2020 Deloitte holiday retail survey
Reimagining traditions
October 2020
Deloitte's holiday survey turns 35 this year! To honor the long tradition, we've added new elements to our report, including a nostalgic podcast featuring retail leaders breaking down some of the industry's biggest trends, and supplemental data from Deloitte's Insight IQ. Also, please view our economic forecast discussing the emergence of a K-shaped recovery and check back later in the season to view our pre-Thanksgiving report.

Since Deloitte began tracking the holiday shopping period in 1985, we have watched an incredible transformation take place as retailers have adapted to the changing needs of consumers. Throughout the years, the report has followed the holiday shopping season as it has evolved from an in-store cultural shopping experience to a more task-driven e-commerce event. We have monitored how consumer behavior has adjusted to recessions as well as periods of innovation and growth. As COVID-19 continues to be a disrupting force this year, it is comforting to look back at previous holidays and see that some things remain constant. Price, product, and convenience are still top considerations for consumers, and so is the desire to make the season special for friends, family, and pets, no matter the circumstances.

In Deloitte's Global State of the Consumer Tracker, we have seen anxieties running high for several months with 60% of US shoppers concerned for the health of their families. Financial concerns persist; as of mid-September, 34% of shoppers are worried about making upcoming payments, up from 26% a month prior.1 Our holiday findings have identified how those anxieties are reshaping consumers' approaches to the shopping season, especially around category spend, timing, and shopping formats.

For retailers, it will be a season of uncertainty, but as we have seen in previous eras, disruption often leads to innovation and opportunity. In 35 years of analysis, perhaps the most resounding takeaway is that both consumers and the retail industry are resilient.

COVID isn’t canceling the holidays ...
... But consumers are trimming in four key areas:

- **Spending**
- **Travel and experiences**
- **Time spent shopping**
- **In-store shopping**

They’re getting creative with how they celebrate this year—redirecting their time and spend toward home and keeping things **festive.**
Key findings

Better not pout

**Spending: COVID-19–related anxiety translates to cautious spend**
- Shoppers expect to spend $1,387 per household during the holiday season this year, down -7% YoY
- 38% of shoppers plan to spend less YoY because of concerns around economic instability

Deck the halls

**Travel and experiences: Budgets once reserved for trips are now going toward celebrating at home**
- Consumers expect to shift spend out of travel (-34% YoY)
- Non-gift items such as home furnishings and seasonal décor are on the rise (+12% YoY)

Home for the holidays

**In-store shopping: Aiming to avoid crowds, consumers seek out contactless solutions**
- Nearly 51% of holiday shoppers feel anxious about shopping in-store
- Contactless shopping experiences are in demand with 73% planning to have items delivered vs. 62% in 2019; preference for curbside pickup more than doubled YoY
- Online retailers (62%) and mass merchants (50%) are the top holiday destinations as shoppers pull back from browsing formats

Browsing... bah humbug

**Timing: New shopping behavior seems to favor efficiency**
- The average shopping window is expected to be 1.5 weeks shorter this year
- Though the industry was expecting holiday consumers to shop earlier, consumers plan to start at similar times YoY
COVID-19–related anxiety results in cautious spend
The majority of consumers are in similar or better financial situations than last year; however, nearly one in three say that their household’s financial situation is worse.

Question: “Thinking about your household’s current financial situation, would you say it is …?”

Note: Sample size (N)=4,012.
Throughout the pandemic, the lower-income group has been the most concerned about making upcoming payments.

<table>
<thead>
<tr>
<th>Plan to spend less on holiday shopping compared to last year</th>
<th>Lower income (Less than $50k)</th>
<th>Middle income ($50k–99k)</th>
<th>Higher income ($100k or more)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>42%</td>
<td>36%</td>
<td>35%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household finances are a lot/somewhat worse than last year</th>
<th>Lower income (Less than $50k)</th>
<th>Middle income ($50k–99k)</th>
<th>Higher income ($100k or more)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>36%</td>
<td>28%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Questions: “How will your total holiday spending compare with last year’s holiday season?”; “Thinking about your household’s current financial situation, would you say it is ...”; and “What are the reasons why you plan to spend less this year on the holidays?”

Notes: Sample size (N)=4,012. All dollar amounts are in US dollars.
Although many are feeling the economic impacts of COVID-19, lower-income families have been hit harder.

