

# Holiday Retail insights

Brazil, 2026

Brazilian e-commerce generated R\$39.2B between November 1 and 27, 2025, up 36.2%, while Black Friday reached R\$4.76B, its strongest result since 2021<sup>1</sup>. Gifting demand held 80% of peak through mid-December<sup>2</sup>, showing that the season now extends beyond a single shopping date. Double Dates, created by Shopee and adopted by major marketplaces, now stimulate deal-seeking throughout the year and pull purchase intent forward months before Black Friday<sup>3</sup>. Capture every shopping moment with [Performance Max](#).

## Key trends and strategies

**93%** of the Microsoft Advertising audience used AI in the last month—gift discovery starts with AI<sup>4</sup>.

29% of users already research products with AI<sup>4</sup>. Be present where discovery starts. Use [Search](#) + [Audience Ads](#) to capture AI-driven research early and build the pools you'll re-engage when offers go live.

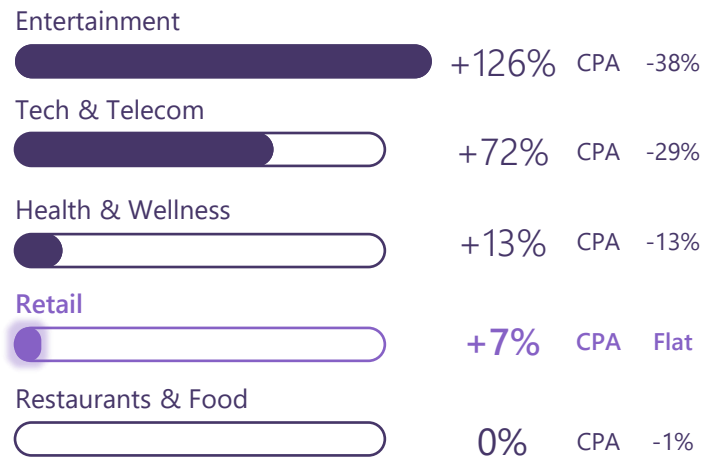
**59%** spend time hunting for the best deals and close with a distinctly Brazilian trigger: interest-free instalments<sup>4</sup>.

Deal-driven behaviour meets a local payment habit—lead creative with price and payment terms: [Promotion Extensions](#) + [Responsive Search Ads](#).

**95%** of Computers & Electronics' season peak is already reached in October—demand doesn't wait for Black Week<sup>2</sup>.

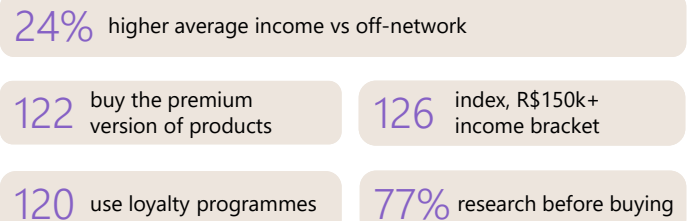
The pattern holds across Retail as a whole: conversions grew +7% in Q4 with CPA flat at R\$18.94—demand arrives weeks before auction costs rise. Budgets live from early October: [Performance Max](#) + [Shopping](#).

## Conversions by vertical, Q4/25 vs Q4/24<sup>5</sup>

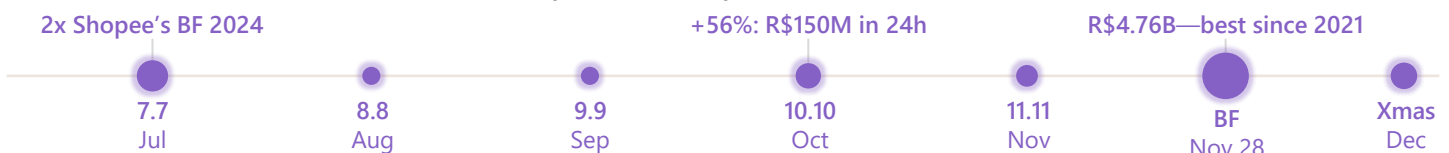


Bars: Conversions YoY.

## The audience that converts this holiday<sup>4</sup>



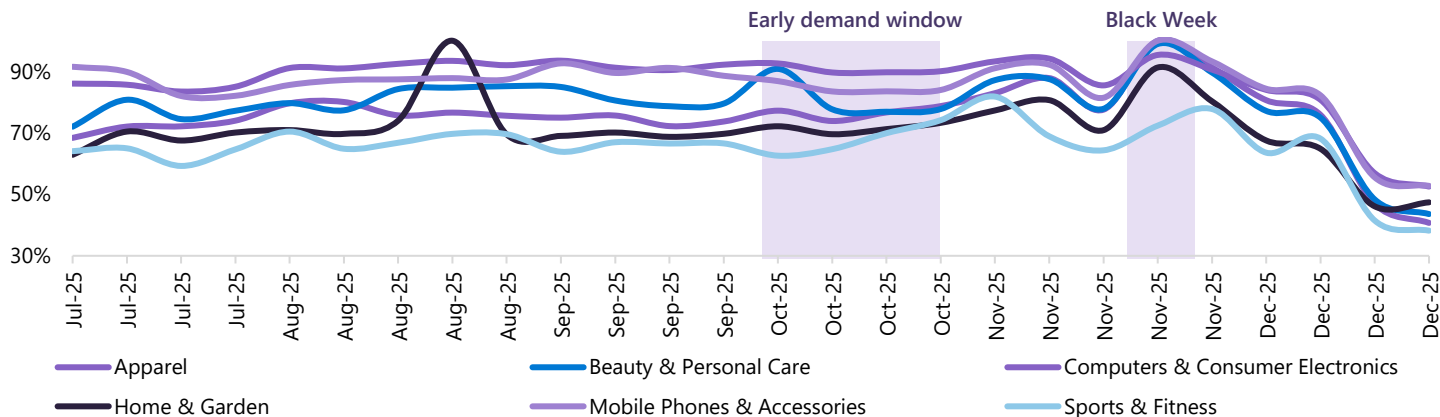
## The new calendar: Double Dates—now a year-round cycle<sup>1,3,6</sup>



