

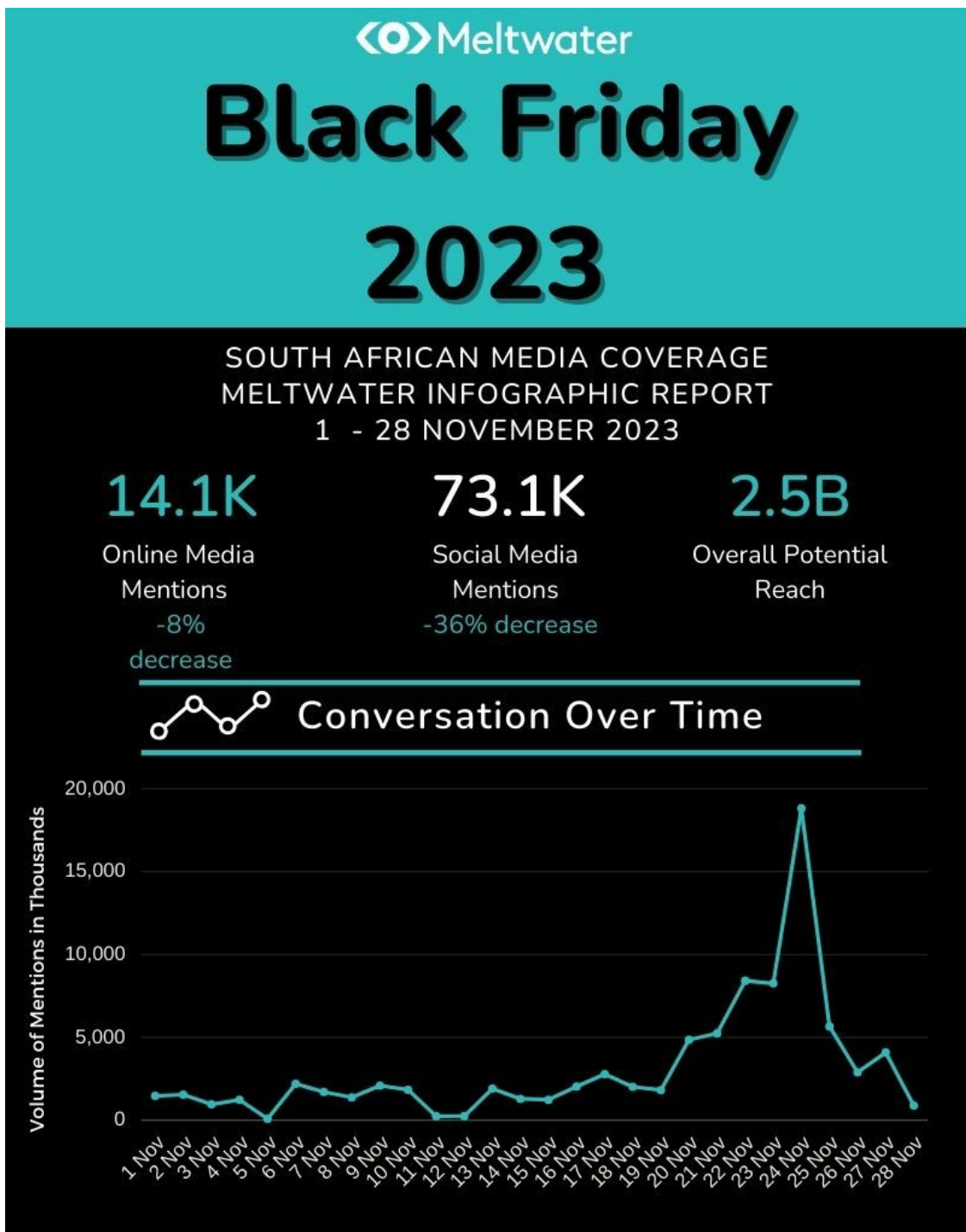
# Black Friday media coverage 2023

By [Katherine McInnes](#), issued by [Meltwater](#)

1 Dec 2023

[Meltwater](#), a global leader in media, social and consumer intelligence, used media monitoring and social listening to derive data surrounding the conversations pertaining to Black Friday and Cyber Monday over online and social media in South Africa.

