

Black Week White Paper 2023

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We are not just observing trends
— we are creating them.



“Our initiative is designed to equip businesses and consumers alike with the knowledge they need to navigate this busy period effectively.”

Piotr Zaleski
CEO and co-founder of Ingrid

Order performance

Black Week sales grew quieter but defied economic predictions

In 2023, despite high inflation and cautious consumer spending, Black Week order performance was mostly consistent with the year before.

Savvy online shoppers held off on wish list purchases until the busiest and arguably most important sales period in the e-commerce calendar.

Although retailers received 11% fewer Black Friday orders in 2023, the average number of Black Week orders per second was double that of a normal sales week.

1.76M

Black Week
order volume

-5% YoY

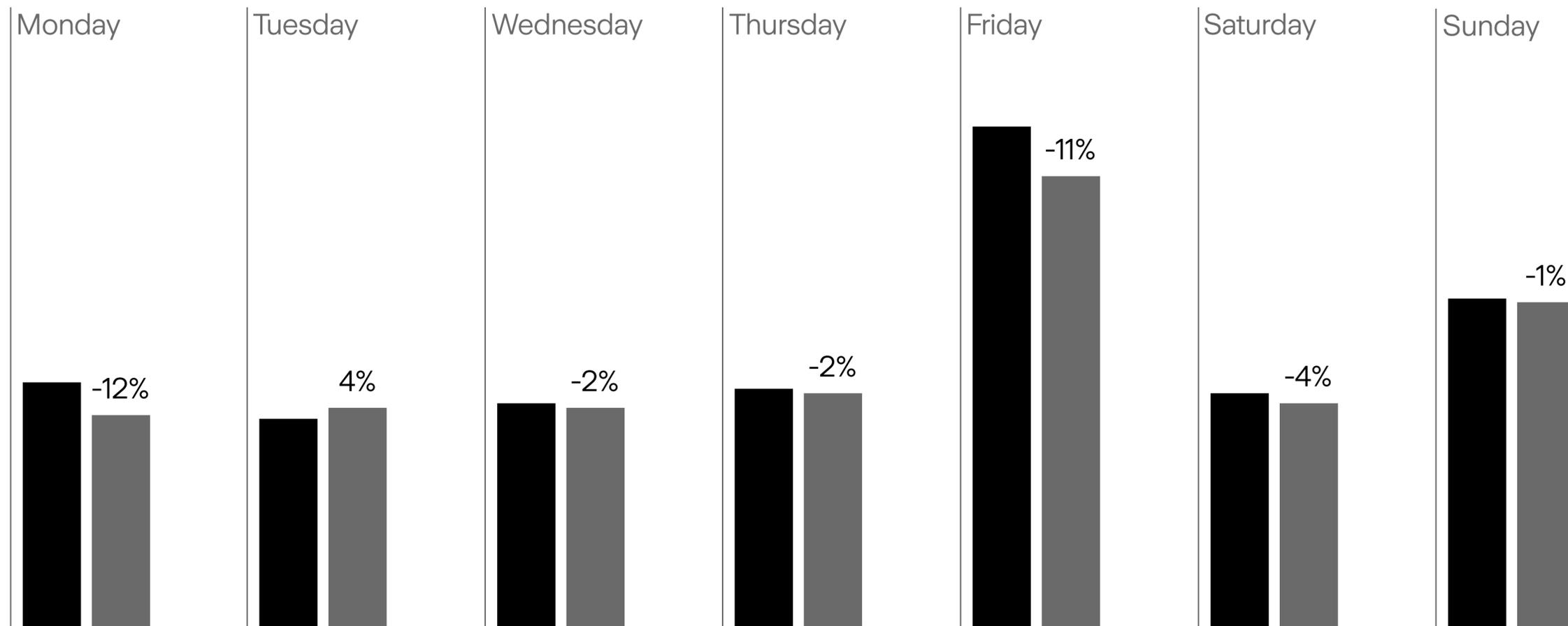
233K

Cyber Monday
order volume

-4% YoY

Year-over-year (YoY) performance in this report was measured for merchants active in both time periods, unless specified otherwise.

