

# SEASONAL SPENDING



#newCommerce

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CELEBRATING 100 YEARS

## newCommerce

On the Edge of the Evolving Consumer Experience

### HOLIDAY SEASON 2017 SALES FORECAST

**↑ 4.2%**

Holiday sales will increase by 4.2% over last-year's sales.<sup>1</sup>

In October 2017 consumer confidence reached its highest level in

**17 YEARS.<sup>2</sup>**

**4**

SATURDAYS TO SHOP BETWEEN THANKSGIVING AND CHRISTMAS



**\$685,900,000,000**

2017 HOLIDAY SALES FORECAST<sup>3</sup>

### PREFERRED GIFTS

GIFT CARDS ARE #1



Purchases made with a gift card usually exceed the value of the card.

23% say that gift card purchases rarely or never exceed the card value.

25% of recipients plan to redeem within one week.

26% plan to redeem early in the new year.<sup>14</sup>

### RETAIL VS. eCOMMERCE

As of mid-year 2017, eCommerce sales had increased

**↑ 16.2%**

year-over-year compared to growth of total retail sales during the same period.<sup>4</sup>

**↑ 4.1%**

**\$2,671,000,000**

eCOMMERCE SPENDING ON CYBER MONDAY, 2016<sup>5</sup>

TOP RESPONSES OF WHERE CONSUMERS ARE PLANNING TO PURCHASE HOLIDAY ITEMS IN 2017

- 59% Online
- 57% Department Store
- 54% Discount Store
- 46% Grocery/Supermarket<sup>13</sup>

### POP-UP SHOPS

The pop-up segment was valued at

**\$50 BILLION**



in the United States in 2016.<sup>15</sup>

2017 Holiday Seasonal Pop-ups Include:

- 9 Amazon Pop-Ups
- & 2 Google Pop-Ups<sup>16</sup>

### eCOMMERCE ACCOUNTS FOR

**8.9%**

OF TOTAL RETAIL SALES AS OF Q2 2017<sup>4</sup>

### OMNICHANNEL



96% of shoppers plan to make a purchase from a retailer who has both a physical and an online presence.<sup>7</sup>

85% of shoppers plan to research online prior to making purchases in-store.<sup>7</sup>

62% of shoppers are more likely to shop online if they can return in-store.<sup>8</sup>

### SHIPPING

UPS expects to deliver more than

**750 MILLION**

packages across the globe in the 25 days between Thanksgiving and New Year's Eve (7% increase over 2016).<sup>9</sup>

The United States Postal Service expects to deliver at least

**15 BILLION**

pieces of mail, including 850 million packages, for this year's holiday (10% increase over 2016).<sup>10</sup>

### SEASONAL HIRING<sup>17</sup>

**80%**

of major U.S. Retailers plan to hire the same or more seasonal workers this year.<sup>18</sup>

Amazon	120,000
Target	100,000
UPS	95,000
Macy's	80,000
FedEx	50,000
XPO Logistics	6,000
JCPenney	40,000
Toys R Us	13,000
Michaels	15,000

Walmart is offering current staff overtime hours in lieu of seasonal hires.

More retailers are moving their seasonal personnel to last-mile, shipping and warehouse locations.

### CLICK AND COLLECT

69% of shoppers who used click and collect during the 2016 holiday season made additional purchases while picking up in store.<sup>11</sup>

36% of shoppers using click and collect made purchases at adjacent brick-and-mortar stores at the time of pick up.<sup>11</sup>

### MALL VISITS

81% of shoppers will visit a mall this holiday season for experiential/entertainment purposes.

53% Dine Out

32% Watch a Movie

17% Participate in or Attend a Holiday Event<sup>12</sup>

### 25 TIMING

Before November, 55% of consumers have already started researching holiday purchases, although only 33% have actually made a purchase.<sup>13</sup>

The 5% of shoppers that wait until the last 2 weeks of December may face extra seasonal shipping surcharges either directly or passed through from retailers.<sup>13</sup>

### FUN FACTS

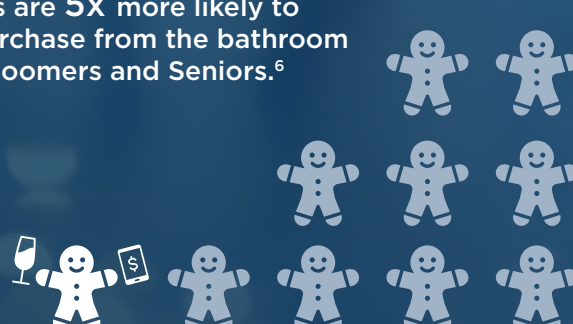
43% of online shoppers have made a purchase while in bed.<sup>6</sup>

20% of American online shoppers have purchased from the bathroom or while in the car.<sup>6</sup>

Millennials and Gen Xers are 5X more likely to have made an online purchase from the bathroom (31% v. 6%) than Baby Boomers and Seniors.<sup>6</sup>

**1 IN 10**

customers admitted to buying something online after drinking alcohol.<sup>6</sup>



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