

BLACK FRIDAY AUDIO INDUSTRY ANALYSIS - Target USA 2023

Overview:

Target USA's Black Friday audio sale presented a focused market with 4 brands offering 31 unique products. The average discount provided on the Target platform was an impressive 25%. The total market price of products before the sale was \$42.94k, and the total price during Black Friday sale was around \$28.88k.

Brand and Model Analysis:

Monoprice participated with the most number of models, involving 19 models, followed by Panasonic with 5 models, and Sennheiser and Koss participating with 1 model each.

BRAND	TOTAL MODELS PARTICIPATED	COUNT OF COLOUR	MRP	BLACK FRIDAY SALES PRICE	DISCOUNT%
SENNHEISER	1	1	3,209.77	2179.77	32
MONOPRICE	19	1	37,746.17	24930.17	31.09
PANASONIC	5	1	1,679.86	1469.06	13.09
KOSS	1	1	299.9	299.9	0
Total	26	1	42,935.70	28,878.90	25.03

Discount by Form Factor:

Over Ear leads in form factor discount provided, offering around 27.58%, followed by In Ear providing around 18.72% discount, On Ear providing around 13.51% discount, and other form factors together providing an accumulative discount of around 30%.



Discount by Connector Type:

Wireless connector type leads in discount provided when compared to other connector types, offering around 41% discount, followed by Wired connector type providing around 22.52% discount, and other connector types together providing an average discount of 2.18%.



Price Hike/Drop and Out of Stock Alerts:

Only Monoprice hiked and dropped prices. They hiked prices for around 12 SKUs and dropped prices for 5 SKUs. None of the brands selling on Target during the Black Friday sale saw products going out of stock.

ALERT	TOTAL BRAND	TOTAL SKUs (Models)	Total Products
Price Hiked	1	13	13
Price Dropped	1	5	5

New Arrival Alerts:

All the 4 brands launched new products during the sale. All the brands together launched 26 models and 31 products.

ALERT	TOTAL BRAND
New Arrival	KOSS
New Arrival	MONOPRICE
New Arrival	PANASONIC
New Arrival	SENNHEISER

Conclusion:

Target USA's Black Friday audio sale demonstrated a focused market with significant discounts, particularly in Over Ear form factor and Wireless connector type. Monoprice stood out with a substantial number of models and dynamic pricing strategies.

The analysis provides valuable insights for brands seeking to optimize their strategies for future sales events on the Target platform.