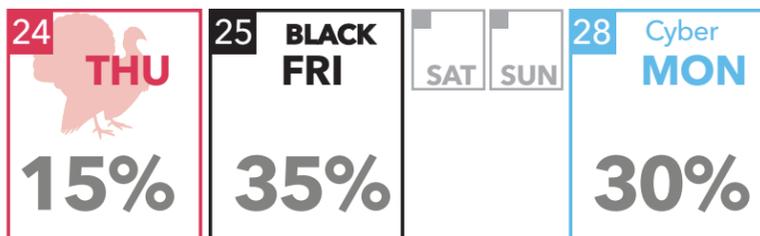


2016 US Holiday Shopping Trends

65%

of shoppers are planning to spend the same amount on gifts as last year.

Shopping plans for Black Friday week



The shopping doesn't end at Christmas. **64%** are planning to shop the after holiday sales and **37%** are already shopping for next year's gifts.

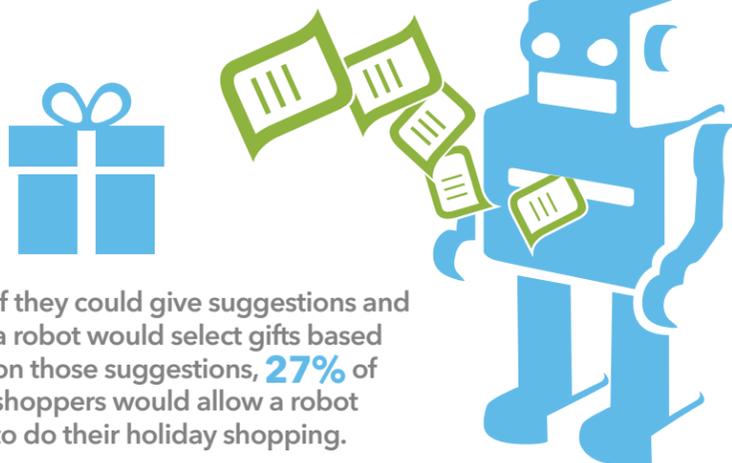
29% of shoppers are planning to buy a holiday gift for the family pet

People not as lucky as Fido:

- 18% Co-Workers
- 16% Neighbors
- 15% Service Providers
- 9% Teachers



Guess what I bot you?



If they could give suggestions and a robot would select gifts based on those suggestions, **27%** of shoppers would allow a robot to do their holiday shopping.

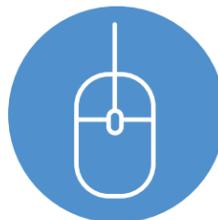
Don't run out - or customers will too

If a specific brand or item is out of stock in-store, **42%** of shoppers will go to a different retailer to find the item.



Make it personal

When it comes to personalized communication, shoppers prefer:



Personalized emails from companies I do business with.



Loyalty program updates and offers from companies I do business with.



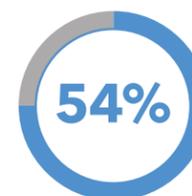
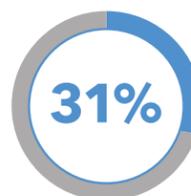
Direct mail/catalogs from companies related to my lifestyle or interests.

The power of suggestion



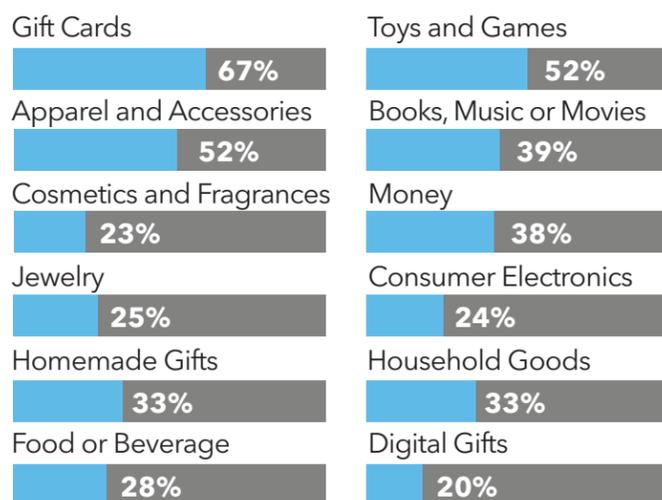
35% of shoppers get ideas from online retailers' product suggestions, but 78% of shoppers say these suggestions are only moderately to not at all accurate.

Cart-carrying customers



31% of shoppers plan to shop for gifts on their mobile phones or tablets. That number jumps to 54% for shoppers who are under 30.

Shoppers are planning to buy



* SAS polled 4,061 consumers in the United States, Canada and the United Kingdom to uncover holiday retail trends. Percentages reflect answers from US consumers.