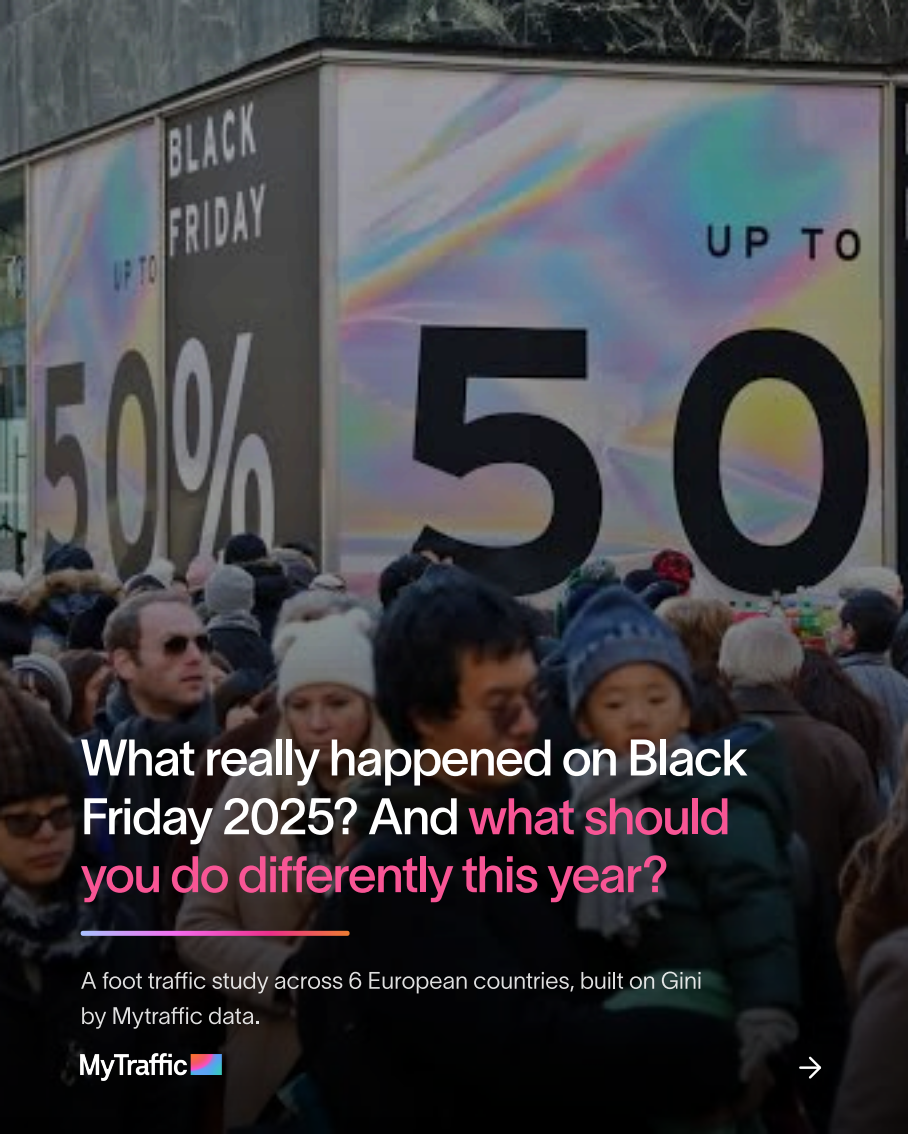




What really happened on Black Friday 2025? And **what should you do differently this year?**

A foot traffic study across 6 European countries, built on Gini by MyTraffic data.

Methodology

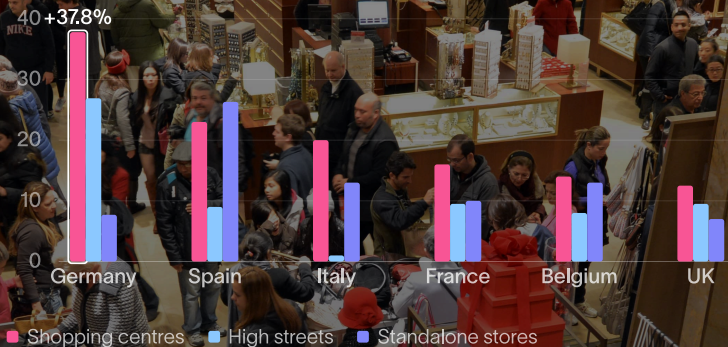
This study checks what happened in real stores on 28 November 2025, across France, Spain, Germany, the UK, Italy, and Belgium.