Within the analysed period, media coverage surrounding Black Friday and Cyber Monday received the highest volume of media mentions on Friday the 24th of November. The majority of content shared on this topic was published via social media. Interestingly, overall mentions decreased by 8% and social media mentions decreased by 36% compared to the previous year. The decrease in mentions and conversations around Black Friday could be as a result of South African consumers feeling the effects of the current economic climate.

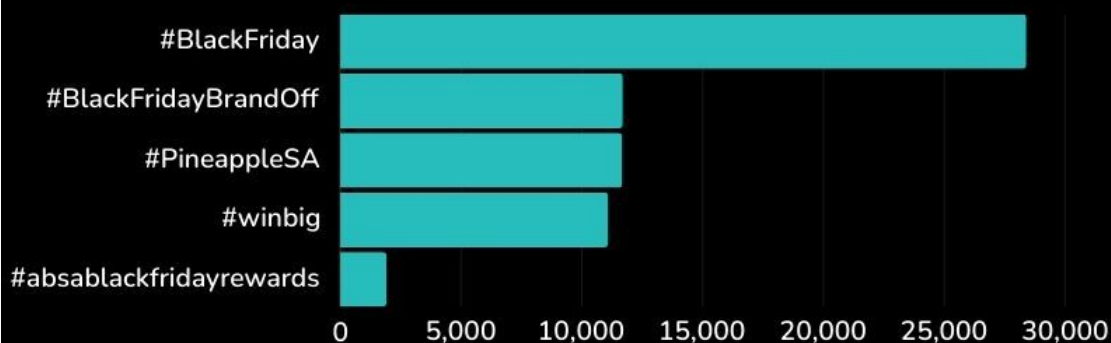


Meltwater's media monitoring tools were used to derive data surrounding the conversations pertaining to Black Friday and Cyber Monday over online and social media (Meta Data is sampled). The media mentions measured within this report focuses on content published in South Africa. Within the analysed period, media coverage surrounding Black Friday and Cyber Monday received the highest volume of media mentions on the 24th of November. The majority of content shared on this topic was published via social media. Overall, media mentions around Black Friday and Cyber Monday decreased in comparison to the previous year.

## Which provinces drove the conversation?



## Top Hashtags



320,000+  
Online News  
Sources

3 Million  
Editorial documents  
tracked daily

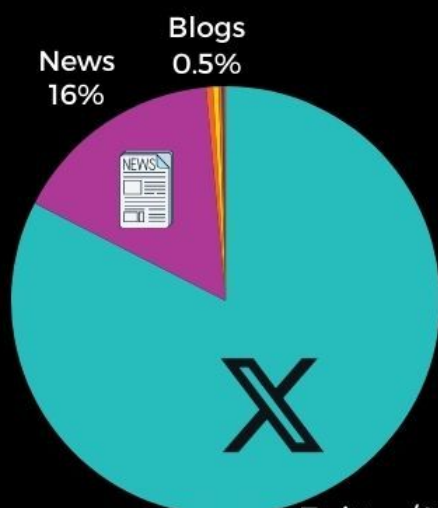


14 Years  
Of Editorial content  
on-demand since  
2009

28,000+  
Clients in 121  
different countries

[click to enlarge](#)

