

Pricing Insights by Yetta.

**Comparing Average Sell Price (ASP)
during Black Friday Week 2023
compared with Black Friday Week
2022* and catalogue Share of Voice#
(SOV) in the 14-day period prior to Black
Friday 2023.**

**Mon 20 Nov to Mon 27 Nov 2023 inclusive compared with Mon 21
Nov to Mon 28 Nov 2022 inclusive.*

#SOV is calculated using Pricing Insights proprietary weighting rules.





Majority Share of Voice.

The top five consumer electronics categories with the largest SOV were:

1. Laptops & Notebooks
2. Fridges
3. Mobile Phones
4. Ultra HD TVs
5. Washing Machines

Gaming.

Gaming overall increased, with accessories ASP +22% from last year.

As new gamers come in to the market and seasoned gamers upgrade their tech, this trend doesn't look like it will change on the lead-up to Christmas 2023.

Gaming category, consoles had the biggest SOV at 43% with Xbox, PlayStation and Nintendo representing over 50%



Audio.



Audio category ASP +11%

Audio accessories ASP +31%

In car entertainment ASP +13%

Portable audio ASP +15% and held majority SOV (37%)

JBL stood out as a top brand in portable audio products with 24% SOV

Headphones.

Top headphone features marketed this Black Friday: wireless technology, noise cancellation and battery life.

Headphones ASP -3% with SOV 24%

Earphones ASP +4% with SOV 21%



Televisions.

Ultra HD TVs have seen a year on year decline with -8% reported last year and a further -5% reported this year

Shoppers are potentially seeking better value in this category.

Mid-market brands significantly increased their catalogue SOV in the 14-days prior to Black Friday and their lower prices keep ASP competitive.



Home Appliances.

Overall, the Home Appliances category ASP was +6% with most ASPs remaining on par, or below, 2022 ASPs.

Ovens ASP -1%

Dishwashers ASP -3%

Fridges ASP 1% with category SOV at 40% in the 14-days prior to Black Friday.

Washing machines -1% with category SOV at 23% SOV in the 14-days prior to Black Friday.

Microwaves explain the overall ASP uplift...



Microwaves.

Microwaves ASP +9% continuing an upward trend (2022 ASP was +24%).

Advanced features like smart connectivity, sensor cooking, convection options and sleeker designs enhance user experience and functionality but add cost - explaining this upward ASP curve.

Microwaves doubled SOV from 2% to 4%





Small Appliances.

Heating & Cooling ASP +13%

Hairdryers ASP +13%

Vacuums ASP +6% with SOV 41%

Coffee machines saw no growth in ASP despite last year's ASP of +9%. SOV 16%.

Tech.

Laptops & Notebooks ASP +13%.

Fitness & Smart watches ASP +5%

Mobile phones ASP -3%



Our secret sauce is how we surface big data and provide you with actionable insights to save time and grow margin.

Contact us today to book a demo at yetta.com.au