**Concerned about not being able to make upcoming payments (e.g., rent, mortgage, auto, credit card) – By income (% agree)**

Question: “To what extent do you agree or disagree with the following statements?: I'm concerned I will not be able to make upcoming payments (e.g., rent, mortgage, auto, credit card).”

Notes: Sample size (N)=~1,000 per week. All dollar amounts are in US dollars.
Thirty-eight percent plan to spend less this holiday season, a level not seen since the financial crisis.

**Question:** “To what extent do you agree or disagree with the following statements?: I’m concerned I will not be able to make upcoming payments (e.g., rent, mortgage, auto, credit card).”

**Notes:** Sample size (N)=~1,000 per week. All dollar amounts are in US dollars.

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**Top reasons for spending less**

(among the 38% who plan to spend LESS this year)

- **50%** concerned about economy in general/economic instability
- **40%** saving more instead of spending

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**Shopper spending intentions**

(% holiday shoppers)
As consumers cut back on travel and experiences, non-gift purchases are likely to benefit

$1,387 Average expected spend per household during year-end holiday season

-7% vs. LY

$435 Nongift purchases
+12% YoY

$205 Entertaining at home
0% YoY

$260 Socializing away from home (travel)
-34% YoY

34% decline in travel spend is set to give retailers a boost this year, up to 66% of total holiday spend

Question: “How much do you expect you will spend during the upcoming year-end holiday season on each of the following items?”

Notes: Sample size (N)=4,012. LY denotes “last year (2019).” All dollar values are in US dollar.
During the pandemic, the lowest-income cohort exhibited the largest share-shift away from travel toward telecom and media and retail

### YoY change in spend across sectors and income groups

**September 2019 to August 2020 vs. September 2018 to August 2019**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Income Group</th>
<th>Less than $20K</th>
<th>$21-60K</th>
<th>$61-100K</th>
<th>$101+K</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel</td>
<td>Less than $20K</td>
<td>-38%</td>
<td>-32%</td>
<td>-38%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>$21-60K</td>
<td>-40%</td>
<td>-31%</td>
<td>-38%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>$61-100K</td>
<td>-32%</td>
<td>-36%</td>
<td>-31%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>$101+K</td>
<td>-30%</td>
<td>-34%</td>
<td>-36%</td>
<td>4%</td>
</tr>
<tr>
<td>Telecom and media</td>
<td>Less than $20K</td>
<td>-50%</td>
<td>-48%</td>
<td>-42%</td>
<td>-1%</td>
</tr>
<tr>
<td></td>
<td>$21-60K</td>
<td>-50%</td>
<td>-44%</td>
<td>-40%</td>
<td>-1%</td>
</tr>
<tr>
<td></td>
<td>$61-100K</td>
<td>-50%</td>
<td>-42%</td>
<td>-38%</td>
<td>-1%</td>
</tr>
<tr>
<td></td>
<td>$101+K</td>
<td>-50%</td>
<td>-44%</td>
<td>-38%</td>
<td>-1%</td>
</tr>
<tr>
<td>Retail</td>
<td>Less than $20K</td>
<td>-35%</td>
<td>-35%</td>
<td>-32%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
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<td>-38%</td>
<td>-38%</td>
<td>-32%</td>
<td>0%</td>
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<tr>
<td></td>
<td>$61-100K</td>
<td>-35%</td>
<td>-35%</td>
<td>-32%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>$101+K</td>
<td>-33%</td>
<td>-33%</td>
<td>-32%</td>
<td>0%</td>
</tr>
<tr>
<td>Food and beverage</td>
<td>Less than $20K</td>
<td>-40%</td>
<td>-38%</td>
<td>-37%</td>
<td>-1%</td>
</tr>
<tr>
<td></td>
<td>$21-60K</td>
<td>-40%</td>
<td>-36%</td>
<td>-36%</td>
<td>-1%</td>
</tr>
<tr>
<td></td>
<td>$61-100K</td>
<td>-40%</td>
<td>-36%</td>
<td>-36%</td>
<td>-1%</td>
</tr>
<tr>
<td></td>
<td>$101+K</td>
<td>-40%</td>
<td>-36%</td>
<td>-36%</td>
<td>-1%</td>
</tr>
<tr>
<td>Automotive</td>
<td>Less than $20K</td>
<td>-19%</td>
<td>-19%</td>
<td>-15%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>$21-60K</td>
<td>-19%</td>
<td>-19%</td>
<td>-15%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>$61-100K</td>
<td>-19%</td>
<td>-19%</td>
<td>-15%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>$101+K</td>
<td>-19%</td>
<td>-19%</td>
<td>-15%</td>
<td>0%</td>
</tr>
<tr>
<td>Health and wellness</td>
<td>Less than $20K</td>
<td>-17%</td>
<td>-12%</td>
<td>-15%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>$21-60K</td>
<td>-17%</td>
<td>-12%</td>
<td>-15%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>$61-100K</td>
<td>-17%</td>
<td>-12%</td>
<td>-15%</td>
<td>0%</td>
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<td></td>
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<td>-12%</td>
<td>-15%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Sources: Affinity Spend data; Deloitte analysis.
Note: September 2019 to August 2020 vs. September 2018 to August 2019 sectors reflect a representative set of organizations.
In retail categories, clothing and accessories are likely to attract the largest portion of holiday spend

