

# christmas sales

Retailers had a merry season last year; use this data to plan for a robust 2017 holiday.

Americans spent \$658.3 billion during last year's holiday retail season, a 4.0 percent increase from 2015, the **National Retail Federation's (NRF)** reports. Take a look at the other data we have gathered as you plan for the 2017 season.

## grocery store results

Food and beverage stores' sales during the 2016 holiday season increased 3.6 percent.

Source: National Retail Federation (NRF)

## shopping online

Online sales hit \$122.9 billion in 2016, an increase of 12.6 percent over the year before.

Source: National Retail Federation (NRF)

## floral gift giving

In 2016, 8.6 percent of consumers planned to give flowers and plants as gifts. The No. 1 gift category was clothing or clothing accessories (61.2 percent), followed by gift cards (55.9 percent).

Source: National Retail Federation (NRF)

## sales opportunity

Of consumers purchasing online and picking up in the store on Thanksgiving Day and Black Friday, 64.0 percent made an additional in-store purchase.

Source: International Council of Shopping Centers' (ICSC) "Thanksgiving/Black Friday Shopping Report"

## Thanksgiving purchasing

Nearly six in 10 Americans — an estimated 137.4 million people — planned to shop during Thanksgiving weekend in 2016.

Source: National Retail Federation (NRF)

## "Super Saturday"

The biggest shopping day of the 2016 holiday season was Saturday, Dec. 17. The 155.7 million shoppers expected for "Super Saturday" exceeded the 154 million estimated for Thanksgiving weekend. In addition, 12.0 percent said they wouldn't buy their last gifts until Dec. 23, and nearly half of consumers planned to shop the week after Christmas.

Source: National Retail Federation (NRF)

## comparing prices

Last year, 67.0 percent of consumers said they would purchase items from different stores or websites than their usual go-to stores to get the lowest prices. In addition, 84.0 percent said they would check Amazon.com before looking or buying elsewhere.



## where last-minute buyers go

- Online (52 percent)
- Department stores (42 percent)
- Discount stores (27 percent)
- Clothing or accessories stores (21 percent)
- Electronics stores (18 percent)
- Local/small business (14 percent)
- **Grocery/supermarket stores** (13 percent).

Source: National Retail Federation (NRF)

## an early start to shopping ...

People started shopping early last year. The National Retail Federation (NRF) found that 55.7 percent of shoppers had already started buying holiday gifts by mid-November, the second-highest level in the history of NRF holiday surveys, down slightly from the record 56.6 percent at the same time last year. Just 2.9 percent said they were finished shopping.

Source: National Retail Federation (NRF)

## ... but some waited to finish

Millennials are the biggest last-minute shoppers:

- Last year, 74.0 percent of millennials planned to shop on Saturday, Dec. 17, versus 59.0 percent of Gen Xers and 42.0 percent of baby boomers.
- 63.0 percent of millennials planned to shop on Sunday, Dec. 17, versus 51.0 percent of Gen Xers and 35.0 percent of baby boomers.

Source: International Council of Shopping Centers' (ICSC) "2016 ICSC Super Saturday Study"

## why do they wait?

- Still deciding what to buy (44.7 percent)
- Waiting for requests from loved ones (27.2 percent)
- Have other financial priorities before December (27 percent)
- Too busy with other activities that have delayed/restricted their time to shop for the holidays (25 percent)

Source: National Retail Federation (NRF)