

Winter Holiday Shopping - US - August 2014

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“The winter holidays are serious business – both for retailers hoping to make their revenues for the year and for consumers trying to make the perfect dinner and find the right gift at the best price.”

- Ali Lipson, Category Manager - Retail & Apparel, Technology, Automotive

This report looks at the following areas:

- As larger traditional families fade, will winter holidays follow?
- How can the industry move beyond price competition?

The winter holiday shopping season is critically important for retailers of all types, as American consumers regardless of religious affiliation look to buy gifts, decorate their homes, and celebrate with friends and family at parties and holiday dinners. In addition to providing an important annual sales boost, the winter holidays also serve as an important platform for launching new products and winning consumer loyalty.

In this report, we review the critical trends driving winter holiday sales, including the more widely celebrated Thanksgiving, Christmas and New Year's holidays with discussion of Kwanzaa and Hanukkah as appropriate. Retailers hoping to make an impact during this highly competitive yet critical period must be innovative and aggressive enough to stand out from the crowd. Providing the right combination of product selection, service, and value is more critical than ever now that consumers have many avenues for making purchases and comparing prices.

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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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