$922 Average amount to be spent on retail categories during the holiday season

<table>
<thead>
<tr>
<th>Category</th>
<th>Share of total holiday spend at retail</th>
<th>Average category spend^</th>
<th>% of shoppers purchasing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing and accessories</td>
<td>21%</td>
<td>$253</td>
<td>74%</td>
</tr>
<tr>
<td>Gift cards and other</td>
<td>19%</td>
<td>$242</td>
<td>72%</td>
</tr>
<tr>
<td>Food and beverage</td>
<td>14%</td>
<td>$200</td>
<td>65%</td>
</tr>
<tr>
<td>Electronics and accessories</td>
<td>13%</td>
<td>$195</td>
<td>60%</td>
</tr>
<tr>
<td>Toys and hobbies</td>
<td>13%</td>
<td>$163</td>
<td>74%</td>
</tr>
<tr>
<td>Home and kitchen</td>
<td>8%</td>
<td>$158</td>
<td>49%</td>
</tr>
<tr>
<td>Health and wellness</td>
<td>7%</td>
<td>$114</td>
<td>55%</td>
</tr>
<tr>
<td>Pet</td>
<td>5%</td>
<td>$90</td>
<td>50%</td>
</tr>
</tbody>
</table>

Notes: ^ Average spend includes only respondents who will purchase the above-mentioned category or item. Sample size (N)=4,012. All dollar amounts are in US dollars.
While all holiday shoppers were impacted by COVID-19, four distinct types are emerging in the market

