

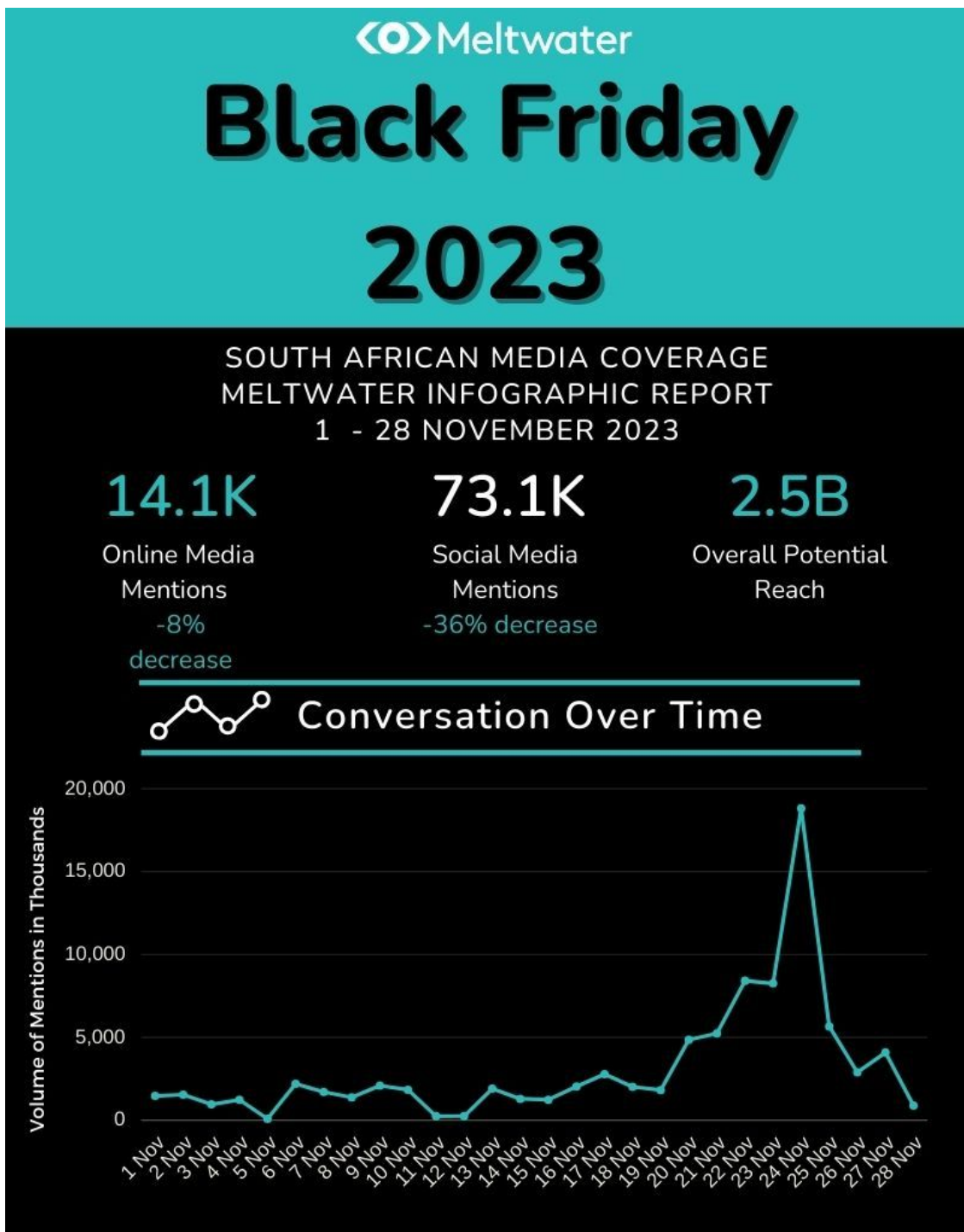
Black Friday media coverage 2023

By [Katherine McInnes](#), issued by [Meltwater](#)

1 Dec 2023

[Meltwater](#), a global leader in media, social and consumer intelligence, used media monitoring and social listening to derive data surrounding the conversations pertaining to Black Friday and Cyber Monday over online and social media in South Africa.

Within the analysed period, media coverage surrounding Black Friday and Cyber Monday received the highest volume of media mentions on Friday the 24th of November. The majority of content shared on this topic was published via social media. Interestingly, overall mentions decreased by 8% and social media mentions decreased by 36% compared to the previous year. The decrease in mentions and conversations around Black Friday could be as a result of South African consumers feeling the effects of the current economic climate.

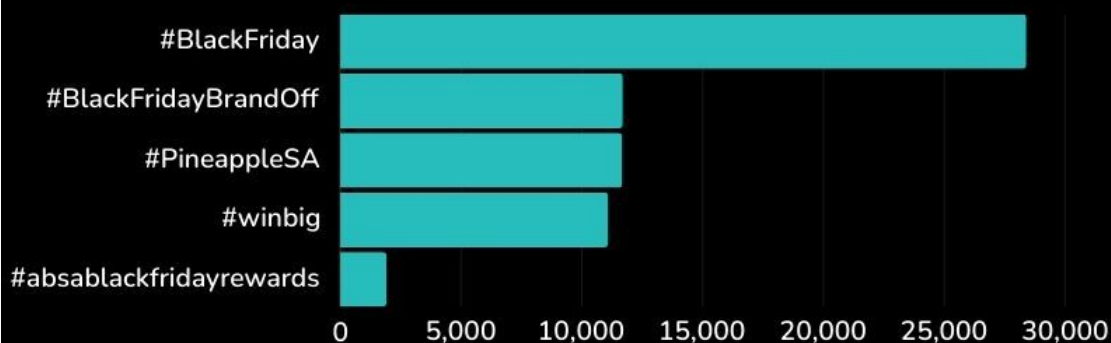


Meltwater's media monitoring tools were used to derive data surrounding the conversations pertaining to Black Friday and Cyber Monday over online and social media (Meta Data is sampled). The media mentions measured within this report focuses on content published in South Africa. Within the analysed period, media coverage surrounding Black Friday and Cyber Monday received the highest volume of media mentions on the 24th of November. The majority of content shared on this topic was published via social media. Overall, media mentions around Black Friday and Cyber Monday decreased in comparison to the previous year.

Which provinces drove the conversation?



Top Hashtags



320,000+
Online News
Sources

3 Million
Editorial documents
tracked daily

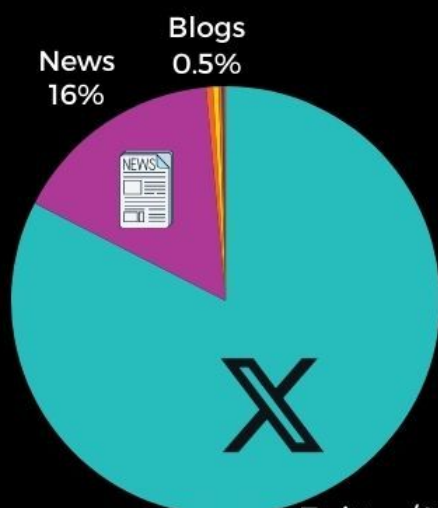


14 Years
Of Editorial content
on-demand since
2009

28,000+
Clients in 121
different countries

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Where did these conversations take place ?