## Where did these conversations take place ?



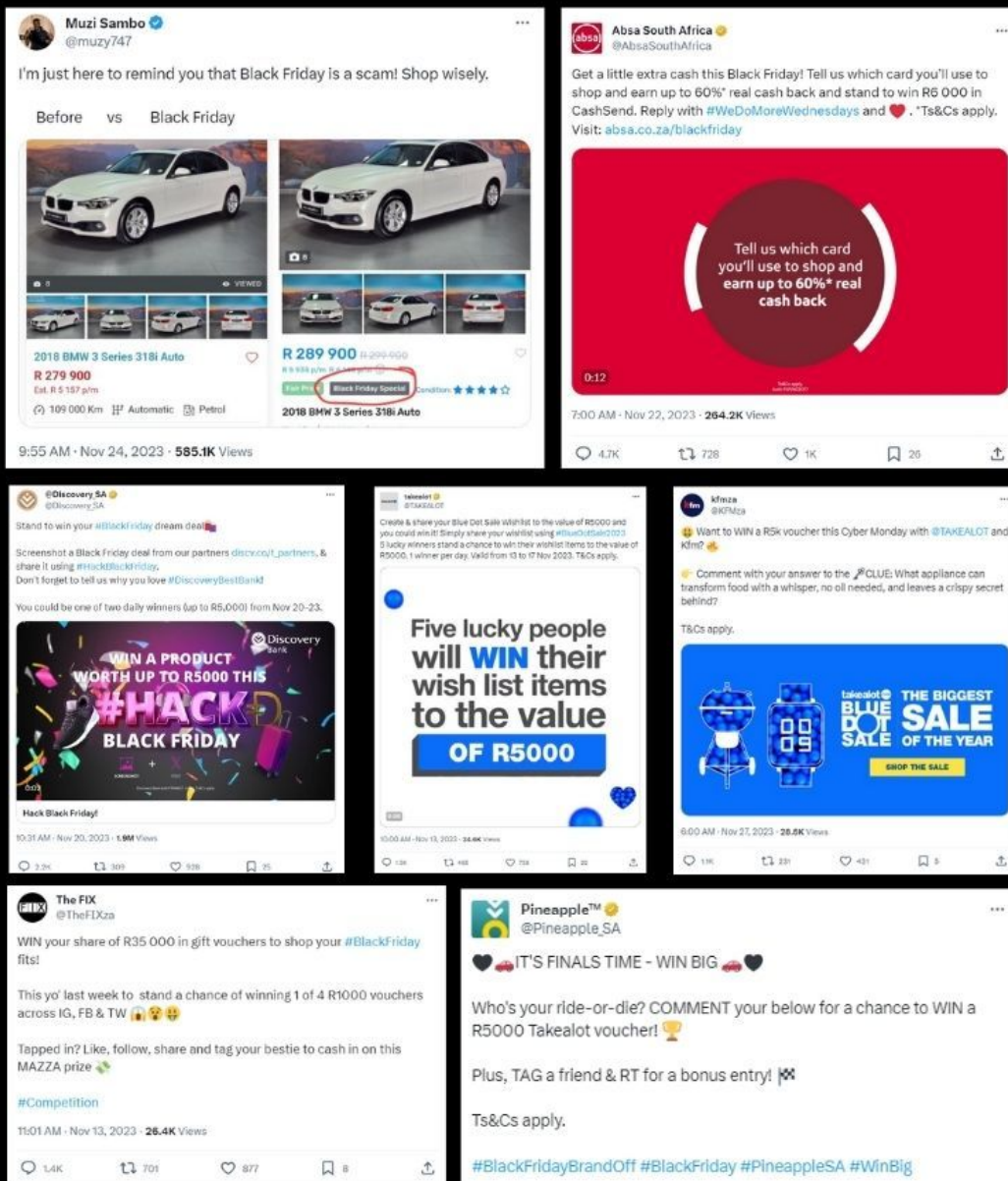
When analysing the source breakdown of conversations surrounding Black Friday in South Africa, the majority of coverage took place over Twitter, followed by online news sources.