■ 2022 ■ 2023



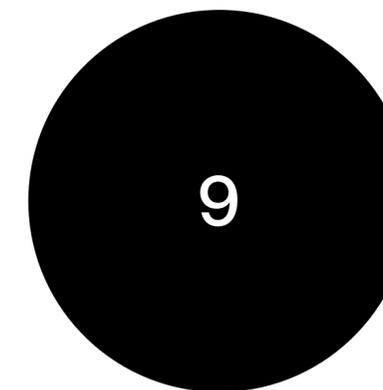
Year-over-year order performance on Monday and Friday shows quite a drop. However, the total order volume in 2023 is up 31% YoY for Ingrid due to its growing customer base.

Share of Black Friday orders per hour



■ 2022 ■ 2023

Peak orders per second — Black Friday

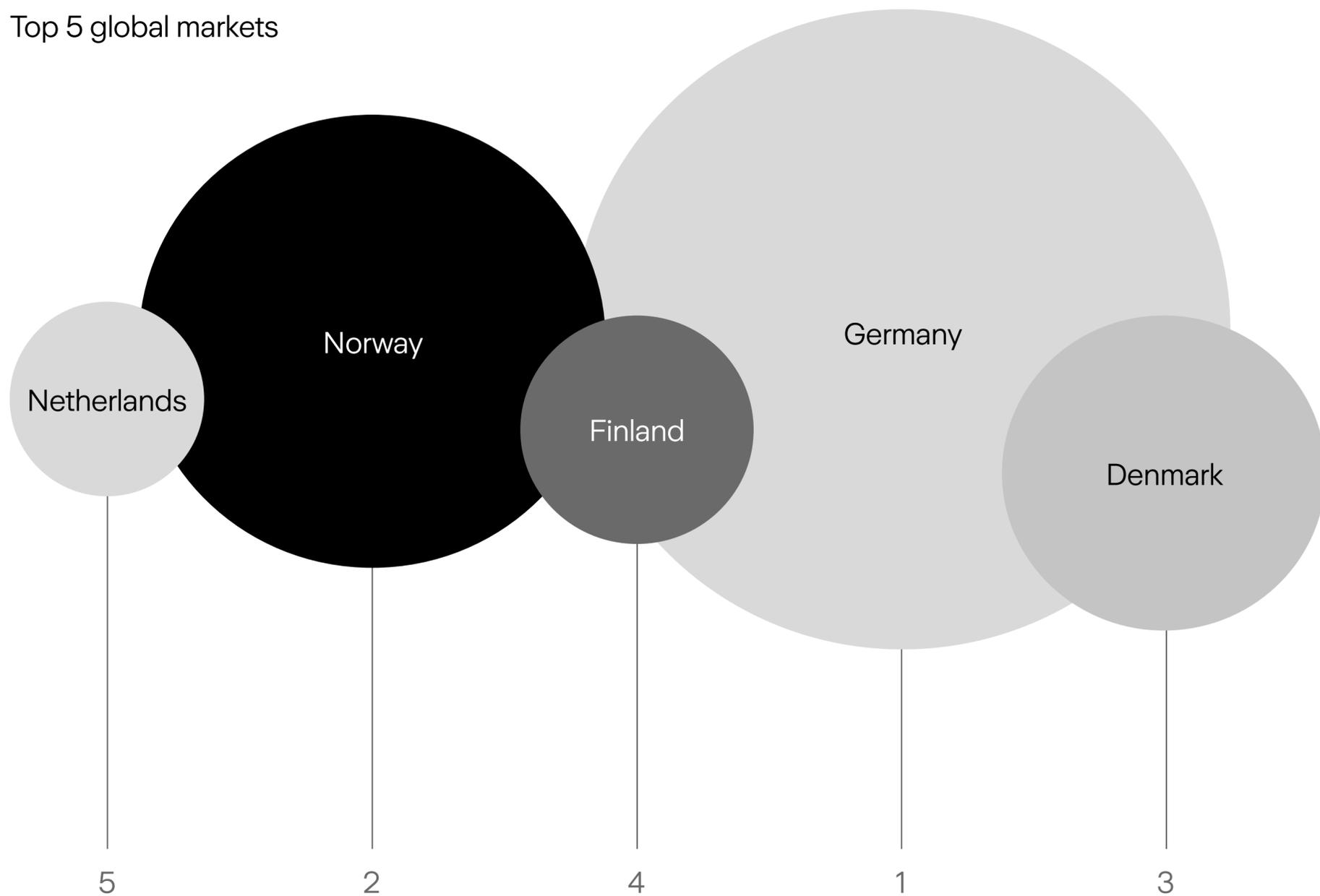


Orders per second — Black Week



Ingrid's Black Friday data shows a distinct surge in order volume beginning in the early morning hours with early birds filling their carts. A slight dip in activity is observed during standard working hours, suggesting a pause in shopping activities. Shopping reaches a peak in the evening, around 9pm UTC, the last-minute scramble to find the best deals. Immediately after the peak, orders decrease, marking the end of a busy retail day.

Top 5 global markets



Ingrid market performance

