

EU Black Friday sales growth to outperform US in 2017, predicts Ingenico

United States:

+160%

European Union:

Austria

+265%

Belgium

+230%

Bulgaria

+420%

Croatia

+475%

Cyprus

+355%

Czech Republic

+325%

Denmark

+380%

Estonia

+385%

Finland

+350%

France

+385%

Germany

+250%

Greece

+925%

Hungary

+340%

Ireland

+295%

Italy

+520%

Latvia

+475%

Lithuania

+365%

Luxembourg

+330%

Malta

+690%

Netherlands

+85%

Poland

+430%

Portugal

+765%

Romania

+190%

Slovakia

+295%

Slovenia

+395%

Spain

+1240%

Sweden

+410%

United Kingdom

+320%

Ingenico's top tips for a successful Black Friday:

- Inform your payments service provider of your peak sales period
- Offer local payment methods for key EU markets
- Increase capacity to handle returns and refunds before Christmas