Formats studied

Shopping centres, high streets, and stores that are in neither of these two categories (referred to as Standalone stores from now on).

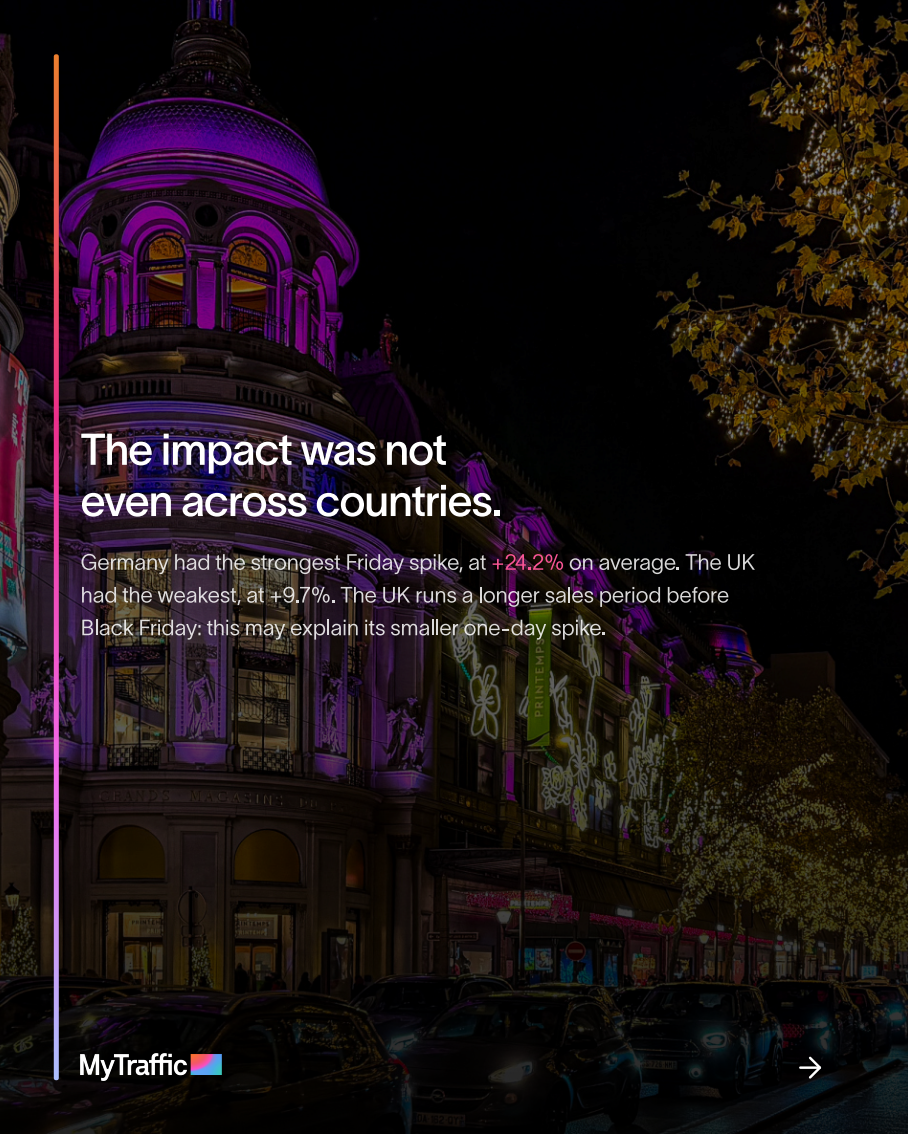
Foot Traffic Spike by Country & Retail Format

Fri 28 Nov 2025 vs. prior 4-Friday baseline, sorted by shopping centres spike



Every format, in every country, grew on Black Friday.