56% Sweden

44% Global

44% of Black Week orders were made outside Sweden, with Germany, Norway, Denmark, Finland and the Netherlands having the biggest share.

Industry performance

Which industries came out on top in 2023?



Online shoppers are buying closer-to-need, with an eye on the best value, to offset the effects of inflation and the rising cost of living. This explains a slight drop in relatively pricier home and electronics orders compared to Black Week 2022.

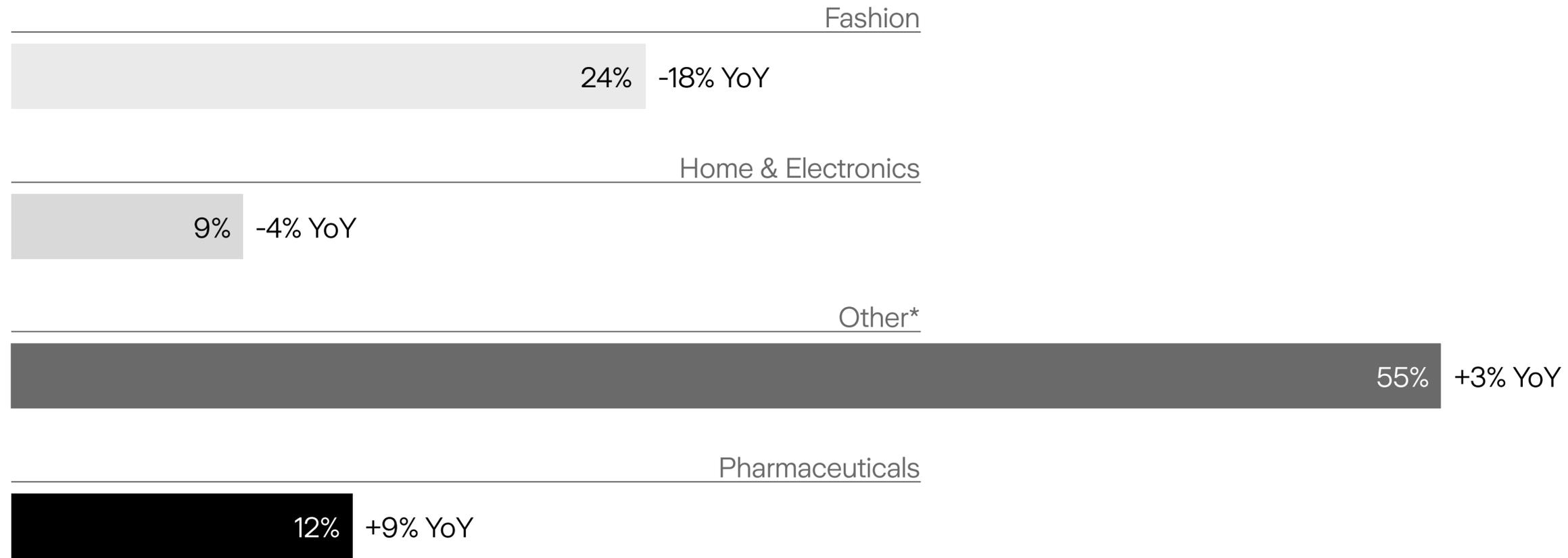
E-commerce fashion orders have witnessed a larger slowdown. Some apparel companies actively promoted conscious shopping, while other brands introduced special deals well before the end of November.

Daily life went back to normal since the initial impact of COVID-19 in 2020, and many consumers are more likely to go on a shopping spree in physical stores rather than online.

