

Black Friday

Around the world, shops offer items at lower prices on Black Friday. It's a great way to score a bargain. Many people do their Christmas shopping during these 24 hours. This year, it is on Friday, November 27th. The name Black Friday is well known. But, what is it all about? Here is the story behind this spending spectacle.



Origins

Black Friday began in America. It started years ago, in 1952 in the States. The Friday chosen was the first Friday after Thanksgiving Day. This is a special family holiday which is always on the fourth Thursday of November in America. Thanksgiving is a long weekend holiday. So, on Friday, most Americans do not have to work and are free to shop until they drop!

Global Black Friday

Black Friday has become more popular around the world in the last few years. Of the 195 countries in the world, between 50 – 60% offer Black Friday deals. In Europe, in countries like the UK, Germany, and the Netherlands, Black Friday began three to four years ago. Since 2005, the Monday after Black Friday has been named Cyber Monday. On this day, there are only online deals.

Warning

But, consumer groups are warning shoppers about Black Friday. People love a bargain, yet not all offers are good bargains. Sometimes, items are sold at a cheaper price, or for the same price, at other times during the year. So be careful, check first if the item really is a bargain. Large stores have loads to sell and can offer big deals. Smaller shops cannot cut their prices as much. Consumer groups say it is better to only buy what you need. Never impulse buy.

Black Friday 2020

A usual Black Friday looks like this: shops filled with people; queues outside. Shopping streets and malls packed with people. Tons of shoppers flooding into the store at midnight when it opens. People arguing and fighting over items they want to buy. Websites crashing because there are so many people shopping online.

This last point will happen this year. Black Friday will be different this year because of COVID-19. No crowds in the streets or shops because of social distancing. In some countries only supermarkets and chemists are open. This year's Black Friday will be online. Stores do not think that's a problem. It is still a good way to make money.

Sources: www.bbc.co.uk/newsround; www.ad.nl

Words to help you

a consumer = a person that buys things

the queue = a line of people, usually to get into something, or to get their turn