

## Dutch retailers embrace Black Friday

By [Shomara Roosblad](#) - November 3, 2017

Although the country does not celebrate Thanksgiving, the Dutch retail industry has embraced Black Friday, according to the promotion-aggregating website Black Friday Online.



*Photo: Archive - Archiv*

The day following the American holiday, which focuses on promotional offers and traditionally kicks off Christmas shopping, has increased in popularity in the Netherlands in recent years. On 24 November, a lot more household names than in previous years will offer discounts and promotions. This also includes fashion retailers, such as: Wehkamp, Hunkemoller, de Bijenkorf, Promiss, bol.com, The Sting and Hema.

Maaïke van der Ploeg of Black Friday Online said: "In recent years, it was mostly small web shops that participated [in Black Friday]. This year we noticed that the bigger web shops have already finished their deals. We offer around 30 different promotional options, all of which have sold out about a month before Black Friday."

As to why Black Friday is successful in the Netherlands, consumer psychologist Patrick Wessels added: “Black Friday comes on a psychologically pleasing moment for Dutch consumers - just before the expensive month of December, which features [Dutch Holiday] *Sinterklaas*, Christmas and New Years Eve celebrations. Discounted purchases then compensate for the expensive ones to come a few weeks later, so we feel less guilty about it.”

In addition to individual retailers, Dutch promotional websites such as Black Friday Online, Actie Code and Black Friday Nederland, which offer overviews of participating retailers and/or exclusive discounts, are also on the rise.

Black Friday Online is website that offers consumers an overview of stores that participate in Black Friday in the Netherlands. The company partners with retailers on promotions, website placement and advertising.

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