<table>
<thead>
<tr>
<th><strong>Francesca, the festive shopper</strong></th>
<th><strong>Chloe, the conscious shopper</strong></th>
<th><strong>David, the deal-seeker</strong></th>
<th><strong>Eddie, the efficient shopper</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>27% of holiday shoppers</strong></td>
<td><strong>18% of holiday shoppers</strong></td>
<td><strong>16% of holiday shoppers</strong></td>
<td><strong>24% of holiday shoppers</strong></td>
</tr>
<tr>
<td><strong>Average spend: $1,652</strong></td>
<td><strong>Average spend: $1,530</strong></td>
<td><strong>Average spend: $1,268</strong></td>
<td><strong>Average spend: $1,061</strong></td>
</tr>
<tr>
<td>Francesca is all about buying gifts for others, keeping up with conventional shopping routines.</td>
<td>Chloe cares—and she’s willing to “put her money where her mouth is” by paying more for socially responsible products.</td>
<td>David enjoys the search for the right gift at the right price. He’s up for browsing and sifting through digital platforms, including social media.</td>
<td>Eddie isn’t in the mood to browse; shopping is a task and he’ll seek out the easiest way to get it done.</td>
</tr>
<tr>
<td><strong>Demographic:</strong> 48% aged 55 and up (vs. 37% overall)</td>
<td><strong>Demographic:</strong> 60% aged 44 or younger (vs. 47% overall)</td>
<td><strong>Demographic:</strong> 36% middle-income households (31% overall)</td>
<td><strong>Demographic:</strong> 58% male shoppers (vs. 48% overall)</td>
</tr>
<tr>
<td><strong>Nothing for self:</strong> 85% do not plan to buy any items for self during holiday shopping (vs. 26% overall)</td>
<td><strong>Open to gifting resale items:</strong> 47% plan to gift a resale item (i.e., secondhand, refurbished, or used) this holiday season (vs. 29% overall)</td>
<td><strong>Scouting for new retailers:</strong> 98% shoppers plan to shop at new/different retailers compared to last year (vs. 65% overall)</td>
<td><strong>Fewer stores:</strong> 50% plan to shop just 1–4 stores for holiday purchases (vs. 44% overall)</td>
</tr>
<tr>
<td><strong>Not paying extra for sustainability:</strong> 41% unwilling to pay extra for socially conscious goods (vs. 34% overall)</td>
<td><strong>Sustainability beyond products:</strong> 71% prefer to shop at retailers who adopt sustainable practices (vs. 50% overall)</td>
<td><strong>Longer shopping duration:</strong> 75% plan to spend more than a month for holiday shopping (vs. 65% overall)</td>
<td><strong>Low on returns:</strong> 73% of shoppers did not make any product returns during last holiday season (vs. 67% overall)</td>
</tr>
<tr>
<td><strong>Designated delivery options:</strong> 44% plan to use only one type of delivery option, not keen on experimenting with newer last-mile solutions (vs. 34% overall)</td>
<td><strong>Going local:</strong> 56% prefer shopping at local retailers than national retail chains (vs. 43% overall)</td>
<td><strong>Big-ticket items for household:</strong> 53% wait for holiday sales to buy big-ticket items for themselves or their household (vs. 45% overall)</td>
<td><strong>Not shopping events:</strong> Only 20% plan to shop on a super six day, avoiding events such as Black Friday and Cyber Monday (vs. 52% overall)</td>
</tr>
<tr>
<td><strong>How to win:</strong> Offer a good assortment of toys—the festive shopper plans to spend 34% more than average on toys and hobbies</td>
<td><strong>How to win:</strong> Emphasize safety measures—46% consider COVID-19 safety precautions when selecting a retailer for holiday shopping (vs. 35% overall)</td>
<td><strong>How to win:</strong> Maximize brand messaging on deals—91% willing to try a new store or online retailer for “better prices” (vs. 62% overall)</td>
<td><strong>How to win:</strong> Have plenty in stock in December—68% expect to begin shopping in December or later (vs. 17% overall)</td>
</tr>
</tbody>
</table>

Note: All dollar values are in US dollars.
How do the different types of shoppers compare by average spend?

Note: All dollar values are in US dollars.

<table>
<thead>
<tr>
<th>Average Spend</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,652</td>
<td>Festive shopper 19%</td>
</tr>
<tr>
<td>$1,530</td>
<td>Conscious shopper 10%</td>
</tr>
<tr>
<td>$1,387</td>
<td>Deal-seeker -9%</td>
</tr>
<tr>
<td>$1,268</td>
<td>Efficient shopper -24%</td>
</tr>
<tr>
<td>$1,061</td>
<td></td>
</tr>
</tbody>
</table>

Note: All dollar values are in US dollars.
Contactless formats gain importance as consumers seek safety and convenience
COVID-19–related anxiety is causing consumers to pull back from in-store shopping, and nearly half don’t expect to return until a vaccine is developed.

51% Are anxious about shopping in-store during the holiday season due to COVID-19

69% Prefer shopping at a store closer to their residence

65% Prefer shopping online to avoid crowds

48% Prefer shopping at a store located outside a mall

49% Will return to pre–COVID-19 shopping behavior when a vaccine is developed

Questions: “To what extent do you agree or disagree with the following statements? I’m anxious about shopping in-store during the holiday season due to COVID-19”; “Please state how much you agree with each of the following: I prefer shopping at a store closer to my residence”; “What are the reasons you anticipate shopping online instead of in a physical store? Avoid crowd”; “Please state how much you agree with each of the following: I prefer shopping at a store located outside a mall”; and “Which of the following will help you to return to pre–COVID-19 shopping routines? Availability of vaccines for COVID-19.”

