

Winter Holiday Shopping - US - August 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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US retail sales in November and December of this year are predicted to reach \$692 billion, up \$10 billion, or 1.3% over 2015. Macroeconomic factors at the time of writing paint a positive picture for the coming months, as does the fact that 41% of shoppers say they intend to spend more this year.

This report looks at the following areas:

- Tempered forecast for 2016 holiday season; Should edge 2015 by \$10 billion
- All I want for the holidays is a good deal
- Online shopping will reach new heights

The results of the US presidential election could impact consumer confidence and result in a pullback of spending. Nearly half of shoppers would like to get the majority of their shopping done prior to Thanksgiving. Online and mobile shopping is expected to reach record highs putting more pressure on bricks and mortar retailers to drive in-store traffic.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Tempered forecast for 2016 holiday season; Should edge 2015 by \$10 billion

Figure 1: Total US retail sales* in November and December, at current prices, 2006-16

All I want for the holidays is a good deal

Figure 2: Deal-seeking behaviors, May 2016

Online shopping will reach new heights

Figure 3: Online shopping intent, by generation, May 2016

The opportunities

Focus on low-hanging fruit to upsell

Figure 4: Spending versus self-gifting intent, by key demographics, May 2016

Lay out detailed messaging strategy

Figure 5: Attitudes related to preferred shopping time frames, May 2016

Check off shoppers' wish lists

Figure 6: Holiday shopping improvements, May 2016

What it means

The Market – What You Need to Know

Winter holiday season should edge last year, but don't count on it being a record breaker

Economic climate leads to uncertainty

A look back: Success or failure?

Market Size and Forecast

2016 holiday season expected to trump last year by \$10 billion

Figure 7: Total US retail sales* in November and December, at current prices, 2006-16

Figure 8: Total US retail sales* in November and December as a share of total annual retail sales, 2006-16

2015 anticipated expenditures were expected to stay flat versus 2014

Figure 9: Anticipated winter holiday expenditures on gifts versus other items, in current dollars, 2010-15

Market Perspective

Holiday sales were solid in 2015, but many say not solid enough

Market Factors

Consumers are in wait-and-see mode regarding the economy

Figure 10: Outlook on personal financial situation vs. US economy in coming 12 months, February 2015-March 2016

Figure 11: Consumer confidence and unemployment, 2007-June 2016

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Slight gains for GDP and DPI

Figure 12: GDP and PCE change from previous period, Q1 2007-Q1 2016

Figure 13: Disposable Personal Income change from previous period, January 2007-May 2016

Median household income on the decline

Gas prices remain low, but are starting to creep back up

Figure 14: US gasoline and diesel retail prices, January 2007-June 2016

More time to shop this year

Key Players – What You Need to Know

Leading with mobile

Stores without meaningful consumer relationships risk alienation

Tis the season for technology

What's Working?

Mobile shopping

Email marketing

Figure 15: Amazon email, November 2015

Figure 16: Nordstrom email, November 2015

Figure 17: REI email, November 2015

Search engine optimization and marketing

Customizable lists

What's Struggling?

Is brick and mortar dead?

Figure 18: Target Wonderland pop-up shop in New York City, December 2015

Figure 19: Lush holiday movie screenings in London, December 2015

What's Next?

Social media integration

Shoppable marketing

Interactive video

Virtual and augmented reality

Connected devices will top wish lists

The Consumer – What You Need to Know

Gift cards remain hot items

Three out of four plan to do at least half of shopping online

Shopping season gets longer

Right gift trumps the budget more often than not

Consumers want "free and fast" service for the holidays

The Meaning of the Holidays

2015 Winter Holiday Purchases

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Everyone's still eating, drinking, and being merry

Figure 20: 2015 winter holiday purchases, May 2016

Categories purchased vary by holiday

Figure 21: 2015 winter holiday purchases, by holiday, May 2016

Men are shopping too

Figure 22: 2015 winter holiday purchases, by gender, May 2016

What's on their shopping and personal wish lists?

Experiences over tangible items

Planned Retail Channels

Prepare for another year of Amazon domination

Figure 23: Planned retailer types, May 2016

Figure 24: Planned retailer types, by age and household income, May 2016

Local stores have a chance to shine

Local

National

No preference

Online Shopping Intent

Three out of four plan to do at least half of shopping online

Figure 25: Online shopping intent, May 2016

Figure 26: Online shopping intent, by generation, May 2016

Online marketplaces grow

Video should be a vital part of communication strategies

Email marketing performance can be amplified with browse abandonment tactics

Mobile as the new storefront

Figure 27: Planned 2015 holiday shopping consumer activities on mobile devices, October 2015

Holiday Shopping Research and Planning

Even if they're not buying online, they're probably shopping online

Figure 28: In-store versus online preferences, by gender and age, May 2016

Figure 29: Online shopping behavior, by generation, May 2016

Cashing in on coupons and loyalty points

Figure 30: Other deal-seeking behavior, by parental status, May 2016

In their words

Shopping Time Frame

Season begins much earlier than Thanksgiving

Figure 31: Attitudes related to preferred shopping time frames, by gender, May 2016

The "power period" is changing

Figure 32: Attitudes related to shopping on key days, May 2016

In their words

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I'm all in

I steer clear

Shopping process extends post-holiday

Attitudes toward Winter Holiday Shopping

Younger generations are primed to spend more

Figure 33: Anticipated spending, by key demographics, May 2016

Balancing the right gift with the budget

Figure 34: Importance of finding right gift versus staying within budget, by household income, May 2016

Tis the season to gift myself

Figure 35: Self-gifting tendency, May 2016

What are consumers willing to pay more for?

Credit cards most common form of payment

Figure 36: Preferred payment method for holiday purchases, by age and household income, May 2016

Explaining their preferred payment methods

Cash preferred

Credit cards preferred

Holiday Shopping Desired Improvements

Free goes a long way

Figure 37: Holiday shopping improvements, May 2016

Older generations appreciate being rewarded for their loyalty

Figure 38: Select holiday shopping improvements, by generation, May 2016

Don't underestimate the small things

Figure 39: Select holiday shopping improvements, by race and Hispanic origin, May 2016

What about customization options?

Definitely a factor

Nice to have

Not a factor

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

Appendix – Market

Figure 40: Total US retail sales* in November and December, at inflation-adjusted prices, 2006-16

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Figure 41: Anticipated average expenditures for winter holidays, at current prices, 2010-15

Figure 42: Anticipated winter holiday expenditures on gifts versus other items, in current dollars, 2010-15

Figure 43: Median household income, in inflation-adjusted dollars, 2004-14

Figure 44: Population by race and Hispanic origin, 2011-21

Figure 45: Length of the holiday shopping season, 2005-16

Appendix – Consumer

Figure 46: US retail sales during November and December 2015 combined, by device/platform

Figure 47: When last holiday gifts will be purchased, October 2015

Additional qualitative data

Before Thanksgiving

Around Thanksgiving or after

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