

HOLIDAY Punch

Forgo the mold. Fluid, not frozen,
MARKETING REQUIRED.

Season shmeason. Holiday shopping is more free-form in 2017 given the impact of mobile phones, ecommerce and discount expectations. Fill your cup with insights and inspire consumer activation all along via print and digital advertising.



MIX OF ONLINE + IN-STORE SHOPPING

2017 Holiday Predictions

RETAILERS

58%

Plan to focus on **online shoppers**¹



42%

Will focus more heavily on **in-store shoppers**¹



SALES



Ecommerce expected to jump **16.6%**²



Total retail sales expected to jump **3.1%**²

Overall, in 2017

Smartphone commerce to rise **57.8%**²



Mcommerce will increase **38%**²

MORE LOOKING. LESS LEAPING.

Influence long before the moment of purchase

66%

Of holiday shoppers typically research products **<\$50**³



85%

Research products ranging from **\$50 - \$100**³



3 in 10

Internet users buy majority of **gifts year round**²



7 in 10

Shoppers **no longer felt pressured** to immediately jump at holiday deals (expect discounts all season)³



FLOW BETWEEN DIGITAL AND PHYSICAL

Research online then **buy in-store**:⁴

Say consumers **89%**

Read print ads then go online to:

Purchase from an **online retailer**⁵

65%

Use a **featured coupon code** for an online buy⁵

71%



RETAILERS HAVE SWAY

73.3%

Of shoppers choose retailer based on **sales or discounts**⁶



47%

Use mobile phones to **search competitive prices in-store**⁷

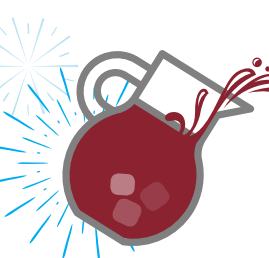


54%

Utilize **recommendations** from retailers³



POUR IT ON IN NOVEMBER & DECEMBER



46%

Begin holiday research³

68%

Begin purchasing³

About **1/4**

Ecommerce sales for year happen in Nov. & Dec.²

56%

Plan to buy on **Cyber Monday**¹
Up from **39%** in 2016¹

40%

Internet users buy majority of gifts **after Cyber Monday/ before Christmas**²

NOV.



DEC.

SATURDAY SPECIAL

This year, there are 4 Saturdays in December prior to Christmas Day

Predicted busiest shopping days⁸



Black Friday



Saturday



Saturday

SERVE PROCRASTINATORS & REFILLS

4 in 10

Retailers will set aside **> 25%** of their holiday marketing budget for **LAST-MINUTE** promotional activity¹



61%

Of internet users were **still shopping** after **December 21st**⁹