Note: Sample size (N)=4,012.
The online vs. in-store gap has accelerated as consumers seek convenient options to avoid crowds.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Online</th>
<th>In-store</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>51%</td>
<td>46%</td>
</tr>
<tr>
<td>2016</td>
<td>50%</td>
<td>45%</td>
</tr>
<tr>
<td>2017</td>
<td>55%</td>
<td>38%</td>
</tr>
<tr>
<td>2018</td>
<td>57%</td>
<td>36%</td>
</tr>
<tr>
<td>2019</td>
<td>59%</td>
<td>36%</td>
</tr>
<tr>
<td>2020</td>
<td>64%</td>
<td>28%</td>
</tr>
</tbody>
</table>

**Online channel (desktop, laptop, mobile, tablet, digital device)**

**In-store (Avg. spend)**

**Online (Avg. spend)**

Question: “What percentage of your total holiday budget do you expect to spend...?”

Notes: ^ Other retail channels (e.g., catalogue or direct mail promotion) not included in the chart (share of spend=3% in 2015; 5% in 2016; 7% in 2017; 7% in 2018; 5% in 2019; and 8% in 2020). Sample size (N)=4,012. All dollar amounts are in US dollars.
COVID-19–influenced behaviors have driven demand for contactless options such as curbside pickup

**Preferred delivery service**

- **Standard delivery**
  - 2019: 73%
  - 2020: 62%

- **Same-day or next-day delivery - directly by the retailer**
  - 2019: 43%
  - 2020: new

- **Buy online, pickup in-store**
  - 2019: 35%
  - 2020: 34%

- **Curbside pickup**
  - 2019: 27%
  - 2020: 11%

- **Batching or combining orders of shipping**
  - 2019: 20%
  - 2020: 13%

- **Same-day or next-day delivery - through a delivery service**
  - 2019: 15%
  - 2020: New

- **Buy online, pickup in-locker**
  - 2019: 10%
  - 2020: 8%

- **Personal shopping assistant services**
  - 2019: 8%
  - 2020: 5%

**Preferred product returns service**

- **Buy online, return in-store/curbside**
  - 2019: 73%
  - 2020: 45%

  **Significant jump YoY**

  Prefer "Buy online, return in-store" to make product returns most convenient

- **Free return shipping**
  - 2019: 70%
  - 2020: 70%

  Prefer free return shipping to make product returns most convenient

Question: "Which of the following delivery services are you likely to use during the upcoming holiday shopping season?"

Sample size (N)=4,012.
During the last six months of the pandemic, BOPIS evolved from primarily a safety consideration into a preference for convenience.

During COVID-19’s early peak, BOPIS was driven more powerfully by safety— replacing more in-store shoppers.

But the number of consumers using BOPIS as an alternative to delivery is rising.

<table>
<thead>
<tr>
<th>Why are consumers using BOPIS? (United States)</th>
<th>April 9</th>
<th>September 17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safer</td>
<td>48%</td>
<td>35%</td>
</tr>
<tr>
<td>Quickly check stock</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>Faster than shopping in-store</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>Less stressful</td>
<td>33%</td>
<td>32%</td>
</tr>
<tr>
<td>Apps know my preference</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Cheaper than delivery</td>
<td>26%</td>
<td>33%</td>
</tr>
<tr>
<td>Faster than delivery</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>Support local stores</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>Better for environment</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Note: N=2500.
Source: Deloitte Global State of the Consumer Tracker.
Store visits likely to be fewer than previous years as shoppers streamline their shopping journey

Average number of physical stores customers expect to visit

<table>
<thead>
<tr>
<th>Year</th>
<th>Avg Stores Visited</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>5.9</td>
</tr>
<tr>
<td>2015</td>
<td>6.2</td>
</tr>
<tr>
<td>2016</td>
<td>6.3</td>
</tr>
<tr>
<td>2017</td>
<td>5.7</td>
</tr>
<tr>
<td>2018</td>
<td>6.9</td>
</tr>
<tr>
<td>2019</td>
<td>7.0</td>
</tr>
<tr>
<td>2020</td>
<td>5.2</td>
</tr>
</tbody>
</table>

Notes: Sample size (N)=4,012.
Shoppers want free shipping and they’re only willing to pay minimal amounts for faster options

**Questions:** “Which of the following delivery services are you likely to use during the upcoming holiday shopping season?”; “How much extra might you be willing to pay above and beyond regular shipping costs to receive a standard-sized gift package (price defined as US$50–100) within the shipping timeframes below?”

