



Heatwave sparks summer shopping spree on Joybuy

- As Europe's first major summer heatwave swept across Joybuy's key markets, daily sales during **Summer Black Friday peaked on 22 and 23 June**, coinciding with soaring temperatures.
- Joybuy customers saved millions of Euros/Pounds** across summer essentials including air conditioners, fans, ice cream, ice makers and sunscreen.
- Joybuy shoppers were **most active between 8pm and 11pm**, as evening became the peak time to shop during the heatwave.



What shoppers were hunting for

- The fastest growing category was **Home Appliances** during Summer Black Friday, as shoppers invested in products to make their homes more summer-ready.
- Consumer electronics** also saw strong demand, with shoppers taking advantage of the event to purchase premium technology products.
- Home living performed strongly** as consumers refreshed their homes and outdoor spaces for the summer season.
- The **top-selling brands** included Midea, Apple, TCL, Samsung and De'Longhi, while Apple AirPods, the iPhone 17 Pro Max, Nintendo Switch, the Sony PS5 Console and the Anycubic 3D Printer ranked among the **campaign's best-selling technology products**.



The heatwave heroes

- Shoppers battled the heat as **air conditioner sales rose** almost 4,000% between 19-25 June vs the first week of June, with pedestal and neck fans up over 8,000% and 12,000%.
- Demand surged across other seasonal categories**, including ice cream makers, ice makers, soda makers and sunscreen.
- Outdoor cooking and entertaining products** also performed strongly, with electric grills up 956%*, party boxes up 892%, and smokers up 507%.



Different markets, different baskets

- UK shoppers** were the **biggest bulk buyers**, recording the highest average number of items per order.
- Dutch shoppers** were the **most voucher-savvy**, with the Netherlands seeing the highest digital voucher usage rate.
- French shoppers** had the **highest average order value**, suggesting higher-value baskets.
- German shoppers** led on **bulky appliance delivery and installation**, pointing to strong demand for home upgrades.



Strong Demand for Speedy Delivery

- As shoppers sought faster delivery, Joybuy achieved a **99% fulfilment success rate** for eligible orders through its Double 11 delivery service.*
- Food and drink products** were more popular on weekdays, pointing to regular summer top-ups around work and daily routines.
- Bigger-ticket home appliance** purchases were more likely to happen at weekends.
- 1,800 brands doubled sales** during Joybuy's 16-day shopping Bonanza



Gardens got a summer makeover

- Sales of sheds increased 1,496%**, reflecting strong demand for larger outdoor improvements.
- Garden games rose 553%**, highlighting increased demand for outdoor leisure products.
- Pergolas increased 499%**, alongside continued investment in outdoor living spaces.
- Pools, hot tubs and related supplies grew 340%**, while water pistols and water toys increased 264%, as demand for at-home cooling products rose.

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*Shoppers outside the Double 11 delivery zones can access next-day or standard delivery, excluding Northern Ireland and Isle of Man; Customers able to check delivery availability and timeliness at checkout

*Unless stated otherwise, all data compares Joybuy's Summer Black Friday (15-30 June 2026) with 15-30 May 2026, Europe-wide.



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