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# 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

+ 5%-5.6%

**E-commerce sales expected to rise**

+ 17%-22%

**Expected holiday spend: $1,536 per household**

$1,536

2018

**Share of spend: Online vs. in-store**

**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**

77%

## 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

## Getting in the gift-giving spirit

**Number of gifts shoppers are expected to purchase this year:**

16

Spending

$525

**Top gift items:**

**Gift cards:**
54%

**Clothing:**
53%

**Games, toys, and dolls:**
46%

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

**Food and liquor:**
42%

**Clothing:**
40%

**Shoes**
26%

## Consumer data and advanced tech experiences

**42% of shoppers have experienced a data breach**

42%

**But only 7% would stop shopping at a retailer because they experienced a breach**

7%

**Customers are most comfortable sharing their:**

- Gender
- Name
- Race

**And least comfortable sharing:**

- GPS data
- Financial history
- Biometric data

**Only 2 in 10 shoppers will use at least one type of advanced technology**

**Seamless checkout:**
8%

**Voice assistant:**
5%

**Virtual reality:**
4%

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