

# UPDATED: #BlackFriday: SA retail brands reveal plans for 2023



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21 Nov 2023

Black Friday has grown into one of the most important events on the South African retail calendar and effectively kicks off the festive retail season.



Image by [Dan](#) from [Pixabay](#)

During the Covid-19 pandemic, retailers and brands stretched Black Friday throughout November to avoid crowds in stores and ease the pressure on already strained supply chains.

The trend continues this year as cash-strapped consumers are expected to stretch their rands even further as the cost of living rises.

Over the last few months, retailers have had to work hard to prepare their systems for the inevitable spike in online shopper traffic and sales volumes for increased e-commerce capabilities.

Here's what shoppers can expect from the retail brands:

## **Massmart**

"Despite the difficult year local consumers have faced, our customers have expressed keen interest in Black Friday this year. Massmart's customers have been clear that they prefer month-long promotions as they have more time to compare pricing and shop the items they really need; and are able to avoid the Black Friday rush. With our strong store presence, online home delivery or online in-store pickup offerings we're ready to make this Black Friday a convenient and stress-free shopping experience," says Andrew Stein, Massmart's chief customer officer.

View the weekly deals from [Makro](#), [Game](#) and [Builders](#).

## **Woolworths**

According to BusinessTech, Woolworths has relaunched its [weekly deals](#), where it will offer and unlock new discounts each week leading up to Black Friday.

The group is currently offering 30% off select beauty products online, with other specials geared towards women's apparel, chocolates and Samsung headsets.

### **HiFi Corp**

HiFi Corp, Incredible Connection and Hirsch's have all launched their own-branded 'Black November' sales with deals running throughout the whole month.

HiFi Corp sees discounts on TVs, appliances, electronics and mobile devices.

The group said that there will also be up to 50% off clearance items both in-store and online.

The specials will be running throughout November.

[View the specials.](#)

### **Incredible Connection**

Incredible Connection has brought back its 'Black Star November', which will offer discounts on laptops, devices, printers, routers and other tech.

The group also has specials on mobile inverters, battery packs and power supplies, which should help anyone who is still looking for a way to mitigate load shedding.

[View the Black Star November Catalogue.](#)

### **Hirsch's**

As with previous years, Hirsch's is running Black Friday specials all month, adding new deals each week until 30 November.

The group is running deals on TVs, appliances, cookware, beds and of course, the ever-popular air fryers.

[View Hirsch's Black Friday deals.](#)

### **Dis-Chem Pharmacies and Dis-Chem Baby City**

In anticipation of Black Friday, Dis-Chem Pharmacies and Dis-Chem Baby City are primed to offer unparalleled savings on everything they are famous for, celebrating 45 years of dedicated service.

## Highlights of Black Friday:

- Fragrances: Up to 20% off on selected luxury and mass fragrances, because every day should smell extraordinary.
- Household Essentials: Irresistible discounts on everyday must-haves, including jaw-dropping deals on electrical kitchen appliances like Air Fryers with phenomenal savings of up to R 500.
- Dis-Chem Baby City Specials: Up to 25% off nappies, baby products, hardware, baby monitors, and toys.
- Dermo care: up to 30% off dermo care products from leading brands like BioNike, Avene, Bioderma, Vichy, La Roche Posay, Solal, and more.
- Health Foods and Supplements: Enjoy selected deals on healthy foods, up to 30% off vitamins, and up to 25% off sports supplements.

Customers will be able to take advantage of these deals at any of the Dis-Chem Pharmacies and Dis-Chem Baby City stores around the country or online. They will also be able to shop click, and collect for free online.

## Clicks

Clicks is turning up the heat this Black Friday by launching their deals earlier than ever, featuring a slew of exclusive online-only and in-store deals - perfect for stocking up on essentials and getting a head start on Festive gifting.

This year's focus is on beauty, baby, personal care, and electrical products. Clicks customers could save up to 40% with tiered offers on Kambrook and Safeway during Black Friday. The best deals on qualifying products will enable customers to save 20% on one item, 30% on two items and 40% on three items.

[View Clicks' Black Friday deals.](#)

## Luxity

Luxity – South Africa's largest pre-owned luxury reseller - is dropping the prices of goods from the likes of Louis Vuitton, Chanel, Hermès, and Rolex by up to 50% at the annual Black Friday Sale.

While Luxity provides shoppers with a platform to access designer pieces at below-store prices all year round, on Black Friday they get even better deals with luxury items being discounted by another 25% to 50%.

What's more, sneakerheads can get a 20% discount on exclusive, authentic, limited-edition sneakers and streetwear from [RareStep](#).

Black Friday specials will be available at Luxity's brick-and-mortar stores as well as online from 24-27 November 2023, with exclusive early bird access for established clients and newsletter subscribers.

For more deals from Luxity, go to <https://luxity.co.za>.

***This list will be updated as more plans are announced.***

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