



Press Release

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Boozt reports record Black Friday Week sales

Boozt achieved record sales during the Black Friday Week. Over the week, around 110,000 new customers were welcomed across Boozt.com and Booztlet.com, many of whom purchased across multiple categories. Results were in line with expectations during the peak trading period, which was marked by high promotional activity and strong competition.

Operational efficiency and technology supported the peak. At the fulfillment center in Ängelholm, operations ran smoothly, with a record 215,000 pieces packed on Black Friday alone. In customer service, Boozt's AI-powered chatbot handled around 70% of all chat inquiries across Boozt.com and Booztlet.com during Black Week, demonstrating the company's use of technology to manage high volumes efficiently.

"I am satisfied with the Black Friday Week results, which reflect the strength of our operational setup and how technology has helped us manage high volumes efficiently. Overall, the week demonstrates that our Nordic department store model is resilient and capable of navigating both high demand and a challenging market environment," CEO and co-founder Hermann Haraldsson said.

Confirmed outlook for 2025

Boozt confirms that guidance for 2025 remains unchanged. Net revenue growth is expected to be 0–3% (or 2–5% in constant currency) and adjusted EBIT margin 5–6%.

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