / Hobby



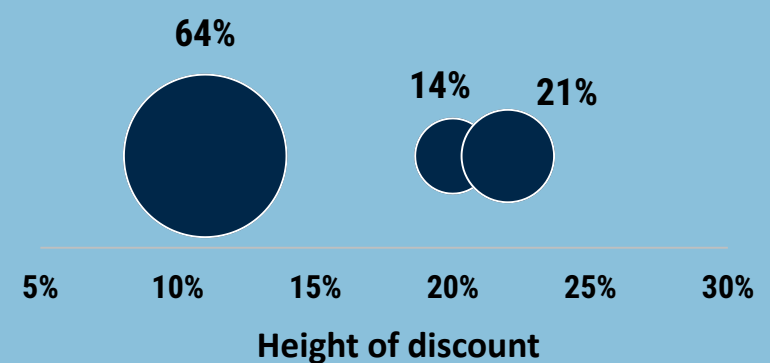
14%

11% wins – predominantly flat discounts offered

Discounts: Flat versus range

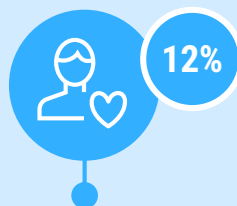


Share of shops by discount level

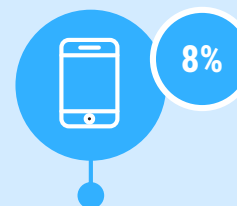


Few brands with specific strategies – if at all, product scope restricted

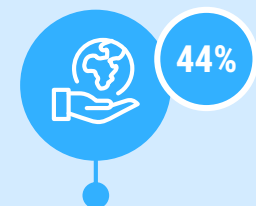
% of shops with specific strategies



Loyal customers get discounts only



App purchases pushed with higher discounts



Selected products/categories

General research notes:

- Data is based on desktop research from 11.11.2020 and includes online shops in Germany; n=56
- Single's Day promotions include only discounts under this name on 11.11.2020

Any questions? Please reach out to us!

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