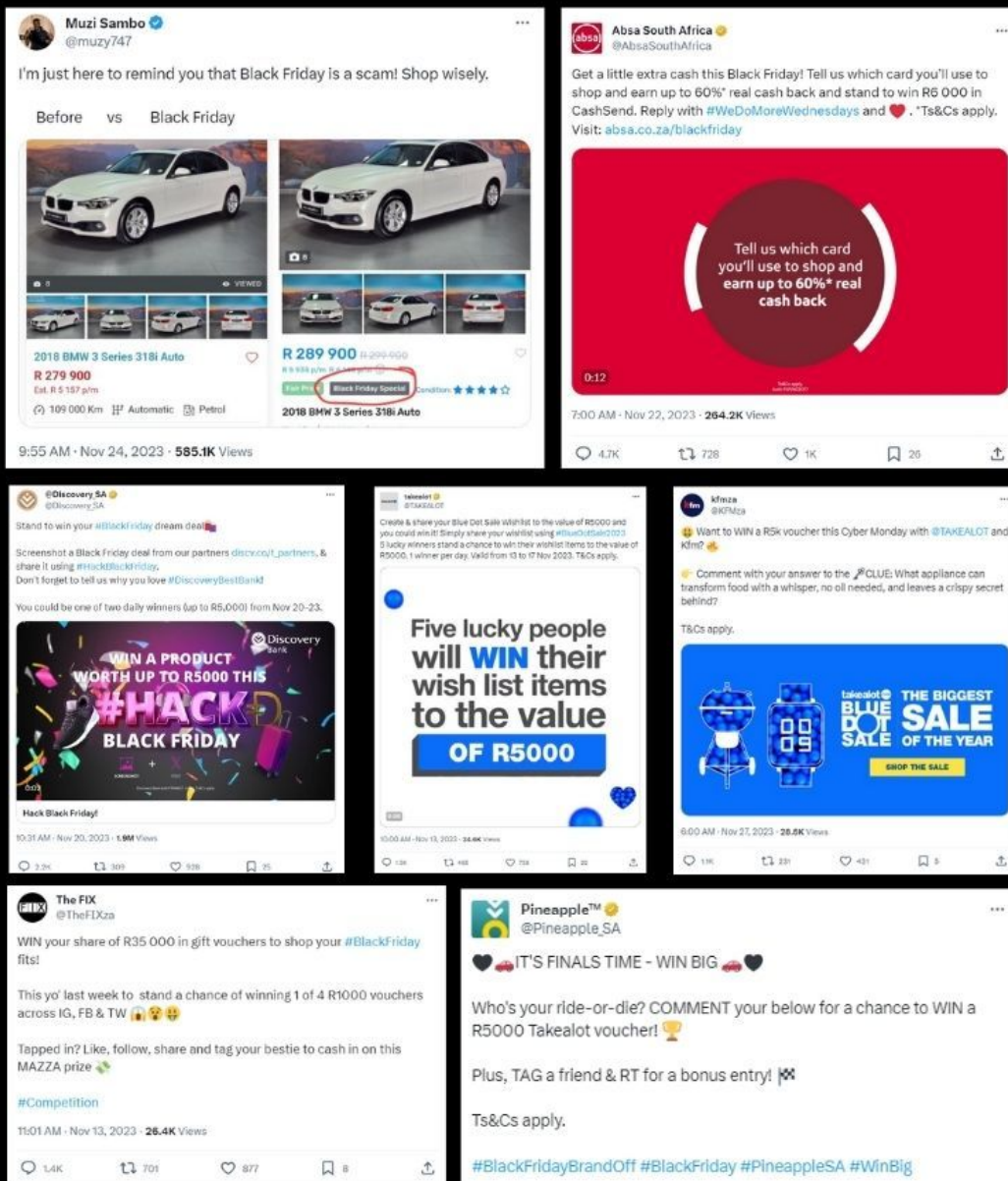
When analysing the source breakdown of conversations surrounding Black Friday in South Africa, the majority of coverage took place over Twitter, followed by online news sources.

