HOLIDAY *Punch*

Forgo the mold. Fluid, not frozen, MARKETING REQUIRED.

Season shmeason. Holiday shopping is more free-form in 2017 given the impact of mobile phones, ecommerce and discount expectations. Fill your cup with insights and inspire consumer activation all along via print and digital advertising.

MIX OF ONLINE + IN-STORE SHOPPING

2017 Holiday Predictions

RETAILERS

58%
Plan to focus on **online shoppers**[1]

42%
Will focus more heavily on **in-store shoppers**[1]

SALES

Ecommerce expected to jump **16.6%**[2]

Total retail sales expected to jump **3.1%**[2]

Overall, in 2017

Smartphone commerce to rise **57.8%**[2]

Mcommerce will increase **38%**[2]

MORE LOOKING. LESS LEAPING.

Influence long before the moment of purchase

66%
Of holiday shoppers typically research **products <$50**[3]

85%
Research products ranging from **$50 - $100**[3]

3 in 10
Internet users buy majority of **gifts year round**[2]

7 in 10
Shoppers **no longer felt pressured** to immediately jump at holiday deals (expect discounts all season)[3]

FLOW BETWEEN DIGITAL AND PHYSICAL

Research online then **buy in-store:**[4]
Say consumers **89%**

Read print ads then go online to:
Purchase from an **online retailer**[5] **65%**

Use a **featured coupon code** for an online buy[5] **71%**

RETAILERS HAVE SWAY

73.3%
Of shoppers choose retailer based on **sales or discounts**[6]

42%
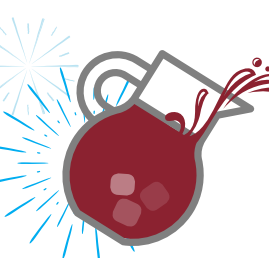Use mobile phones to **search competitive prices**[6]

54%
Utilize **recommendations from retailers**[3]

POUR IT ON IN NOVEMBER & DECEMBER

46%
Begin holiday research[3]

68%
Begin purchasing[3]

About **¼**
Ecommerce sales for year happen in Nov. & Dec.[2]

56%
Plan to buy on **Cyber Monday**[1]
Up from 39% in 2016[1]

40%
Internet users buy majority of gifts **after Cyber Monday/ before Christmas**[2]

NOV.

DEC.

5 | 12 | 19 | 26 | 3 | 10 | 17 | 24 | 31

SERVE PROCRASTINATORS & REFILLS

SATURDAY SPECIAL
This year, there are 4 Saturdays in December prior to Christmas Day

Predicted busiest shopping days[7]

#1 NOV. 24	#3 DEC. 16	#2 DEC. 23
Black Friday		

4 in 10
Retailers will set aside > 25% of their holiday marketing budget for LAST-MINUTE promotional activity[1]

61%
Of internet users were **still shopping after December 21st**[8]

Sources:
1. "'Tis the Season for Sales," RetailMeNot, 2017
2. "U.S. Holiday Shopping 2017," eMarketer
3. "2017 Retail Holiday Planning Playbook," National Retail Federation
4. Prosper Insights & Analytics Monthly Survey Data, Mar. 2017
5. 2017 RedPlum Purse String Survey
6. 2016 Holiday Shopping Trends, National Retail Federation
7. Shoppertrak Data, Chain Store Age, Sept. 26, 2017
8. "Online Holiday Shopping Forecast and Trends 2016," eMarketer (Citing a CivicScience Survey, Dec. 2015)

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