

# Black Friday 2018: the best UK deals as early offers get under way

**Julia Kollewe** Sun 18 Nov 2018 The Guardian

The countdown is on to Britain's biggest shopping event – **Black Friday** – and with many high street retailers struggling, shoppers can expect to bag some good bargains.

This year Black Friday falls on 23 November. It originated in the US, where stores mark the start of the festive shopping season after the Thanksgiving public holiday with big price cuts and promotions.

Some UK retailers **have jumped the gun and released their deals early**, including Amazon, which is billing this year's wave of promotions as its "biggest-ever Black Friday sale". It has tens of thousands of "lightning deals" that offer bargains in limited quantities.



**Much of the shopping will be done online again**, with shoppers preferring to bargain hunt on their phones or laptops at home, rather than queuing up outside shops in the early hours. However, some offers can only be had in stores, for example, at Morrisons.

It is the first big test for retailers during the peak trading season. Zoe Mills, a retail analyst at the consultancy GlobalData, said that even though there had been "prolific discounting" already this year, Britons were expected to spend £10.4bn during the **Black Friday** sales, which is 3.1% more than in 2017.

Electronic and technology goods tend to sell best on Black Friday, so for electricals retailers, Black Friday is the new Christmas and has replaced the Boxing Day sales. Retailers return to full price in early December before starting their festive promotions just prior to Christmas (this is known as "twin peaks").