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ECONOMIC OUTLOOK & SPENDING

74% expect to spend the **same or more** this season

$426	$572
Gift spending	**Non-gift spending**

Top gift categories

Clothing	**Gift cards**	**Electronics**
50%	48%	36%

27% say the **US presidential election** will impact their spending

DIGITAL INFLUENCE

86% **research online** before shopping in a physical store

20% plan to make **completely unplanned purchases**

78% **use a smartphone** for holiday shopping

Shoppers embrace a **blended channel** journey:

66%	50%	43%
Webroom	Showroom	Buy online, pick up in store

Top 3 uses

for smartphone as a virtual shopping assistant:

1. Get store locations (61%)
2. Check/compare prices (57%)
3. Browse online (56%)

43% plan to make a mobile purchase this season

RETAILER POLICIES & PRACTICES

71% will take advantage of **free shipping**

57% do not consider **3–4 day shipping** to be fast

64% think they could **order after December 17 and get free shipping** in time for the holiday

WHERE CONSUMERS SHOP & WHY

Top shopping venues

Internet	50%
Discount/value department stores	43%
Traditional department stores	32%

33% of all transactions involve a coupon or promotion

77% of shoppers are influenced by coupons and promotions

Major store formats are **feeling the pinch** (drop since 2015)

- 4 pts	Standalone big box stores
- 3 pts	Traditional malls
- 4 pts	Local independent stores

73% plan to experiment with new or different retailers

WHEN CONSUMERS WILL SHOP

23%	Before Thanksgiving
34%	Thanksgiving through the end of November
43%	After November

Online spending to match offline spending:

Online	Offline
47%	47%
Up 7 pts. since 2014	***Down 5 pts.*** since 2014

Graphic: Deloitte University Press | dupress.deloitte.com