

# Viral insights on Black Friday 2023

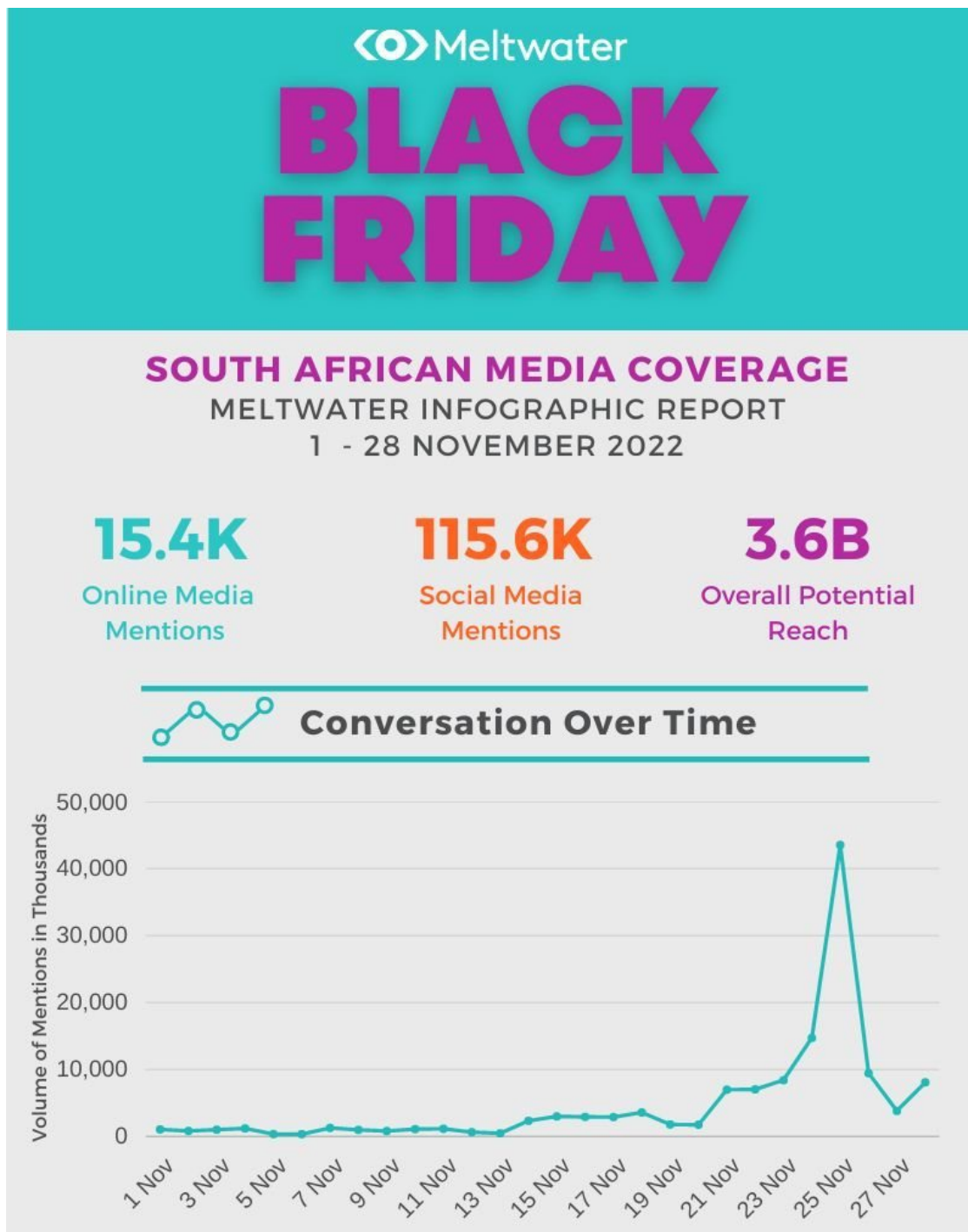
Issued by [Meltwater](#)

30 Nov 2022

Black Friday is one of the biggest and most important shopping days of the year and is a revenue must for retail businesses of all sizes.