On the other side of the equation, there are bad headaches, seasonal flu and empty prescription boxes. Born out of the demands of the COVID-19 crisis and growing consumer expectations for everyday convenience, online pharmacy deliveries outperformed Black Week 2022.

According to Statista, the global online pharmacy market will grow almost fivefold between 2022 and 2030, and we're already seeing the trend reflected in this year's figures.

Industry order performance



*Other popular shopping categories include skincare, bookstores, tobacco and alcohol, accessories, children's goods, and pet supplies — essentials with a consistent Black Week performance.



Delivery performance

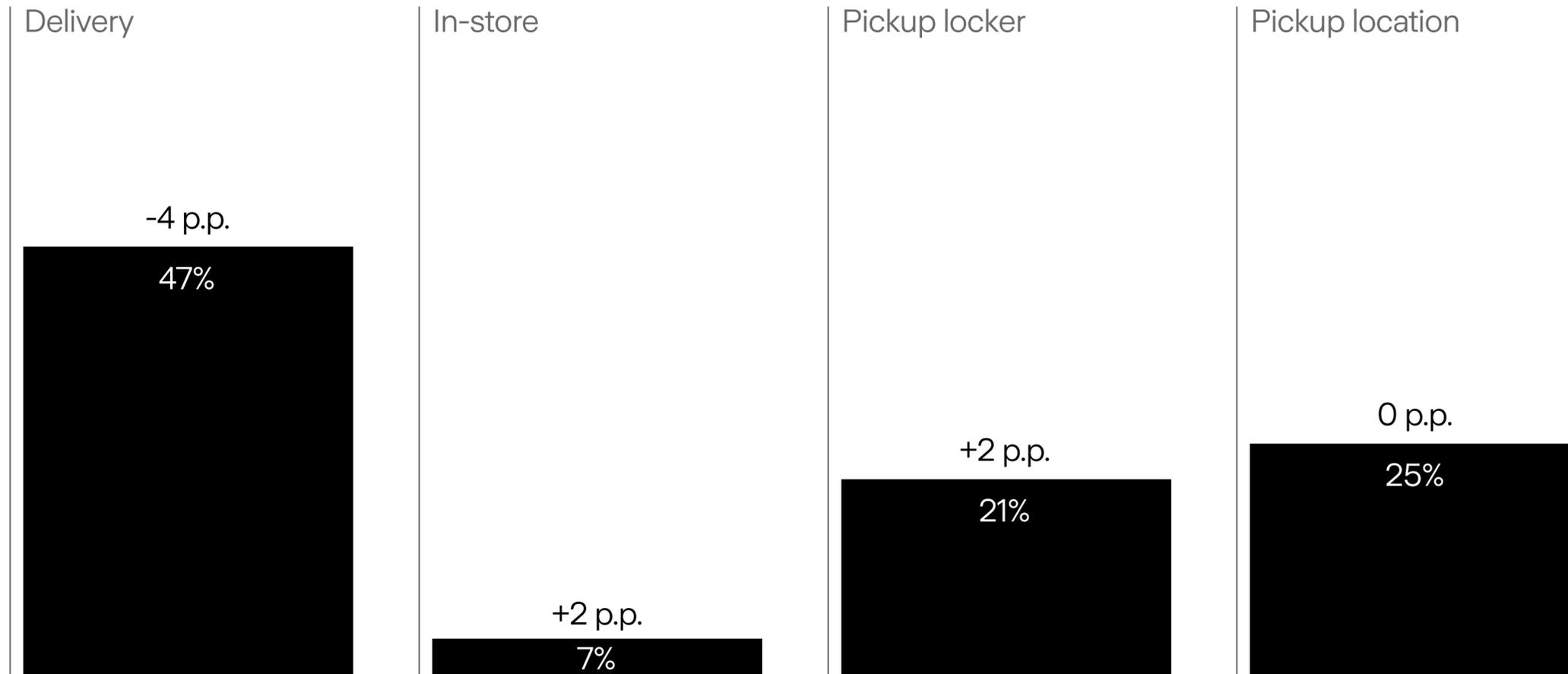
Delivery experience as a competitive advantage

The retail industry is undergoing a shift. Shopping has moved from store to home — or any consumer location, really — and people expect increasingly more convenience from e-commerce sales.

Consumers are getting used to shopping based on deliveries rather than products and pricing, because deliveries should fit their lives, not the other way around. Personal lifestyle, location, product specifications, seasons, days of the week, carrier performance and parallel deliveries determine which delivery option works best for each order.

Online retailers who disregard the value of the delivery experience risk losing customers to future-oriented brands, which embrace the delivery-first approach amid rising consumer expectations.

Delivery preferences



63%

of deliveries were free

There was a very small change in year-over-year delivery performance by type. Home and mailbox deliveries dropped only four percentage points (p.p.), while in-store pickup and parcel lockers gained two percentage points each.

Sustainable deliveries

42%

Almost half of e-commerce shoppers selected a sustainable delivery method when given at least one climate-smart option. Depending on the delivery market, these delivery options have descriptive labels like 'fossil free,' 'climate-compensated,' 'Nordic Swan Ecolabel,' and so on.

Delivery promise during Black Week

Average of 3.2—5.9 days

3.0 — 5.9 days	Delivery
2.8 — 4.9 days	Parcel locker
4.2 — 6.8 days	Pickup location
1.4 — 3.5 days	In-store

Late Deliveries

39% BW 2022

+127% vs. normal week

The average delivery promise crept up since November 20, 2023, as Black Friday and Cyber Monday approached, especially compared to a regular shopping period. It remains to be seen if this year's delivery promise adjustments will hold up.

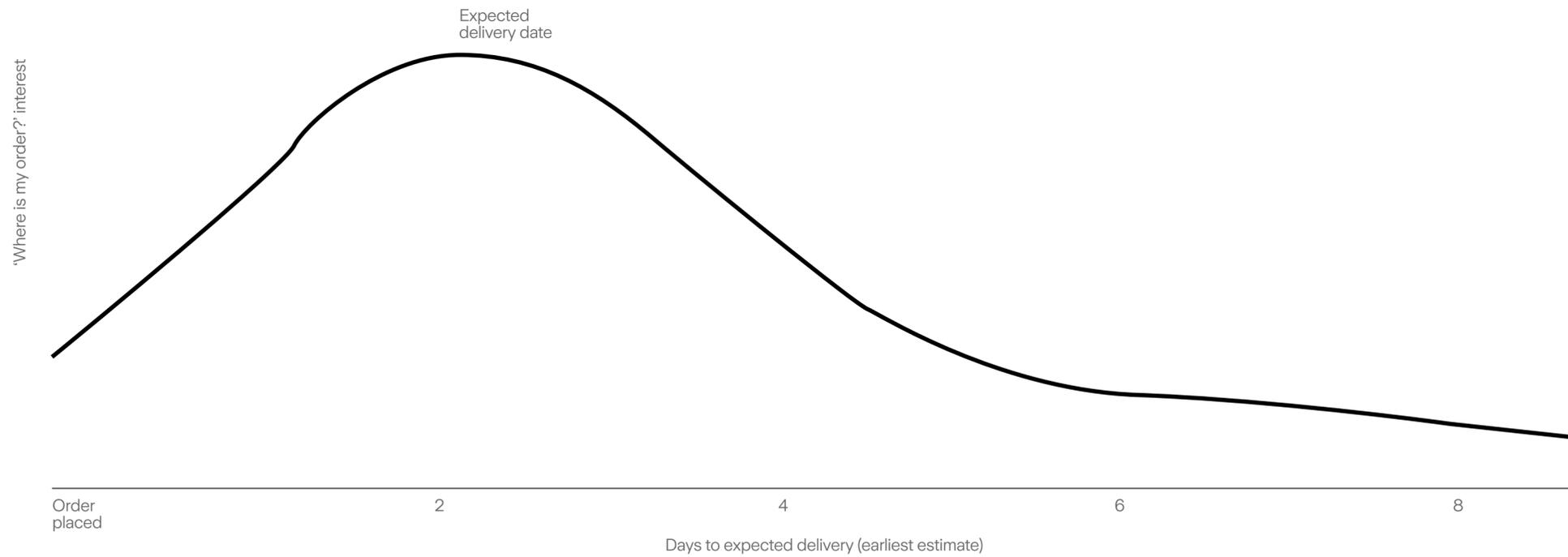
In 2022, the share of late Black Week deliveries more than doubled relative to a normal sales week. Late parcel locker deliveries tripled against a normal period, because most parcel machine networks are not equipped for the surge in e-commerce volumes from Black Friday to Christmas.

