

Winter Holiday Shopping - US - July 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"US retail sales in November and December are predicted to reach \$787 billion in 2019, up nearly \$20 billion, or 2.3% over 2018. Macroeconomic factors at the time of writing paint a positive picture for the coming months, as does the fact that 84% of shoppers say they intend to shop this year (up two percentage points versus last year)."

– **Diana Smith, Associate Director - Retail & Apparel**

This report looks at the following areas:

Still, retail sales growth year over year is expected to show deceleration as uncertainty around a recession, tariffs and other unknowns abound. Two thirds of shoppers want to get their shopping done as fast as possible, but still, more than six in 10 want the flexibility to express their creativity while gifting, entertaining and decorating during the holidays. This year, they'll have less time to do this as the season is shortened by almost a week. Ecommerce and mobile commerce will reach new heights, due in part to the condensed timeframe, and promotions will likely be more attractive than they ever have been before.

- **2018 review and 2019 expectations**
- **Attitudes toward holiday shopping**
- **Shopping timeframe**
- **Retailer preferences and drivers**
- **Planning and shopping behavior**

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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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The Market – What You Need to Know

Winter holiday sales grew in 2018, but were stifled by underperformance in December
Sales set to increase, but at a slower pace
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Condensed shopping timeframe

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