[Meltwater](#), the global leader in media intelligence, analysed the data, conversations, and trends around Black Friday and Cyber Monday across social and online news media in South Africa.

Black Friday this year had a reach of 3.6 billion, with Gauteng driving most of the conversations. Some big brands that got the most mentions in the Black Friday conversations include Takealot, Game, Eskom, and others. You can find more insights in the below infographic:



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. 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 25th of November. The majority of content shared on this topic was published via social media.

## Which provinces drove the conversation?



## Which entities received the most mentions?



320,000+  
Online News  
Sources

3 Million  
Editorial documents  
tracked daily

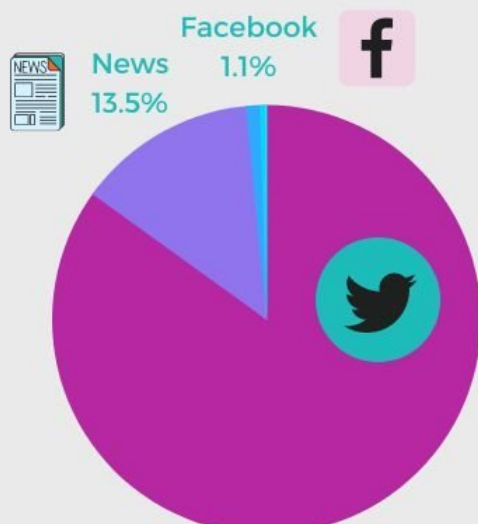


11 Years  
Of Editorial content  
on-demand since  
2009

28,000+  
Clients in 121  
different countries

[click to enlarge](#)

## 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.

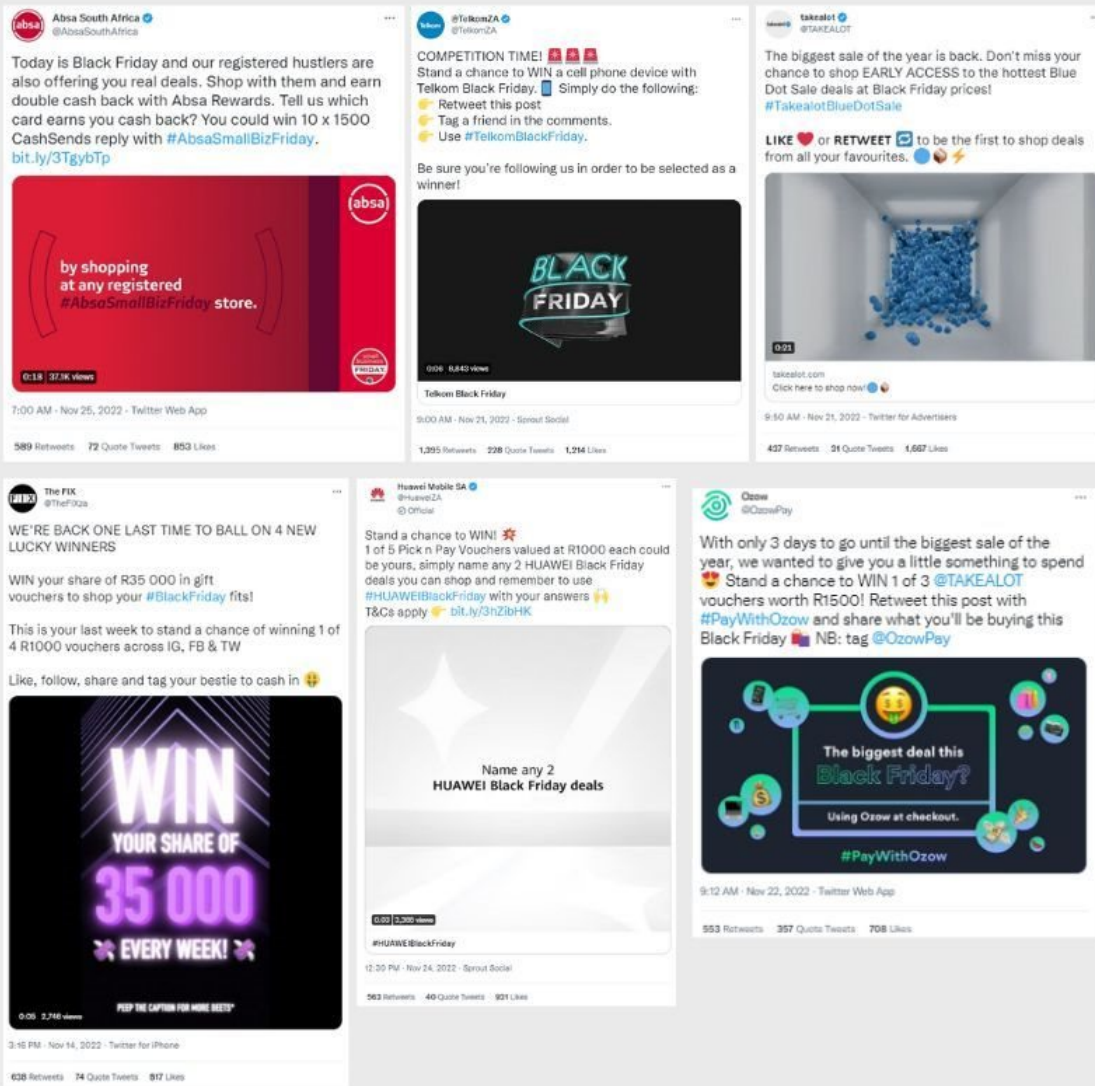
Facebook & Instagram data limited due to API restrictions

