

Spécialité Négociation Relation Client

www.theguardian.com - 20/11/2017

### Black Friday deals not always as good as they look, Which? reveals

Many items discounted over the Black Friday weekend can be bought for the same price or even cheaper at other times of the year, an investigation by consumer group Which? has found.



- 5 With shoppers expected to spend at least £10bn this week, a Which? survey of deals on offer for last year's Black Friday found more than half (60%) cost the same or less either before or after the event. For almost half the deals, the price was the same or even lower in December, immediately after the US-inspired discount day.
- 10 The group tracked prices of the 35 most popular tech, home and personal care products on sale for the 2016 Black Friday weekend over the course of a year. Of those, 22 were from Currys/PC World, 12 from Argos and one from Amazon.

15 A Neff Slide and Hide Oven on offer for £494.99 at Currys/PC World last Black Friday was sold for £45 less just three weeks later, and was cheaper than the Black Friday price for at least 113 other days of the year.

A Samsung 55-inch Smart 4K Ultra HD curved TV advertised by Currys as "Save £400, now £849" was £50 cheaper at least 29 times in December, January and April and £79 cheaper at least 18 times in May.

20 Experts have warned that increased costs from the weaker pound and higher business rates mean that retailers will not offer the same discounts as last year. Eleanor Parr at retail analysis firm GlobalData also said that electrical products were likely to be most affected by inflation, with fashion and homewares also hit.

While there are some bargains to be had, Which? advised shoppers to do some research before rushing to buy for Black Friday.

25 Currys/PC World told Which? it had reduced about 4,000 products for Black Friday 2016, adding: "We make no apology for reducing some of them even more after that period."

30 Argos said: "Black Friday is a fantastic event which allows customers to choose from thousands of products which offer great value. This does not exclude these products from other sales or promotional activity at other times of the year."