Double Dates now run monthly throughout the year, from 1.1 to 12.12, creating moments for discovery, consideration and purchase before the major seasonal peaks. February's 2.2 campaign grew 107% in GMV YoY<sup>3</sup>, taking place shortly after payday, when purchasing power tends to be higher. Created by Shopee and adopted by major marketplaces, these dates reinforce deal-seeking behaviour year-round and prime consumers for the gifting season months before Black Friday and Christmas.

Sources: 1. [Confi Neotrust](#), Hora a Hora platform, Nov–Dec 2025; 2. Microsoft internal data, weekly indexed search volumes by category, Brazil, Nov/2023–Jun/2026; 3. [Shopee](#) via E-commerce Brasil, Jul/2025; ANYMARKET via E-commerce Brasil, [Nov/2025](#) and [Feb/2026](#); 4. GWI Core, Brazil, internet users 16–64 (profile: Q2/24–Q1/25; AI: Q2/25–Q1/26); average household income: R\$56.4k in the Microsoft Advertising audience vs R\$45.3k off-network; R\$90–150k income bracket: index 120; pre-purchase research: index 110; 5. Microsoft internal data, conversions and CPA by vertical, Q4/25 vs Q4/24, Brazil; 6. [Amazon Brazil](#), Jul 2025.

## Weekly indexed searches by retail category, Jul–Dec 2025<sup>2</sup>



Home & Garden, week of 23 August 2025—atypical inventory volume (CTR drops to 0.8% that same week)—excluded from the averages quoted in the text.

## Recommended actions—Products and timing

### 01 October—Live by September

October is the season's most efficient window: searches already reach 77% to 95% of peak, while CPCs remain 13% to 43% below Black Week<sup>2</sup>. Activate [Performance Max](#) + [Shopping](#) and use [Audience Ads](#) to capture early demand and build remarketing audiences.

### 02 Black Week—Secure by October

Black Week brings the highest level of demand and competition. CPCs increase 15% to 76% versus October<sup>2</sup>. Secure [Performance Max](#) budgets during October to keep algorithms prepared as demand reaches its peaks.

### 03 Christmas—Live by November

The season does not end with Black Friday. Categories remain strong into December, and Apparel holds 79% to 93%<sup>2</sup> of peak before the end-of-year drop. Keep [Shopping](#) + [Promotion Extensions](#) live through mid-December.

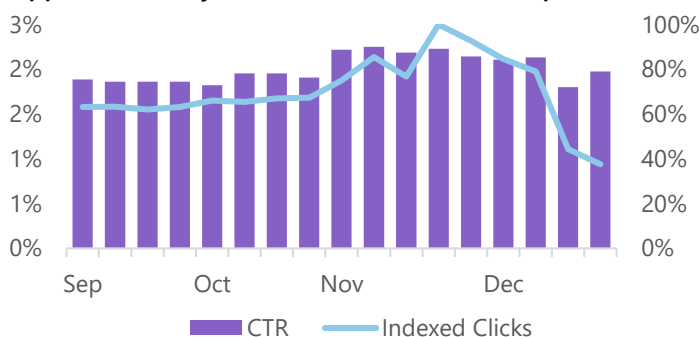
### 04 New Year—See demand through December

Sports & Fitness peaks in Jan–Feb, with clicks and spend above Black Week<sup>2</sup>. Retarget December visitors with [Audience Ads](#) as intent shifts on 1 January, reaching Microsoft Advertising's higher-income audience, 24% higher than off-network<sup>4</sup>.

### 05 Set up—Prepare in advance

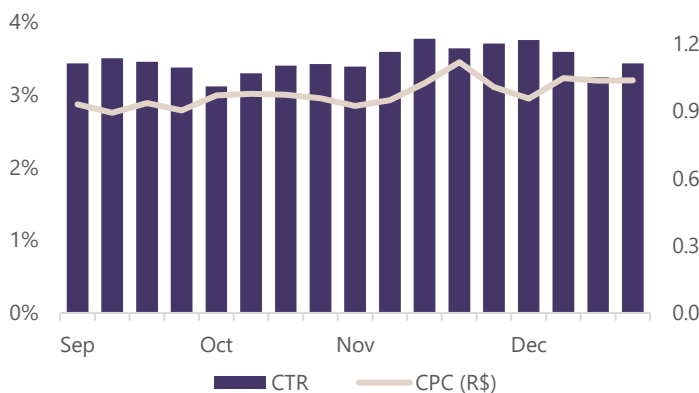
Shopping feeds, conversion tracking and audience lists need weeks of data to optimise—switch them on a quarter before each peak, not at the gate.

### Apparel—weekly CTR and indexed clicks, Sep–Dec 25<sup>2</sup>



Apparel clicks jump +50% in Black Week (22–28 Nov) vs the October weekly average, with CTR climbing from 1.9% to 2.2%<sup>2</sup>—volume and engagement rise together at the peak. Clicks: 100% = best week of the season.

### Computers & Electronics—weekly CTR and CPC, Sep–Dec 25<sup>2</sup>



Computers & Electronics has the highest CTR (3.4–3.8%) all year; CPC rises from R\$0.97 (Oct avg) to R\$1.12 in Black Week—only +15%, the most efficient category at the peak<sup>2</sup>.