**Notes:** Sample size (N)=4,012. All dollar amounts are in US dollars.

**Importance of free vs. fast shipping**

<table>
<thead>
<tr>
<th>Free shipping</th>
<th>Fast shipping</th>
</tr>
</thead>
<tbody>
<tr>
<td>85%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**On average, would pay an extra ...**

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>$5.7</th>
<th>$3.9</th>
<th>$1.9</th>
<th>$0.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same day</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Next day</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 days</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-7 days</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Would pay nothing extra for this**

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same day</td>
<td>30%</td>
</tr>
<tr>
<td>Next day</td>
<td>36%</td>
</tr>
<tr>
<td>2 days</td>
<td>60%</td>
</tr>
<tr>
<td>3-7 days</td>
<td>88%</td>
</tr>
</tbody>
</table>

Notes: Sample size (N)=4,012. All dollar amounts are in US dollars.
Consumers plan to shop fewer days
Despite expectations of earlier shopping, timing remains largely unchanged from last year

61% plan to **begin** shopping before Thanksgiving  
(Average spend=$1,537)

39% plan to **begin** shopping on Thanksgiving or later  
(Average spend=$1,149)

Questions: “When are you likely to begin your holiday shopping this year?”; “Out of your plan to spend during holiday season, how much do you plan to spend during the following months?”

Notes: Sample size (N)=4,012. All dollar amounts are in US dollars.
However, consumers expect to shop a week and a half less, while valuing online engagement and retail proximity for their shopping journey.

**Share of shoppers by duration of shopping period**

<table>
<thead>
<tr>
<th>Average shopping duration</th>
<th>7.1 weeks (2018)</th>
<th>7.4 weeks (2019)</th>
<th>5.9 weeks (2020)</th>
</tr>
</thead>
</table>

**Shop closer to home**
- **69%** Prefer shopping at a store closer to their residence

**Prefer online over physical store**
- **60%** Prefer online rather than physical store during the holiday season

**Shopping radius ≤ 10 miles**
- **58%** Prefer to travel 10 miles or less to purchase a gift from a retailer

**Shopping at local store**
- **43%** Prefer shopping at local retailers than national retail chains

Questions: “When are you likely to begin your holiday shopping this year?”; “By which one of these days or months do you expect to complete your holiday shopping this year?”

Notes: Sample size (N) for 2018=4,036. Sample size (N) for 2019=4,012.
Nearly one-half of shoppers don’t plan to shop major events, but those that do tend to spend more.

Question: “On which of the following shopping event days are you likely to shop this holiday season?”

Notes: Sample size (N)=3,918. All dollar values are in US dollars.
Cyber Monday has surpassed Black Friday in importance for all generations.

Shoppers who plan to maintain reliance on discount days
(Agree/very much agree/neutral %)

<table>
<thead>
<tr>
<th></th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Boomers</th>
<th>Seniors</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree/very much</td>
<td>68%</td>
<td>45%</td>
<td>40%</td>
<td>37%</td>
<td>48%</td>
<td>45%</td>
</tr>
<tr>
<td>Neutral</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree/very much</td>
<td>54%</td>
<td>45%</td>
<td>40%</td>
<td>37%</td>
<td>48%</td>
<td>45%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Cyber Monday</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree/very much</td>
<td>76%</td>
<td>65%</td>
<td>59%</td>
<td>52%</td>
<td>45%</td>
<td>59%</td>
</tr>
<tr>
<td>Neutral</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree/very much</td>
<td>65%</td>
<td>59%</td>
<td>59%</td>
<td>52%</td>
<td>45%</td>
<td>59%</td>
</tr>
</tbody>
</table>
Shoppers are still spreading cheer
Gift cards and clothing remain top items for giving, while cash is still the most wanted item to receive

Question: “Which of the following do you plan to buy this holiday season?” [Plan on buying as a gift; Would like to receive as a gift].