Facebook & Instagram data limited due to API restrictions

## Trending Keywords

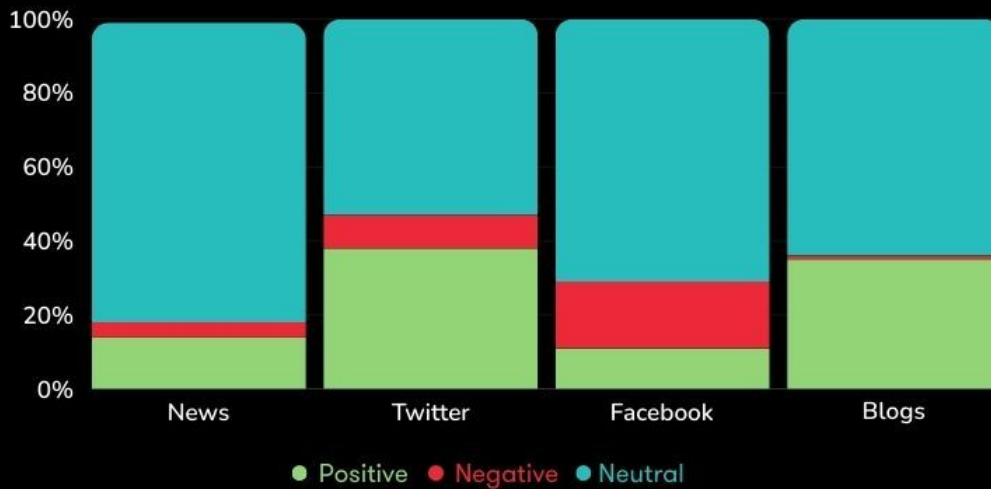
trends  
significant growth rate  
Groceries  
Tech  
gift vouchers  
fake specials  
competition  
Market  
gift  
Blue Dot Sale  
Samsung phone  
Meat  
Deals  
future markets  
Christmas  
broke  
Winner

## Top Twitter Posts by Engagement



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## Sentiment Breakdown by Source



## Trending Emojis



## Top Reaching News Headlines



**Daily Mail** • Nqobile Dlodla  
Editorial | GB | Nov 24 • 5:04 PM

### South Africans seek out Black Friday essentials as crunch continues

By Nqobile Dlodla JOHANNESBURG, Nov 24 (Reuters) - Johannesburg's Mall of Africa was buzzing on Friday with bargain hunters pushing ...



**Psychology Today** -South Africa • Gary Drevitch  
Editorial | ZA | Nov 17 • 1:59 AM

### 6 Things Every Black Friday Shopper Should Know

How to stay level-headed and make smart purchase decisions.



**News24**  
Editorial | ZA | Nov 24 • 5:10 PM

### Amazon hit by 'Black Friday' strikes in UK, Germany

Amazon employees in Germany and the UK went on strike demanding better pay. Getty Images Amazon was hit by strikes at various locations ...



**Investing.com** - South Africa • Scott Kanowsky  
Editorial | ZA | today • 10:13 AM

### Record Cyber Monday spending, Shein IPO filing reports - what's moving markets


Investing.com -- U.S. stock futures oscillate around the flatline following a dip in the prior session, but equities remain on track to ...




**News24** • Nafisa Akabor  
Editorial | ZA | Nov 23 • 1:36 PM

Black Friday sparks a cybercrime floodgate





**News24** • Glenda Williams  
 Editorial | ZA | Nov 24 • 9:29 AM


**Hundreds of jobs created in the courier industry this Black Friday**  
 A delivery man out doing his rounds, dropping off packages for Black Friday. Getty Images Black Friday. Cyber Monday. Christmas. 'Tis the ...


**NDTV.com** • Bhavya Sukheja  
 Editorial | IN | Nov 24 • 6:04 AM


**Black Friday 2023: Little Known Facts About The Annual Sales Day**  
 Every year, Black Friday falls a day after the festival of Thanksgiving, the traditional US holiday where people express gratitude over a ...


**MyBroadband**  
 Editorial | ZA | Nov 24 • 7:03 AM

**Takealot Blue Dot Sale Black Friday Deals – Here's our top picks of the day**  
 South Africa's biggest online store, Takealot, has officially launched its biggest sale of the year – the Takealot Blue Dot Sale. Having ...


**Daily Mail**  
 Editorial | GB | Nov 24 • 5:54 PM

**South African rand sheds some gains a day after cbank's 'hold' decision**  
 JOHANNESBURG, Nov 24 (Reuters) - The South African rand weakened on Friday, giving back some gains from the previous session, when the ...


**News24** • William Brederode  
 Editorial | ZA | Nov 24 • 12:03 PM

**One Black Friday shopper has already spent R400K on deals**  
 One shopper has already spent over R400 000 so far on Black Friday. iStock One shopper has already spent more than R400 000 this Black ...

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If you would like to find out more about how Meltwater can help you track trending topics, mentions, sentiment and engagement around an event, contact us [here](#).

## ABOUT THE AUTHOR

Katherine McInnes is the head of marketing, Africa at Meltwater.

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