For e-commerce brands with brick-and-mortar locations, in-store order fulfillment greatly reduces the turnaround time and gives shoppers even more flexibility for pickup. By using existing warehouse-to-store logistics networks, retailers are also taking a much needed step towards climate-conscious delivery practices.

Ingrid Tracking Widget

30%

of shoppers are visiting Ingrid Tracking Widget for detailed delivery updates



With Black Week behind us, online shoppers are now wondering where the parcels are. There's a spike in the widget interaction on the expected day of delivery, as early as two days after the purchase, and the day after.

Proactive, branded tracking communication, harmonized across different carrier integrations, goes a long way in increasing customer satisfaction.



Country spotlight — Sweden

Sweden's Black Week 2023 landed with strong numbers



Despite facing challenges throughout 2023, the Swedish e-commerce sector and consumers have shown resilience.

Although Swedes have made fewer Black Week purchases, they spent more per order. Retailers have also witnessed a year-over-year increase in shipping revenue.

The Swedish consumer market shows a clear preference for more flexible parcel lockers and pickup locations, with the exception of home deliveries in pharmaceuticals, home and electronics.

Shopping cart value

	Cart value (SEK)	YoY	vs. normal week
Ingrid network average	876	7%	-8%
Fashion	1,107	6%	-8%
Home & Electronics	662	-1%	-12%
Pharmaceuticals	868	11%	-7%
Other	805	5%	-10%

Shopping cart values went up relative to Black Week 2022 but were lower than a normal sales week, a recurring yearly pattern during November and December.

Fashion shopping showed the highest average cart value during Black Week 2023, whereas pharmacies recorded the highest year-over-year increase.

Shipping revenue and free delivery

Average shipping revenue

YoY
17%

vs. normal week
-6%

14 SEK

Average adjusted shipping revenue*

YoY
5%

vs. normal week
4%

45 SEK

Free delivery

YoY
-3 p.p.

vs. normal week
3 p.p.

70%

*Adjusted shipping revenue excludes free deliveries.

In contrast to Black Week 2022, both shipping revenue and adjusted shipping revenue climbed up this year.

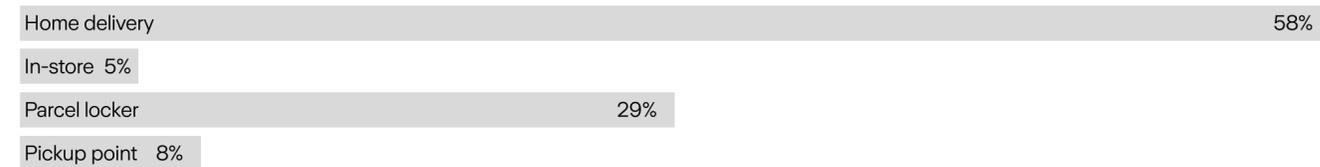
Although Black Week 2023 showed slightly more free deliveries relative to a normal sales week, there were still fewer compared to 2022.

Delivery preference by shopping category

Fashion



Home & Electronics



Other



Pharmaceuticals



Online deliveries are dynamic and contextual. Most consumers choose home delivery for electronics and home improvement, which often has to do with bulky product specifications in these retail categories.