Note: Sample size (N)=4,012.
Consumers plan to stay close to home and indulge on food and beverage

**Top 10 items buy for self—holiday shopping (% of shoppers)**

<table>
<thead>
<tr>
<th>Item</th>
<th>% of Shoppers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beverages (alcoholic/nonalcoholic)</td>
<td>33%</td>
</tr>
<tr>
<td>Food (incl. meal preparation kits)</td>
<td>30%</td>
</tr>
<tr>
<td>Clothing</td>
<td>30%</td>
</tr>
<tr>
<td>Shoes</td>
<td>23%</td>
</tr>
<tr>
<td>Books</td>
<td>17%</td>
</tr>
<tr>
<td>Cosmetics/fragrances/health and beauty aids</td>
<td>16%</td>
</tr>
<tr>
<td>Pet food and treats (e.g., canned food, dry food, biscuits, chewy treats)</td>
<td>15%</td>
</tr>
<tr>
<td>Digital content (e.g., eBooks, music downloads, digital movies, streaming video/music subscriptions)</td>
<td>13%</td>
</tr>
<tr>
<td>Do-it-yourself (DIY)/home improvement goods</td>
<td>13%</td>
</tr>
<tr>
<td>Home furnishings (e.g., furniture or glassware)</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Big-ticket items for self**

45%
Wait for holiday sales to buy big-ticket items for oneself or household

**Non-gift spending**

31% (+500 bps YoY)
Of holiday spend to be on non-gift items during the upcoming holiday season

**Question**: “Which of the following do you plan to buy this holiday season?” [Plan on buying as a gift; Would like to receive as gift].

**Note**: Sample size (N)=4,012.
As COVID-19 has motivated families to adopt pets, retailers have an opportunity to pounce.

**50%**
Share of holiday shopper buying pet foods and supplies during holiday shopping

**$90**
Average spend on pet foods & supplies during holiday shopping

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**Pet food and supplies—shopping items for the season**
(% holiday shoppers)

- **Pet food and treats**
  - Buying to GIFT: 15%
  - Buying for MY PET: 21%

- **Pet toys, décor, and accessories**
  - Buying to GIFT: 12%
  - Buying for MY PET: 24%

- **Pet services**
  - Buying to GIFT: 10%
  - Buying for MY PET: 8%

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**Most preferred retailer for pet foods and supplies during the holiday season**
(% Pet foods and supplies shoppers)

- **Pet stores** (49%)
- **Online/e-commerce retailers** (17%)
- **Mass merchants** (15%)
- **Warehouse membership clubs** (4%)
- **Off-price stores** (3%)

---

Consumer preferences
A great deal still wins the day, with consumers ranking price, product, and convenience over safety precautions.

**Top 10 attributes for retailer selection**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Price</th>
<th>Product</th>
<th>Convenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting a great deal</td>
<td>61%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Products and brands that are of high quality and can be trusted</td>
<td>49%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety of products/styles available</td>
<td>46%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of checkout process</td>
<td>38%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Well-organized and easy-to-navigate website/mobile app</td>
<td>36%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COVID-19 safety precautions</td>
<td>35%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of product returns</td>
<td>32%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ratings and reviews for products</td>
<td>31%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of coupons and promotions</td>
<td>30%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Well-kept, clutter-free store (e.g., organized shelves/ clear aisles)</td>
<td>26%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Question: “Which of the following attributes are the five most important while selecting a retailer during holiday shopping?” Please select the top 5 responses.

Note: Sample size (N)=4,012.
Competitive pricing can sway shoppers to try out a new retailer

65% of shoppers are open to trying new retailers this season vs. 79% in 2019

Questions: “What percentage of your total holiday shopping will be at the same retailer(s) as last year compared to trying out new retailer(s)? Please enter a whole percentage number”; “What would influence you to try a new store or online retailer?”

Notes: Sample size (N)=4,012. Total number of shoppers who plan to spend in new/different stores=2,573.

Influences in trying new store/online retailer

- Better prices: 62%
- Unique products: 44%
- Coupons or discounts: 44%
- Stock availability: 43%
- Greater selection: 42%
- Recommendation from friends/family: 40%
- New or different types of gifts: 39%
- Better or cheaper shipping policies: 38%
- Positive reviews about the store or site: 37%
- Pleasant shopping experience: 32%
- COVID-19 safety precautions: 32%
Online retailers hold their spot as top format, while “browsing” formats such as off-price, department, and specialty clothing stores decline in popularity for holiday shopping.

Question: “At which of the following types of retailers will you likely shop for holiday gifts (retailer in-store and websites)?”

