

## BLACK FRIDAY 2025: BUSINESSES INDICATE POSITIVE RESULTS

Feedback received so far by the Malta Chamber of SMEs on this year's Black Friday indicates a positive outcome, with results comparable to last year's performance. While several businesses recorded similar results or a slight increase over the previous year, a few experienced a slight decline. Performance also varied by location, with some areas facing particular challenges.

Weather conditions affected customer turnout in certain localities; however, the month-long promotions and businesses that offered products or services online saw steady sales despite the bad weather. Meanwhile, shopping malls across Malta and Gozo experienced strong footfall and steady sales.

Sectors traditionally associated with Black Friday, such as electronics, white goods, and homeware, along with those that invested in marketing campaigns, reported a positive performance.

Many businesses are now looking ahead to Saturday and Sunday, with most stores expected to maintain their Black Friday offers.

### ABOUT MALTA CHAMBER OF SMES

Malta Chamber of SMEs (Formerly known as GRTU) is the largest social partner in Malta representing over 7,000 SMEs from over 90 different sectors. The SME Chamber has been established for over 70 years and its aim is of safeguarding the interest of businesses at large.

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