

## Holiday Shopping - US - July 2013

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“Christmas, Hanukkah, and Kwanzaa sales represent 73% of total holiday expenditures. Millennial shoppers, the most avid holiday spenders and celebrators, continue to be financially vulnerable, despite improving macroeconomic conditions. Price sensitivity persists, and retailers are faced with the challenges of showrooming.”  
 – Ika Erwina, Retail and Technology Analyst

### In this report we answer the key questions:

- Understanding the needs of specific generations should bring incremental sales
- Embracing showrooming to encourage big-ticket purchases on holidays

While winter holidays represent the bulk of total holiday expenditures, retailers must be sure to build loyalty throughout the year with ongoing attractive holiday sales events. Mass merchandisers and department stores gain a high share of holiday shopping largely because of their extensive inventory and already a go-to destination for many shoppers.

Retailers looking to make the most of holiday sales events need to emphasize a combination of personalization, value, and convenience, particularly when targeting Millennials. These young shoppers, despite their ongoing financial difficulties, are the most enthusiastic holiday spenders and celebrators. Retailers must also be sure to provide a purchasing path that seamlessly integrates digital and mobile components with in-store elements. Print coupons continue to be more popular than e-coupons, though the latter are gaining ground.

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Demographics

Characteristics

Opportunity

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Demographics

Characteristics

Opportunity

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