Note: Sample size (N)=4,012.
From the onset of the pandemic, retailers that offered essentials outperformed those that carried more status-related categories.

**YoY change in spend across retail subsectors**

*September 2019 to August 2020 vs. September 2018 to August 2019*

- Department: -24.8%
- Electronics: -19.9%
- Jewelry and watches: -22.0%
- Beauty and personal care: -15.3%
- Drug and convenience: -18.4%
- Home: -17.0%
- Club: -12.8%
- Discount: -5.3%
- Grocery delivery: 6.6%
- Home Club: 6.4%
- Home Discount: 11.4%
- Home Grocery delivery: 13.1%
- Discount Grocery delivery: 15.7%

Notes: September 2019 to August 2020 vs. September 2018 to August 2019 subsectors reflect a representative set of retailers within each category; spending reflects both online and in-store transactions. Sources: Affinity Spend data; Deloitte Analysis.
Younger shoppers lead the demand for socially responsible products

Question: “How much extra are you willing to pay for a product that has been certified as being socially compliant?” ("Others" not shown in the above chart.)
Note: Sample size (N)=4,012.

Extra amount that shoppers are willing to pay for socially compliant, sustainable products (% of shoppers)
Digital influence
While online players—e-commerce and search engines—take the lead on shopping research, retailers can build their advantage through cross-channel integration.

**Top 10 research sources for holiday shopping**

- **Online retailers**: 63%
- **Web search engines**: 54%
- **Retail stores**: 47%
- **Retailer websites or mobile apps**: 46%
- **Family/friends/colleagues**: 38%
- **Brand websites/mobile apps**: 32%
- **Third-party review/price comparison sites**: 21%
- **Social media sites**: 21%
- **Print media**: 15%
- **Radio/TV**: 9%

64% of shoppers use either retail stores or their websites/mobile apps for shopping research, matching with online retailers.

**Most preferred research source by generation:**

- **Gen Z**: Online retailers (63%)
- **Millennials**: Online retailers (61%)
- **Gen X**: Online retailers (67%)
- **Boomers**: Online retailers (62%)
- **Seniors**: Retail stores (61%)

**Question:** "Which of the following will you use to do research before making your holiday purchases? Please select all that apply."

**Notes:** Sample size (N)=4,012. # The question asked was a multiple-response question.
Social media usage sees a slight uptick, mostly driven by younger shoppers

Use of social media for holiday shopping (% of respondents)

- 2011: 28%
- 2012: 29%
- 2013: 27%
- 2014: 28%
- 2015: 24%
- 2016: 19%
- 2017: 22%
- 2018: 23%
- 2019: 23%
- 2020: 26%

Use of social media for holiday shopping in 2020, by generation

- Total: 26%
- Gen Z: 46%
- Millennial: 44%
- Gen X: 22%
- Boomer: 10%
- Senior: 9%

Question: “Do you plan to use social media sites (e.g., blogs, discussion groups, or social networks such as Facebook, Twitter, Instagram) to assist in your holiday shopping (e.g., research, purchase)?”

Note: Sample size (N)=4,012.
Shoppers look to each other for inspiration

**Most preferred influencer-generated content for holiday shopping**

- User review comments on retailer websites/mobile app: 36%
- Product reviews in blogs/online forums: 26%
- Live video of product use: 14%
- Short video clips (less than 15 seconds) on social media: 10%
- Review/unboxing videos by social influencers: 10%
- Live question & answer session: 5%
- Celebrity picks/lists: 3%
- I don’t follow influencers: 46%

Question: “Which of the following influencer-generated content types inspire you the most while looking for gifts to buy? Select up to three.”

Note: Sample size (N)=4,012.

72% shoppers who follow influencers say less than a quarter of their holiday shopping is impacted by social influencers.
About the survey
This survey was commissioned by Deloitte and conducted online by an independent research company between September 9-15, 2020. It polled a national sample of 4,012 consumers and has a margin of error for the entire sample of plus or minus one to two percentage points.

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The Deloitte Consumer Industry Center (the Center) is the research division of Deloitte LLP's Consumer industry practice. It provides a forum for industry insights, thought leadership, and groundbreaking research to help companies in the automotive, consumer products, retail, transportation, and hospitality and services sectors solve their most complex industry challenges.

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