

U.S. Holiday Ecommerce Trends

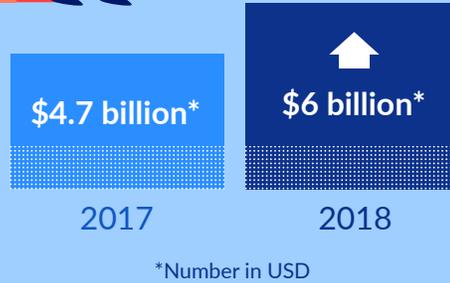


Top 5 Ecommerce Trends

1 Ecommerce holiday sales are growing year-over-year, rising by over **16%**.



2 With increased online shopping, Cyber Monday has surpassed Black Friday in ecommerce sales.



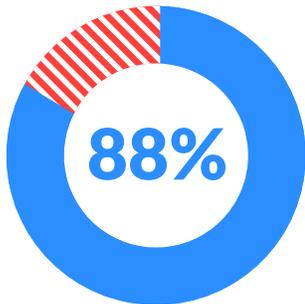
Cyber Monday's combined desktop and mobile commerce sales shows a **28%** year-over-year growth.

3 Free shipping is important!

In 2018, during the weeks between Thanksgiving and the end of December, approximately **87%** of desktop ecommerce transactions included free shipping.



4 **88%** of brands expect to see an increase in sales this holiday season.



5 Online holiday sales promotions are expected to influence more than **80%** of consumers this season.

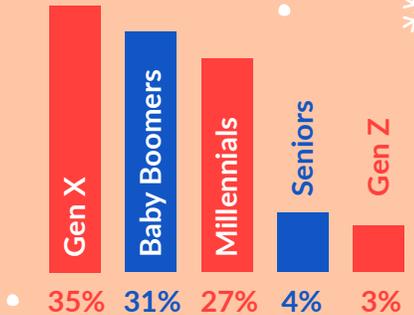


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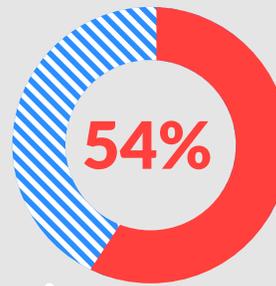


Consumer Profile + Spending Habits

“High spender” consumers are those who plan to spend more than **\$2,100** this holiday season. Gen X leads the market in highest holiday spending.

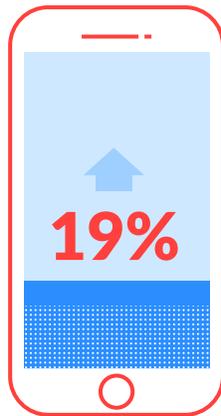


The average U.S. household will spend approximately **\$1,500** while shopping this holiday season.



54% of holiday shoppers will make a majority of their purchases online instead of in-store.

Shoppers are using their smartphones to make purchases more with frequency. There has been a **19%** increase in holiday purchases on smartphones from 2017 to 2019.



69% of holiday shoppers start checking off their shopping lists early and begin shopping before Thanksgiving.



The Top 10 Holiday Gift Items

% shoppers planning to purchase



Clothing
55%



Gift Cards
53%



Games & Toys
46%

- Books 43%
- Food/Liquor 43%
- Health & Beauty Products 35%
- Jewelry 32%
- Money 31%
- Homemade or Craft Item 27%
- Computer or Video Games 25%