

Winter Holiday Shopping - US - August 2015

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

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"Retailers have their work cut out for them during the 2015 winter holiday season given that 2014 was touted as one of the strongest in recent years. However, positive economic factors like higher consumer confidence, lower gas prices, and an improving job market signal that comping over 2014 is attainable."

- Diana Smith, Senior Research Analyst - Retail & Apparel

This report looks at the following areas:

- Signs are positive for a strong winter holiday season
- The endless cycle of deals and discounts
- Consumers are shopping on their own terms

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

This report builds on the analysis presented in Mintel's *Winter Holiday Shopping – US, August 2014*, *Holiday Shopping – US, July 2013, 2012, 2011, June 2010*, and *Holiday Shopping: The Market – US, July 2007*.

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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

Signs are positive for a strong winter holiday season

Figure 1: Total US retail sales in November and December, at current prices, 2005-15

The endless cycle of deals and discounts

Figure 2: Deal-seeking attitudes and behaviors, April 2015

Consumers are shopping on their own terms

Figure 3: Number of gifts planned to buy online, April 2015

The opportunities

Gift cards remain a hot commodity

Figure 4: Items likely to be purchased as gift vs. desired for self during 2015 winter holiday season, April 2015

Stay nimble to appeal to planners and procrastinators

Figure 5: Planned winter holiday shopping timeline, April 2015

Invigorate the magic of the holidays

Figure 6: Desired holiday shopping improvements, April 2015

What it means

The Market – What You Need to Know

\$700 billion in retail sales estimated for 2015 season

Stronger economy linked to higher consumer confidence

Shopping done online and via mobile devices will increase

Spending more doesn't equate to willingness to pay more

Market Size

2015 holiday season slated for growth

Figure 7: Total US retail sales in November and December, at current prices, 2005-15

Figure 8: Total US retail sales in November and December as a share of total annual retail sales, 2005-15

Bar was set high in 2014 season

Figure 9: Anticipated average expenditures for winter holidays, at current prices, 2009-14

Market Factors

People are more positive about personal finances vs. economy at large

Figure 10: Outlook on personal financial situation vs. American economy in coming 12 months, August 2013-September 2014

Higher confidence levels mean potentially higher discretionary spending

Gross domestic product and disposable personal income see gains

Shoppers remain price-sensitive

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Length of time between major holidays affects anticipated sales forecasts

Tools and technology are changing the retail landscape

Changes in shipping practices can impact retailers and consumers alike

Key Strategies – What You Need to Know

Being nimble can pay off

Always on deal

Free and fast

What's Working?

Stronger economy will work in retailers' favor, but opportunity exists to recapture holiday magic

In their words

What's Struggling?

Have Black Friday and Cyber Monday lost their lustre?

Black Friday: In their words

Avoiders

Fanatics

What's Next?

Above all, online shoppers want free shipping

Figure 11: Desired holiday shopping improvements, April 2015

On demand everything

The Consumer – What You Need to Know

Consumers continue to treat themselves

The holiday season is getting longer

Online shopping will again be dominant

Peer-to-peer reviews and social media can aid in decision making

Purchased and/or Desired Items

Food and beverages are most commonly purchased items

Gift cards have broad appeal

Figure 12: Correspondence Analysis, items purchased during 2014 winter holiday season, April 2015

Figure 13: Items likely to be purchased as gift vs. desired for self during 2015 winter holiday season, April 2015

'Tis the season to treat myself

Figure 14: Attitudes toward big-ticket items, April 2015

Self-gifting: In their words

I treat myself

Gifts are for others

When Consumers Plan to Start Shopping

High intention to begin shopping prior to the holidays

Figure 15: Planned winter holiday shopping timeline, April 2015

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Black Friday in the red?

Shopping Behavior and Preferences

All bets are off: Online will be the big winner

Figure 16: Number of gifts planned to buy online, April 2015

Online vs. in-store

Mobile shopping set to take off

Figure 17: Activities consumers planned to do on smartphones vs. tablets for holiday shopping, October 2014

The "right" item can trump price

Figure 18: Preference for product selection versus price, April 2015

Holiday Shopping Influencers

Advertising is a given; it's the go-to-market strategy that matters

Social channels provide inspiration

User reviews can make or break a purchase

So many choices, so little time

Figure 19: Shopping influencers during the holidays, April 2015

In their words

User reviews

Technology and tools

Mobile couponing

Yes, please

No thanks

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Appendix – Market

Figure 20: Total US retail sales in November and December, at inflation-adjusted prices, 2005-15

Figure 21: Anticipated winter holiday expenditures, in current dollars, 2009-14

Figure 22: Consumer confidence and unemployment, 2000-May 15

Figure 23: Real gross domestic product and related measures: percent change from preceding period, 2008-Q1 2015

Figure 24: Real disposable personal income: percent change from preceding periods, 2008-April 2015

Figure 25: US median household income, in inflation-adjusted dollars, 2003-13

Figure 26: Percent of total households, by number of people in household, 2013

Figure 27: Median household income, by race and Hispanic origin of householder, 2013

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Figure 28: Length of the holiday shopping season, 2005-15

Figure 29: US all grades all formulations retail gasoline prices (dollars per gallon), 2012-May 2015

Appendix – Consumer

Correspondence analysis methodology

Additional data

Figure 30: Items purchased during 2014 winter holiday season, April 2015

Figure 31: Likelihood of buying items for self during holidays, October 2014

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