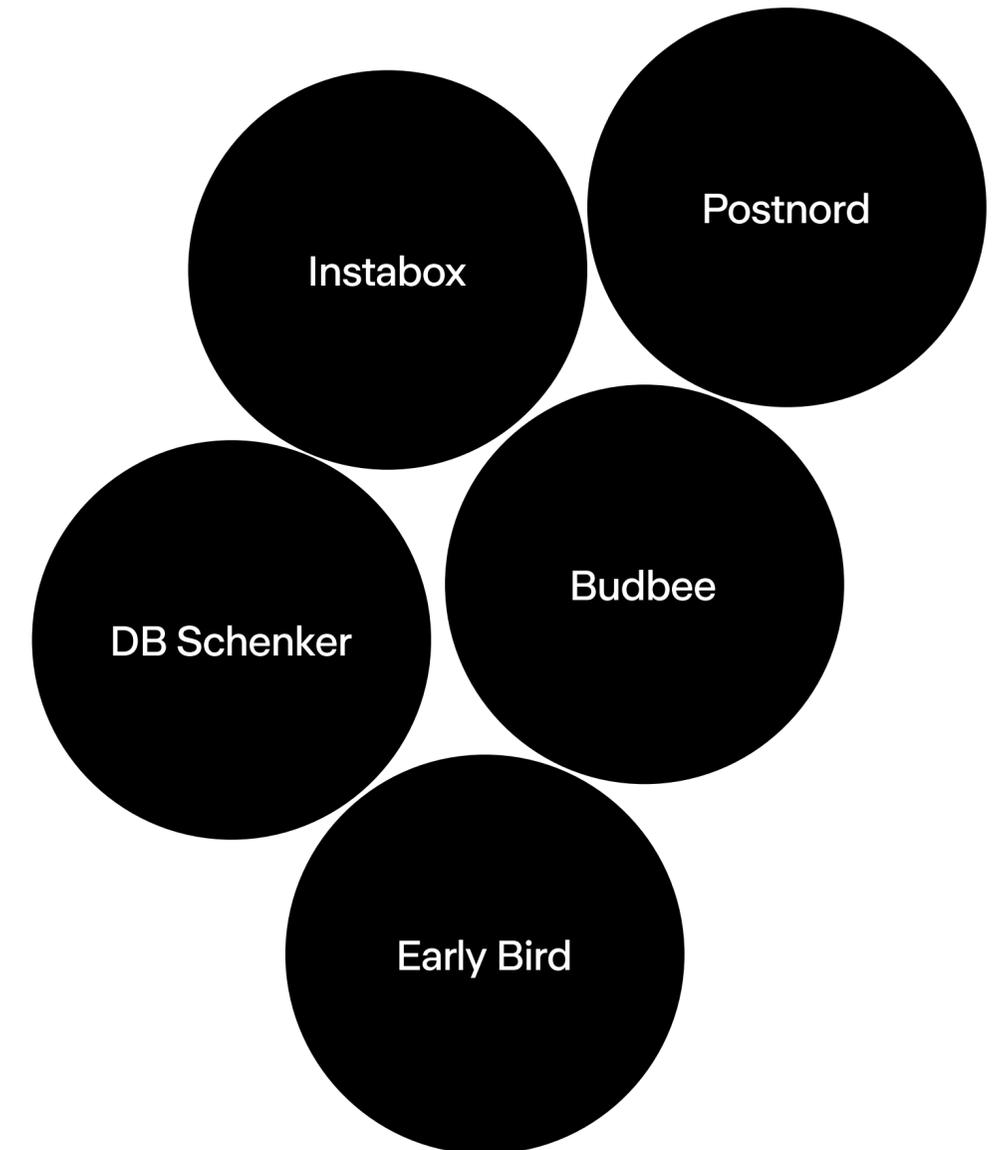
Fashion customers, on the other hand, prefer the flexibility of parcel lockers and pickup points. Online pharmacy orders stand out with the highest share of in-store pickup orders, a delivery type not as popular within the other industries.

Other shopping sectors like books, products for children and skincare, for instance, have a more or less equal division of home and pickup delivery preferences, interchangeable based on the customer's personal context at the time.

Top pickup points

	Stockholm
ICA Supermarket Sabbatsberg	
	Täby
ICA Supermarket Täby Kyrkby	
	Limhamn
ICA Malmborgs Limhamn	
	Stockholm
Norrbacka Livs	
	Hovås
ICA Kvantum Hovås	
	Bromma
Abrahamsbergs Video	
	Stockholm
Direkten Jungfrugatan	
	Malmö
Cobblers Triangelns Köpcentrum	
	Bromma
Alviks Kontorsmaterial	
	Solna
Jourhörnet	

Top 5 carriers





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Black Week delivery strategy isn't one size fits all.

Ingrid merchants A/B test throughout the year to refine their offerings in advance of the critical Q4 e-commerce period. The sweet spot is a balance of optimizing delivery revenue and conversion while providing the best possible customer experience. Visit ingrid.com to learn more.