

Are Black Friday deals in the grocery sector worth it?

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Vicky Baker of [Retail Price Watch](#) the price comparison website designed to give consumers more choice visited Makro, Woolworths, Checkers Spar and Pick n Pay on Friday 25th.

The grocery sections of Woolworths and Makro did not participate in “Black Friday” and therefore had only their “normal” specials. We could not find any national Spar Black Friday deals although individual stores may have had special offers.

Checkers and Pick n Pay on the other hand offered numerous Black Friday deals.

Checkers stood out for the average savings it offered - in several cases savings were close to those claimed by the brochure’s “up to 50% off”. If you bought two packs of Doritos, you were actually getting a 50% discount, and three loaves of Sasko white bread gave you savings of around 35% - only a little less than the 37% advertised in the brochure. If you bought four two litre cokes they cost R11 each - a price that has not been seen for several years and offering particular happiness to those who fear the looming sugar tax.

Pick n Pay’s savings were a little more ambivalent - the savings on 500g Quality Street were not as great as claimed, with the average price in November and for the year 2016 not being as high as marked. Additionally, Pick n Pay offered several seemingly excellent deals where there had been good specials in the preceding weeks (Nescafe Classic 200g had been selling at R59.50 on promotion in some stores) but the price appeared to have risen to an average R70.92 just before the admittedly great special price of R54.

In the fruit and veg sector, Pick n Pay appeared to have most items on a special, but again savings were not as obvious - a 4kg pack of potatoes was selling for R44.99 - only a 10% saving on the average price over the year and a 5% saving over the price in November. Two green peppers at R15.99 were actually more expensive than the average for the year and only marginally cheaper than the price earlier in November.

Pick n Pay was offering a special on Albany white bread of around 37% - excellent value and one of the few areas we found where savings were as solid as those of Checkers.

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Brand	Size	Offer	Claim	Ave price for November	Actual Saving	Ave price for year	Actual Saving
Quality Street	500g	R 65	Was R89.99(je saving of 27.7%)	R 77.92	16.60%	R 88.21	26%
Albany White Bread	700g	2 for R20	R10 each	R 13.79	37.90%	R 12.78	27.80%
Cuddlers assorted	30	2 for R200	R100 each	R 115.90	15.90%	R 114.90	14.90%
Airwick	260 ml	Any four for R50	R12.50 each	R15.75*	20.63%	R 16.35	25%
Nescafe Classic	200g	R 54		R70.92**	23.86%	R 71.88	24.90%
Potatoes	4kg	R 44.99		R 47.65	5.60%	R 50.14	10.27%
Green peppers	2	R 15.99		R 16.24	1.50%	R 14.42	-11%
	* with some stores selling for R13.90						
	** with some stores selling for 59.90						

Checkers Black Friday Deals							
Brand	Size	Offer	Claim	Ave price for November	Actual Saving	Ave price for year	Actual Saving
Coca Cola	2l	Any 4 for R44	R11 each	R 15.93	30.94%	15.41	29%
Blossom Lite	1 kg	R 20	40% off	27.86	28.20%	27.48	27.22%
Liqui-Fruit	2l	R 22	40% off	35.99	38.90%	34.57	36.42%
Doritos	250g	Any 2 for R20 - R10 each	50% off	19.99	50.00%	19.99	50.00%
Baby Soft	18	R 75	Save R25	R 101.60	R 26.60	98.46	R 23.46
Sasko Premium White	700g	3 for R24 - R8 each	37% off	12.35	35.22%	11.65	31.33%