

BTS Négociation et Digitalisation de la Relation Client

ANGLAIS OBLIGATOIRE

SESSION 2023

Boxing Day sales: how UK shoppers can get the best deals.

Top tips for saving, with many retailers expected to offer larger than normal discounts.

Retail experts are predicting “big discounts for savvy¹ consumers” in the Boxing Day sales as stores slash the price of unsold winter clothing, homewares and gadgets after the cost of living crisis, strikes and snow marred the all-important Christmas trading period for the high street.

- 5 In recent years the big discounts available on Black Friday and Cyber Monday have stolen Boxing Day’s thunder. However, after holding off discounting in December, when Christmas shopping should have been in full swing², the transport and postal strikes disrupted visits to the high street as well as online shopping.

- 10 The disruption means many retailers will have been left with excess stock at the end of the year, says PwC’s retail director Kien Tan. “As a result, retailers are expected to reward patient shoppers with larger than normal discounts as they clear seasonal stock in the Boxing Day sales, ahead of what may prove to be a challenging 2023.”

So if you are hoping to grab a bargain, we have some top tips for successful sales shopping:

Do your research

- 15 You can avoid wasting money in the Boxing Day sales by planning ahead and bypassing impulse buys. If you have been coveting a particular item, check how much it costs at various retailers now, so you can tell whether you are making a real saving if and when it pops up in the sales.

- 20 A product must have been on sale at a higher price for at least 28 days in order for a retailer to mark it as a discount. “There are strict rules that retailers need to stick to when advertising reductions in a sale,” says the Dispute Resolution Ombudsman, a government-approved voluntary scheme for the retail sector.

- 25 “This is to ensure you can be confident the reduction is a genuine one. You would not be entitled to the difference if items are further reduced after you have made your purchase, so make sure you are happy with the current price that you are committing to pay and don’t feel under pressure by messages such as ‘only two left’ or ‘three other customers are looking at this item.’

Abridged from <https://www.theguardian.com/money/2022/dec/24/boxing-day-sales-deals-uk-discounts>

¹ savvy : clever/smart

² be in full swing : battre son plein