2018 holiday shopping survey
Shopping cheer resounds this year
Holiday represents more than one fourth of annual US retail sales.

Seasonal forecast
Total holiday retail sales are expected to exceed $1.1 trillion, an increase of 5%-5.6% from 2017. Expected holiday spend per household is $1,536.

E-commerce sales expected to rise 17%-22% from 2017. Share of spend: Online 57%, up from 55% in 2017; In-store 36%, down from 38% in 2017.

What will they spend it on?
Experiences: $611
Gifts: $525
Non-gifts: $400

Making their lists
This season, shoppers are most likely to visit:
- Online retailers: 60%
- Mass merchants: 52%
- Traditional department stores: 32%
- Off-price stores: 28%

77% plan to shop the same locations as last year.

Checking them twice
Many shoppers remain undecided, with nearly half of purchases not fully planned.
- 30% of expected purchases are driven by inspiration
- 19% of purchases are unplanned

Consumer data and advanced tech experiences
42% of shoppers have experienced a data breach, but only 7% would stop shopping at a retailer because they experienced a breach.

Customers are most comfortable sharing their: Gender (42%), Name (38%), Race (36%), GPS data (34%). And least comfortable sharing: Financial history (41%), Biometric data (39%), Biometric data (39%).

Only 2 in 10 shoppers will use at least one type of advanced technology
- Seamless checkout: 8%
- Voice assistant: 5%
- Virtual reality: 4%

Getting in the gift-giving spirit
Number of gifts shoppers are expected to purchase this year:
- Top gift items: Gift cards: 54%, Clothing: 53%, Games, toys, and dolls: 46%, Food and liquor: 42%

51% of shoppers plan to buy gifts for themselves as they shop.

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