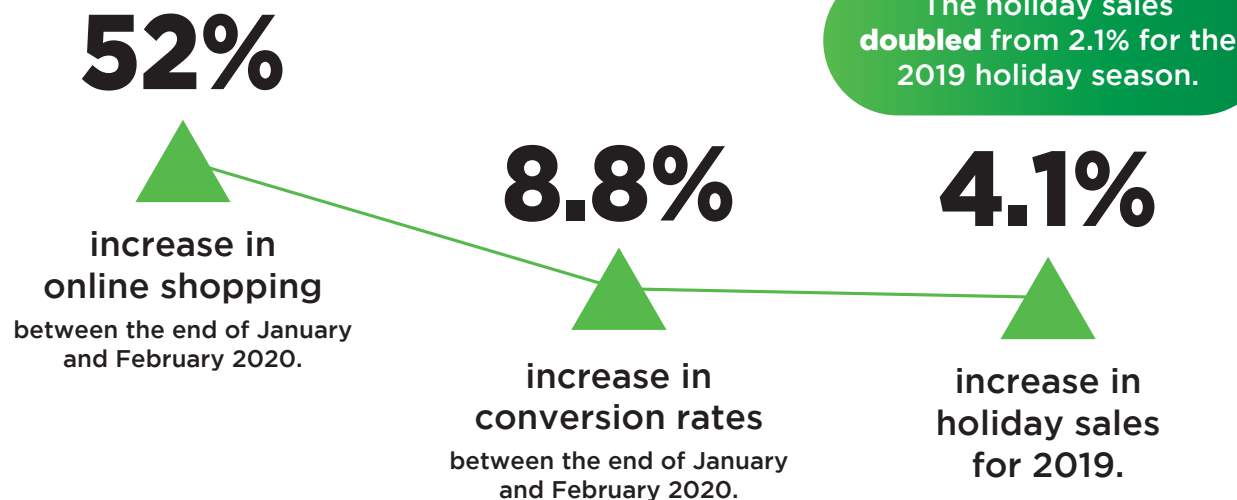


Holiday 2020 Season



With the **2020 holiday season** around the corner, it's important to understand how consumers plan to use online and brick-and-mortar shopping.


The pandemic may be shifting more consumers online.



More retailers can sell online, and they are looking to shift their sales model.



A reflection of the 2019 holiday season.

- 50%** of the 2019 holiday season's revenue was completed by December 3rd.
- 39%** of the 2019 holiday sales occurred during Cyber Week.
- 24%** increase in digital revenue on Thanksgiving day.
- 81%** of shoppers stated that they prefer physical stores to make purchases.
- 56%** of active shoppers visited brick-and-mortar stores.

Holiday Shopping Trends/Christmas

Holiday shoppers plan to **spend 4% more** this year than last year!

Shoppers are starting early this year!



39%

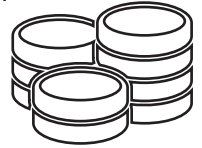
plan to start their holiday shopping before November.

\$1,047.83

Average amount consumers plan to spend this season

Shoppers aged **35-44** plan to spend the most at

\$1,158.63



Top Places Listeners Plan to Purchase Gifts

56%

Online

53%

Department store

51%

Discount store

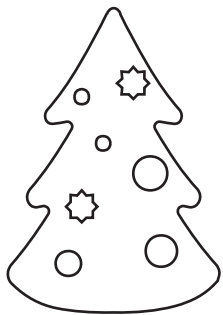
Women are significantly more likely than men to wish for gift cards:



67%

50%

What is on everyone's wish list this year?



59%

Gift cards

52%

Clothing/accessories

35%

Books and other media

29%

Electronics

24%

Home decor

23%

Jewelry

21%

Personal care

18%

Sporting goods

17%

Home improvement

7%

Other