The rise ranged from **+9.7% to +24.2%** on average per country. Shopping centres led the spike everywhere. Germany's shopping centres grew the most, at **+37.8%**, the strongest single result in the study.



The impact was not even across countries.

Germany had the strongest Friday spike, at **+24.2%** on average. The UK had the weakest, at **+9.7%**. The UK runs a longer sales period before Black Friday: this may explain its smaller one-day spike.

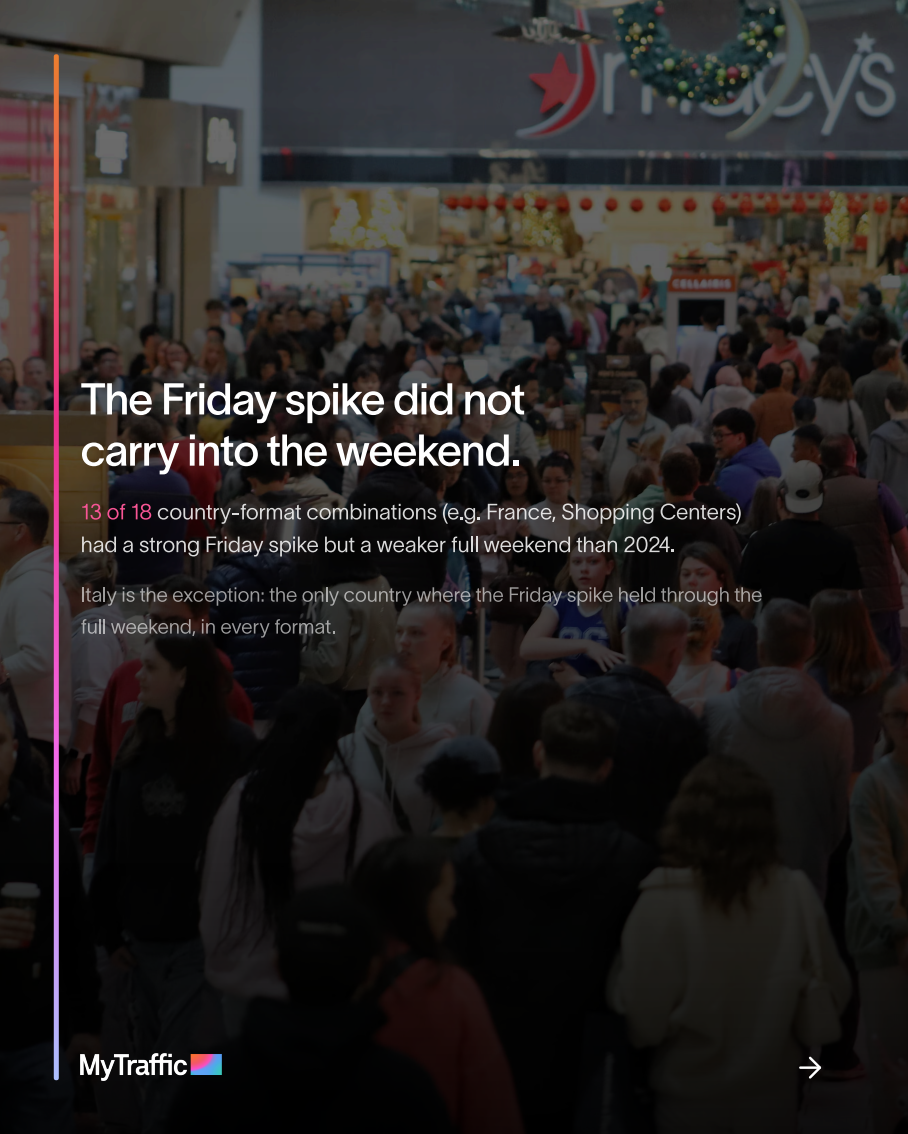
Only Italy beat 2024 across the weekend.

Did it beat last year's Black Friday?

