insights in marketing
Connecting people to brands for 30 years.

HOW CONSUMERS ARE SHOPPING DURING THE 2019 HOLIDAY SEASON

The 2018 holiday shopping season broke record after record, but can 2019 stand up to such monumental growth? As it turns out, 2019 isn't going to be comfortable in the shadows of 2018. It's going to shatter records and come out as the biggest holiday shopping on record.

LESS TIME TO SHOP = EARLY DEALS & LAST-MINUTE FRENZY

2018
32
DAYS 'TIL XMAS

2019
26
DAYS 'TIL XMAS

The difference in days between Thanksgiving and Christmas 2018 vs. 2019.

THE FIRST EVER TRILLION DOLLAR HOLIDAY SHOPPING SEASON

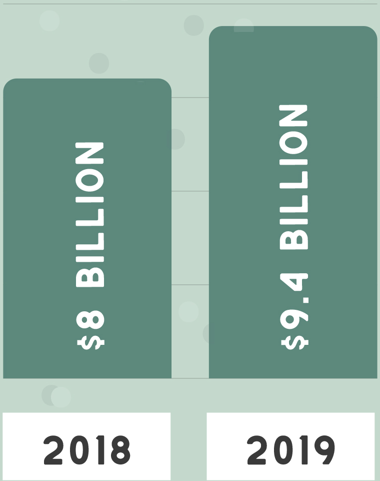
$998.3 BILLION vs. **$1.1 TRILLION**

holiday spending from 2018

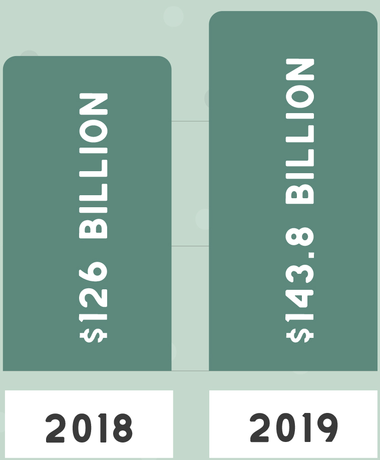
expected holiday spending in 2019

E-COMMERCE IS THE REAL GAME CHANGER THIS YEAR

CYBER MONDAY SPENDING



TOTAL ONLINE SPENDING



18% growth
predicted
year-over-year
for 2019

14% growth
predicted
year-over-year
for 2019

THE KEY TOUCHPOINTS TO REACH YOUR AUDIENCE

69% of Millennials use mobile as primary shopping device.

GenZ 10x more likely to wait for brick & mortar Black Friday deals.

68% of all consumers get their gift ideas from advertisements.

Women make 75% of holiday shopping purchase decisions.

68% of consumers pay more attention to promo emails.

RESOURCES:

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- https://chainstoreage.com/technology/survey-digital-to-take-the-lead-over-in-store-in-holiday-shopping
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- https://chainstoreage.com/technology/survey-digital-to-take-the-lead-over-in-store-in-holiday-shopping
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- https://www.salesforce.com/blog/2019/10/data-driven-holiday-predictions.html

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