

BLACK FRIDAY AUDIO INDUSTRY ANALYSIS - BESTBUY USA 2023

Overview:

BestBuy USA showcased a dynamic Black Friday audio sale with 9 brands offering 171 unique products and 169 unique models. The average discount percentage provided for the audio industry on BestBuy was around 12.90%. The total posted market price of products before the sale was \$371.51k, and the price during the sale was around \$314.86k.



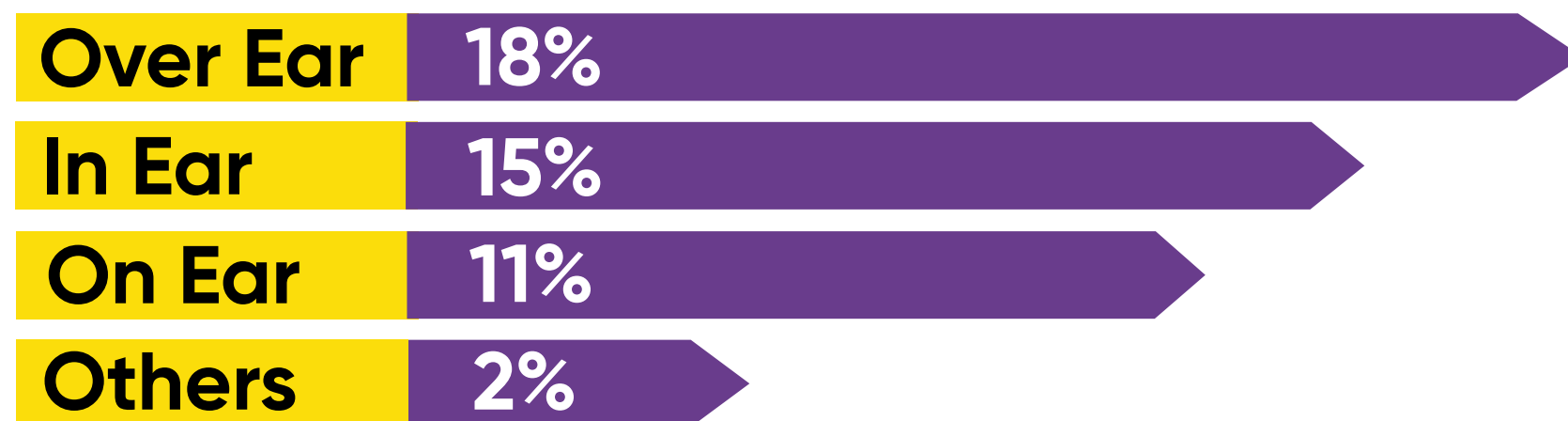
Discount % by Connector Type:

The average discount provided based on connector type are: Wireless leading the industry by offering around 16.24%. Wired type offering around 11.89%, and other types combined offering around 1.79%.



Discount % by Form Factor:

The average discount provided based on form factor: Over Ear factor leading in discounts offering around 17.62%. Followed by In Ear providing around 14.80%, followed by On Ear providing around 11.23%, and other factors together offering around 1.79%.



Price Hike Alerts:

Only 2 brands increased their prices. Jabra hiked prices for 4 models and 4 products, followed by Razer hiking the price for one of its models involving only 1 product.

BRAND	ALERT	LATEST DATE	MODELS INVOLVED	PRODUCTS INVOLVED
JABRA	Price Hiked	Friday, November 24, 2023	4	4
RAZER	Price Hiked	Friday, November 24, 2023	1	1

Price Drop Alerts:

Only 4 brands dropped prices during the sale on the platform. Audio Technica dropped prices the most when compared to other brands on the platform, involving 5 models and 5 products, followed by Jabra involving 3 models and 3 products, followed by JLABs and Sennheiser.

BRAND	ALERT	LATEST DATE	MODELS INVOLVED	PRODUCTS INVOLVED
Audio- Technica	Price Dropped	Wednesday, November 22, 2023	5	5
JABRA	Price Dropped	Friday, November 24, 2023	3	3
JLAB	Price Dropped	Friday, November 24, 2023	2	2
SENNHEISER	Price Dropped	Friday, November 24, 2023	1	1

New Arrivals:

All the 9 brands launched new products during the sale. Bose led with 36 models involving around 39 products, followed by Sennheiser with 26 models involving 26 products, followed by Audio Technica with launching 26 new models involving 25 products, followed by JLAB, Skullcandy, Razer.

BRAND	ALERT	LATEST DATE	MODELS INVOLVED	PRODUCTS INVOLVED
BOSE	New Arrival	Monday, November 27, 2023	36	39
SENNHEISER	New Arrival	Friday, November 24, 2023	26	26
Audio- Technica	New Arrival	Thursday, November 16, 2023	26	25
JLAB	New Arrival	Friday, November 24, 2023	24	24
SKULLCANDY	New Arrival	Thursday, November 16, 2023	19	19
RAZER	New Arrival	Wednesday, November 22, 2023	18	18
JABRA	New Arrival	Friday, November 17, 2023	12	12
SHURE	New Arrival	Thursday, November 16, 2023	6	6
BANG & OLUFSEN	New Arrival	Thursday, November 16, 2023	2	2

Out of Stock Alerts:

Only 2 brands had seen movement in stock. Bose had the most number of its products going out of stock, involving 9 models and 9 products, followed by JLAB involving 4 models and 4 products.

ALERT	BRAND	MODELS INVOLVED	LATEST DATE
Product Out of Stock	BOSE	9	Thursday, November 16, 2023
Product Out of Stock	JLAB	4	Monday, November 27, 2023
Total		13	Monday, November 27, 2023

Conclusion:

BestBuy USA's Black Friday audio sale portrayed a lively market with diverse products and strategies. Brands like Bose, Sennheiser, and Audio Technica stood out with a wide range of new arrivals and attractive discounts. The analysis provides valuable insights for brands aiming to enhance their strategies for future sales events on the BestBuy platform.