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. 14%

- **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
    - Range 40%
    - Flat 60%

- **Few brands with specific strategies – if at all, product scope restricted**
  - % of shops with specific strategies
    - Loyal customers get discounts only 12%
    - App purchases pushed with higher discounts 8%
    - Selected products/categories 44%

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!
Michael Schröder | Michael.schroeder@arvato-scs.com
arva.to/ecc