

Holiday Spending

Data reveals that holiday shopping is steadily on the upswing.

The holidays have sprung on us again. And, as the latest stats show, there is a lot of information to help you prepare for the holiday-shopping push. Here are some of the research highlights from **National Retail Federation's (NRF) "2017 Holiday Planning Playbook."**

48 percent

The percentage of consumers that made impulse purchases in 2016. Creative promotions are key to take advantage of this insight, says **Janet Sherlock**, senior vice president and chief information officer at **Carter's, Inc.**, and chair of NRF's **CIO Council**. "It's these little things that can inspire them to buy during the holiday season," Janet said.



Hurricane Season Impacts

While 2017 featured one of the busiest and costliest hurricane seasons on record, in terms of landfall and impact, the holiday shopping forecast remains steady at a 3.5 percent to 4.0 percent increase. "Although this year hasn't been perfect, especially with the recent devastating hurricanes, we believe that a longer shopping season and strong consumer confidence will deliver retailers a strong holiday season," said **Matthew Shay**.

\$678.75 billion to \$682 billion

The amount the NRF expects holiday retail sales in November and December to increase over the same period in 2016. That's a 3.5 percent to 4.0 percent increase from last year's holiday season sales of \$655.8 billion. "Our forecast reflects the steady momentum of the economy and overall strength of the industry," said NRF President and CEO **Matthew Shay**.



What convinced holiday shoppers to make a purchase in 2016?

- 64 percent – Free shipping
- 50 percent – Limited-time sale/promotion
- 25 percent – Free gift with purchase
- 24 percent – Good customer service



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Seasonal Employment

Seasonal hiring is expected to reach between 500,000 and 550,000 during the 2017 holiday months. Retail employment has been on the uptick recently, so retailers are not planning to make as many seasonal hires as in years past. This year's hiring estimate of 500,000 to 550,000 temporary workers for the holiday season is down from last year's 575,000 temporary seasonal hires.



Brick-and-Mortar Still In Play

According to the data, shoppers are not abandoning brick-and-mortar. This means that inspiration and triggering impulse buys remain vital at the store level. Moreover, 33 percent of shoppers say that the ability to buy online and pick up the item(s) at the store helped them decide on a purchase. sf