

Takealot and Superbalist launch annual sale event

Inspired by the success of international shopping extravaganzas like Black Friday, Single's Day and the most recent Amazon Prime Day, the Takealot Group is launching its own annual event in South Africa called The Ultimate Checkout Sale.



The Ultimate Checkout deals are based on analysis of behaviour and trends of over 1.7-million shoppers on Takealot (online general retail) and Superbalist (fashion and homeware). The online event will focus on the highest-rated, most searched for, and most wish-listed products across the two sites.

Important dates

The Ultimate Checkout will kick off at 00:01 on 24 July and run as follows:

24 July - Day 1: Deals on highest rated products

25 July - Day 2: Deals on most searched for products + highest rated products

26 July - Day 3: Deals on most wish-listed products + most searched for products + highest rated products

Kim Reid, Takealot Group CEO, says, "The year on year growth of Black Friday is an excellent indication of the appetite for big shopping events in SA. Internationally, annual events such as Amazon's Prime Day, Alibaba's Singles Day and Flipkart's Big Billion Days highlight the demand for tailored shopping experiences in addition to great deals. What makes The Ultimate Checkout different is that it is built on shopper behaviour and we are hoping to establish this as an annual event."



Takealot's Pick-up Points a milestone for SA e-commerce

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Coveted items

According to the Group, **top-rated products** on Takealot include Xiaomi Mi TV Box, Essence Make-up Mystery Box, Fitbit Flex 2, Dometic Fridge/Freezer Bundle and the Russell Hobbs Pressure Cooker; while top-rated products on Superbalist

include Hugo Boss Fragrance, Levi's 501 Original Jeans, Sixth Floor Vintage Rug, Superbalist Wide Leg Dungarees and Asics Curreo II Sneakers.

Most searched products on Takealot are DSTV Explora, Philips Wet/Dry Shaver, Huggies Gold, Montego Dog Food, Issey Miyake Pleats Please EDT and on Superbalist it's Nike Air Force, Fossil Watches, Vans Old Skool, Sixth Floor Iron Round Mirror, G-Star Raw T-Shirts, Adidas Stan Smith,

For **wish-listed items**, Seagate Portable Drive 1TB, Alva Gas Heater, Marvel's Spider Man (PS4), The Alchemist and Nerf N-Strike Mega Doublebreach come out tops on Takelot, while the Cotton On Mini Dress, Missguided Square Neck Dress, Calvin Klein CK Truth Fragrance and Fujifilm Instax Mini are most popular on Superbalist.

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