



Press release

27 November 2017

## **Cdiscount reports record-breaking sales for Black Friday 2017, with business volumes up 80%**

**Black Friday has become a major event in the e-commerce industry, and Cdiscount ranks as France's leading Black Friday e-tailer after reporting €43 million in business volumes, or five times the amount recorded on a typical day. A total of 8 million people – i.e., one in three households – visited the Cdiscount website last Friday.**

This year's sales event confirmed that Black Friday is the kick-off point for the Christmas shopping season, with toys and games comprising the bulk of items sold. Nearly **10,000 PS4 consoles and 200,000 toys/video games** were purchased during the day, including hoverboards, which this year once again proved to be a stand-out item: 1,500 were sold within a few minutes after the stroke of midnight.

Customers' enthusiasm for Black Friday was particularly visible on social media, demonstrating that French consumers have really embraced the major shopping bonanza. Cdiscount was by a very wide margin the top retailer on social media, counting some **223,000 interactions with its customers\*** on Friday, 24 November alone.

Emmanuel Grenier, Chairman and Chief Executive Officer of Cdiscount, said: ***"These results prove that Cdiscount continuously rises to its customers' expectations by making the best products and services available to them at the most competitive prices. Black Friday 2017 also confirms that French consumers trust Cdiscount to meet their shopping needs on major occasions, particularly at Christmas. All of our teams are working hard to ensure that our customers have a successful holiday season."***

### **About Cdiscount**

*Cdiscount.com is a subsidiary of the Casino Group. The leading non-food online retailer in France, the website generated close to €3 billion in business volumes in 2016 including its marketplace which has rapidly expanded to more than 9,000 vendor partners. Its goal is to make everyday products and services accessible to all, improve the purchasing power of French consumers, and gain an in-depth understanding of its customers through its core values: proximity and boldness.*

*\* Sprinklr survey dated 27 November 2017.*

### **PRESS CONTACTS**

Constance Blanc

[constance@evidemmentagence.com](mailto:constance@evidemmentagence.com)

+33 (0)6 99 36 51 86

Audrey Donazzolo

[audrey.donazzolo@cdiscout.com](mailto:audrey.donazzolo@cdiscout.com)

+33 (0)7 84 37 15 73

*Cdiscount is a subsidiary of the Casino Group*