Facebook & Instagram data limited due to API restrictions

Trending Keywords

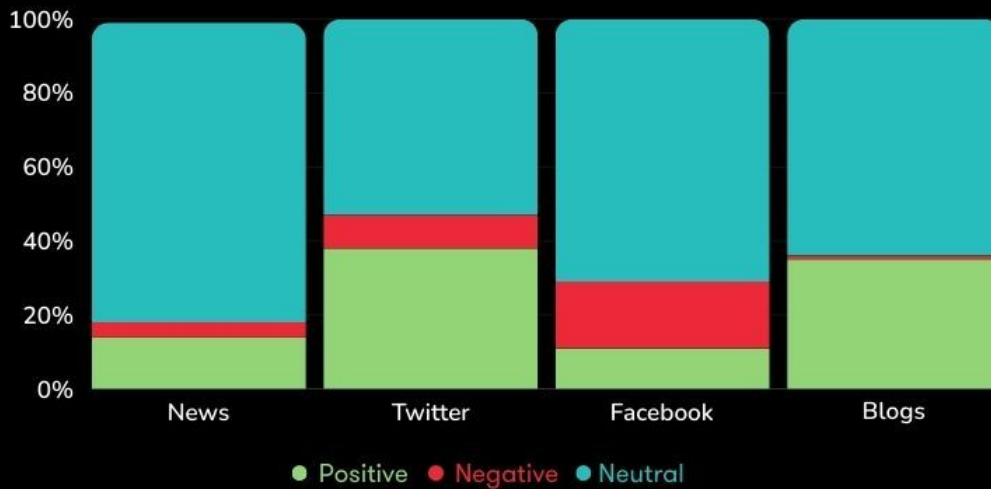
trends
significant growth rate
Groceries
Tech
gift vouchers
fake specials
competition
Market
gift
Blue Dot Sale
Samsung phone
Meat
Deals
future markets
Christmas
broke
Winner

Top Twitter Posts by Engagement



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Sentiment Breakdown by Source



Trending Emojis



Top Reaching News Headlines



Daily Mail • Nqobile Dlodla
Editorial | GB | Nov 24 • 5:04 PM

South Africans seek out Black Friday essentials as crunch continues

By Nqobile Dlodla JOHANNESBURG, Nov 24 (Reuters) - Johannesburg's Mall of Africa was buzzing on Friday with bargain hunters pushing ...



Psychology Today -South Africa • Gary Drevitch
Editorial | ZA | Nov 17 • 1:59 AM

6 Things Every Black Friday Shopper Should Know

How to stay level-headed and make smart purchase decisions.



News24
Editorial | ZA | Nov 24 • 5:10 PM

Amazon hit by 'Black Friday' strikes in UK, Germany

Amazon employees in Germany and the UK went on strike demanding better pay. Getty Images Amazon was hit by strikes at various locations ...



Investing.com - South Africa • Scott Kanowsky
Editorial | ZA | today • 10:13 AM


Record Cyber Monday spending, Shein IPO filing reports - what's moving markets

Investing.com -- U.S. stock futures oscillate around the flatline following a dip in the prior session, but equities remain on track to ...




News24 • Nafisa Akabor
Editorial | ZA | Nov 23 • 1:36 PM


Black Friday sparks a cybercrime floodgate


News24 • Glenda Williams
 Editorial | ZA | Nov 24 • 9:29 AM


Hundreds of jobs created in the courier industry this Black Friday
 A delivery man out doing his rounds, dropping off packages for Black Friday. Getty Images Black Friday. Cyber Monday. Christmas. 'Tis the ...


NDTV.com • Bhavya Sukheja
 Editorial | IN | Nov 24 • 6:04 AM


Black Friday 2023: Little Known Facts About The Annual Sales Day
 Every year, Black Friday falls a day after the festival of Thanksgiving, the traditional US holiday where people express gratitude over a ...


MyBroadband
 Editorial | ZA | Nov 24 • 7:03 AM

Takealot Blue Dot Sale Black Friday Deals – Here's our top picks of the day
 South Africa's biggest online store, Takealot, has officially launched its biggest sale of the year – the Takealot Blue Dot Sale. Having ...


Daily Mail
 Editorial | GB | Nov 24 • 5:54 PM

South African rand sheds some gains a day after cbank's 'hold' decision
 JOHANNESBURG, Nov 24 (Reuters) - The South African rand weakened on Friday, giving back some gains from the previous session, when the ...


News24 • William Brederode
 Editorial | ZA | Nov 24 • 12:03 PM

One Black Friday shopper has already spent R400K on deals
 One shopper has already spent over R400 000 so far on Black Friday. iStock One shopper has already spent more than R400 000 this Black ...

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Sources

3 Million
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If you would like to find out more about how Meltwater can help you track trending topics, mentions, sentiment and engagement around an event, contact us [here](#).

ABOUT THE AUTHOR

Katherine McInnes is the head of marketing, Africa at Meltwater.

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