

Barclays PLC

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Black Friday purchases up on last year but customers spending less, says Barclaycard

Britons have made more Black Friday purchases compared to last year but have spent less, according to initial data from the credit card division of Barclays PLC (LON:BARC).

Barclaycard, which has more than 10mln customers in the UK, said the volume of payment transactions on Friday is 16% higher than the same day last year. However, the amount customers spent fell by 21%, suggesting Britons have been purchasing more small ticket items this year.

#BlackFriday 2018 spend alert update:

16% increase in the volume of payment transactions vs. the same period on Black Friday last year

21% decrease in the amount spent compared to Black Friday last year
pic.twitter.com/ok3rP41I9h

— Barclaycard News (@BarclaycardNews) 23 November 2018
Retailers are hoping customers spend enough over Black Friday, Cyber Monday and Christmas to boost sales after a difficult year.

READ: Barclays' senior duo to meet with activist Bramson
Subdued customer spending and tough online competition have dragged on sales at retailers this year, leading to the collapse of Maplin and Toys R Us and prompting others, like New Look and Marks & Spencer Group PLC (LON:MKS), to close multiple stores.

Price: 165.94

Market Cap: £28.75 billion

1 Year Share Price Graph



Share Information

Code: BARC

Listing: LSE

52 week **High** **Low**
192.99 **131.036**

Sector: Banks

Website: www.barclays.com

Company Synopsis:

Barclays is a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management and investment management services, with an extensive international presence in Europe, the USA, Africa and Asia. With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs 147,000 people.

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