

Early indications suggest Boots notched up comparable Christmas sales growth of around 15%, with its website becoming one of the UK's top 10 most-visited retail sites during Black Friday 2022. The retailer enjoyed its biggest day for digital sales on Black Friday, during a strong festive period driven in part by promotions and positive consumer response to its Christmas campaign. In November, almost a quarter (23%) of sales were on the website, boosted by promotions such as Black FridayBoots.com accounted for 18% of total sales in the quarter to 30 November, compared to 9% pre-pandemic. This renewed price focus comes off the back of a successful festive season for Boots.