

2020 U.S. Holiday Ecommerce Trends

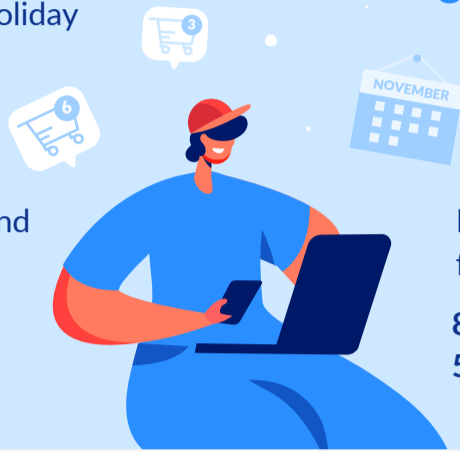


Ecommerce holiday sales are projected to grow by **40%** in November and December, well above the **+14%** record growth last year

61% of consumers are expected to do most of their holiday shopping online

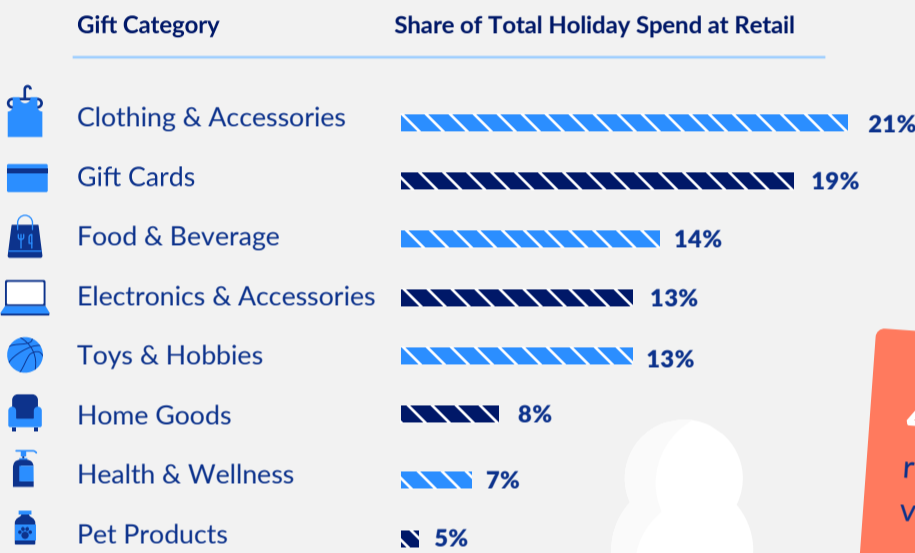
61% of shoppers plan to begin holiday shopping *before* Thanksgiving and 39% plan to begin shopping *on or after* Thanksgiving

55% of consumers will spend the same or more this holiday season



Every generation is willing to pay extra for environmentally friendly products:
82% Gen Z, **76%** Millennials, **63%** Gen X, **54%** Baby Boomers, **48%** Seniors

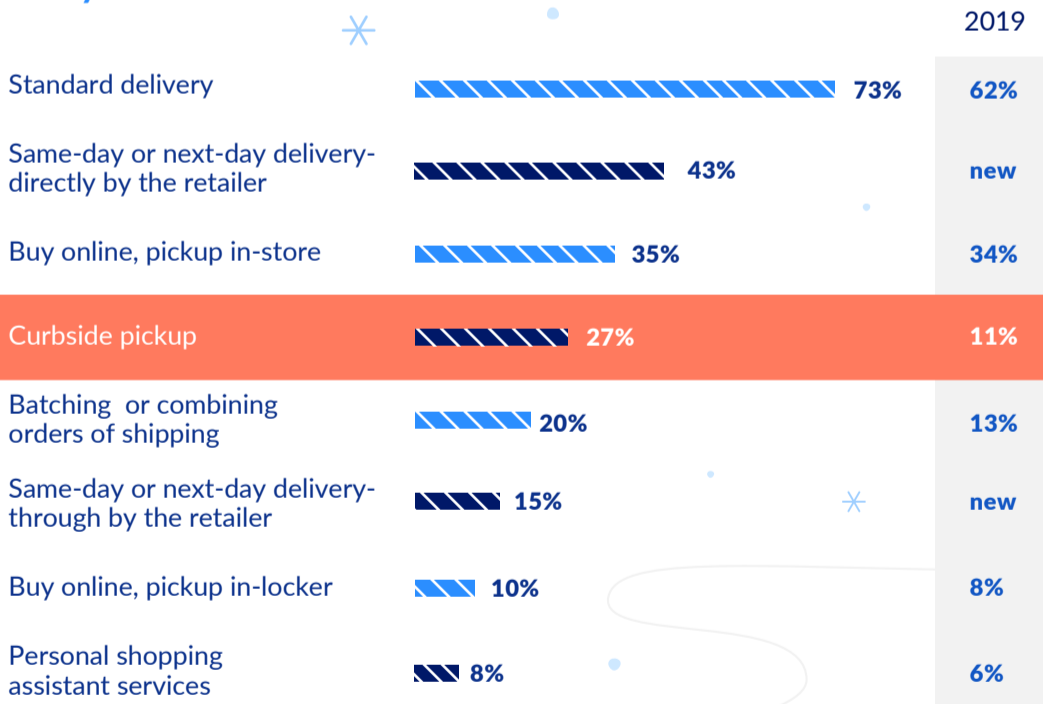
Most Anticipated Holiday Gift Categories:



70% prefer free return shipping to make product returns more convenient

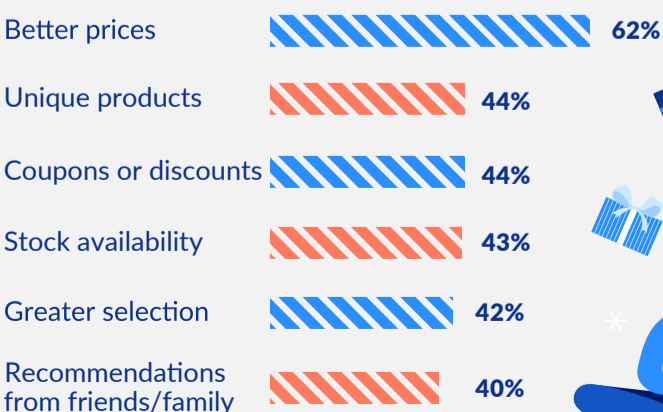
45% prefer buy online, return in-store/curbside vs mailing a return

Preferred delivery service



Significant jump YoY

Major Influences to Try New Stores/Online Retailers:



Importance of Free vs Fast Shipping:

