

## Winter Holiday Shopping - US - August 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"There's an optimistic outlook for the upcoming winter holiday season. Consumers are doing more holiday shopping online and that has changed other shopping preferences, including purchase timing and deal-seeking behavior. Retailers need to offer the best deals, an ample gift selection, and provide consumers with efficient shopping experiences in stores and online."

**- Alexis DeSalva, Retail and Apparel Analyst**

This report looks at the following areas:

- Deals influence consumers' shopping decisions
- Retailers can't rely on shoppers' loyalty during the holidays

For the purposes of this Report, "holiday shopping" refers to expected consumer expenditures on holiday-specific items such as gifts, decorations, seasonal candy and other food, greeting cards, and other expenditures.

Other, non-winter holidays will be covered in Mintel's upcoming Holiday Shopping (non-Winter) – US, September 2017.

This Report builds on the analysis presented in Mintel's Winter Holiday Shopping – US, August 2016, 2015, 2014 and Holiday Shopping – US, July 2013, 2012, 2011, and June 2010.

This Report focuses on winter holidays (Christmas, Hanukkah and Kwanzaa) as these represent the bulk of total holiday expenditures.

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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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### What's Working?

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