Twitter  
84.9%

## Trending Keywords



## Top Twitter Posts by Engagement



320,000+

3 Million



11 Years  
Of Editorial content

28,000+

[click to enlarge](#)

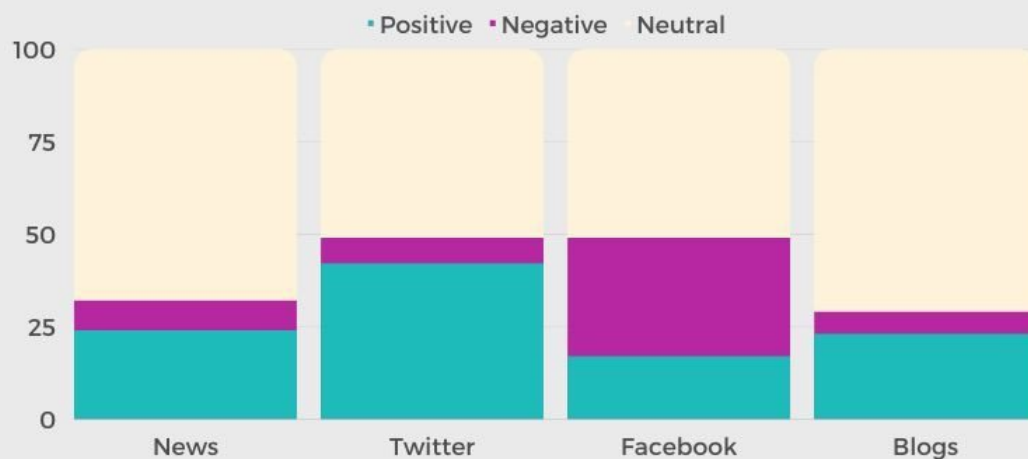
## Top Hashtags



## Trending Emojis



## Sentiment Breakdown by Source



## Top Reaching News Headlines

How to Hack Black Friday



Three simple tips to make the best of Black Friday and avoid its traps.

Posted November 25, 2022 | Reviewed by Davia Silis

15 Nov

## Takealot.com prepares for record volumes for its annual Blue Dot Sale

Sponsored Content **takealot**

SHARE   

## Black Friday: South Africans likely to buy staples - not luxuries

**news24** Londive Buthelezi

SHARE   

## It's All Systems Go For Black Friday: Shoprite Gears Up For Shopping Event Of The Year

TechFinancials • Technology News • 2022-11-09 08:30

## TFG resilient in face of load shedding with a lot riding on Black Friday

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**Meltwater**



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