Black Friday weekend 2025 vs. 2024, by country and format



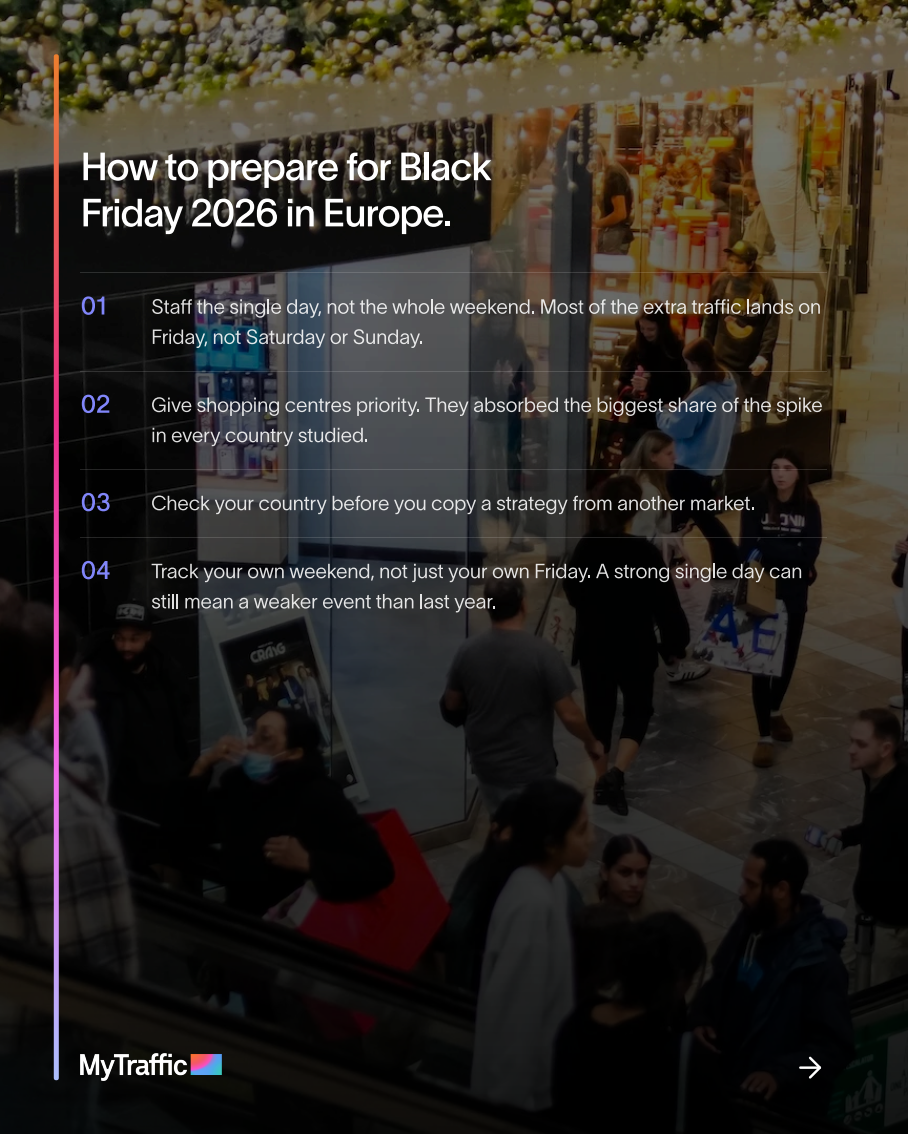
Its shopping centres grew +2.4%, its standalone stores +6.1%. Every other country fell behind 2024. Belgium fell the most, down as much as -27.8% in standalone stores.



The Friday spike did not carry into the weekend.

13 of 18 country-format combinations (e.g. France, Shopping Centers) had a strong Friday spike but a weaker full weekend than 2024.

Italy is the exception: the only country where the Friday spike held through the full weekend, in every format.



How to prepare for Black Friday 2026 in Europe.

- 01 Staff the single day, not the whole weekend. Most of the extra traffic lands on Friday, not Saturday or Sunday.
- 02 Give shopping centres priority. They absorbed the biggest share of the spike in every country studied.
- 03 Check your country before you copy a strategy from another market.
- 04 Track your own weekend, not just your own Friday. A strong single day can still mean a weaker event than last year.

**Make smarter
location decisions.**

MyTraffic 