

BDO PRESENTS THE

12 Trends of Holiday Shopping



What trends are driving the 2017 holiday shopping season? BDO polled 1,000 consumers and 100 retail executives to find what's trending ahead of the new year:

For the **1st** trend of holiday shopping, a consumer said to me:

"Sales and discounts are the most important thing."

54% of respondents say that sales and discounts will have the most influence on their holiday shopping.

42% of C-suite respondents agreed sales and discounts were the most attractive promotional tactic.

For the **2nd** trend of holiday shopping, a retailer said to me:

"Big box stores are most threatening."

50%

of retailers indicted big box stores such as Walmart and Target are their biggest competitors this year, followed by **Amazon**, cited by **36%**.

For the **3rd** trend of holiday shopping, consumers disagreed:

Most plan to buy from the online king.

26% of consumers plan to purchase a majority of their gifts on Amazon...

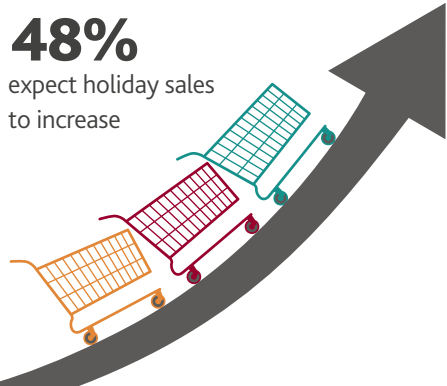


...followed by **21%** at a big box store.

For the **4th** trend of holiday shopping, retail executives said to me:

"We predict sales will increase in our holiday forecasting."

48% expect holiday sales to increase



For the **5th** trend of holiday shopping, millennials said to me:

"I'll pay the extra shipping fees."

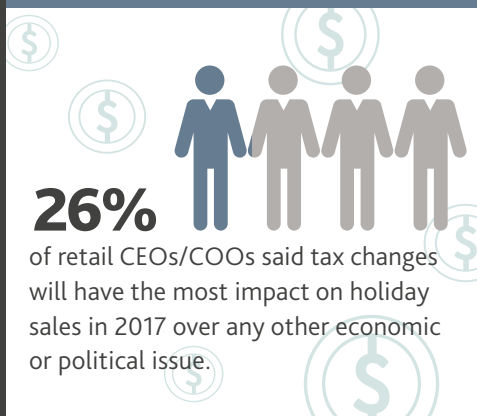
When asked if they would rather pay a minimum of \$10 extra for shipping or travel 15 minutes to buy a \$75 host gift for a party the next day, **10%** of millennials say they would pay any cost to have the gift shipped overnight rather than traveling.



For the **6th** trend of holiday shopping, retail CEOs/COOs said to me:

"Tax changes will have great meaning."

26% of retail CEOs/COOs said tax changes will have the most impact on holiday sales in 2017 over any other economic or political issue.



For the **7th** trend of holiday shopping, a parent said to me:

"I plan to increase my holiday spending."

1/3 of parents (versus **18%** of respondents without children) plan to spend more on holiday shopping this year than in 2016.



For the **8th** trend of holiday shopping we asked the retail C-suite:

"For promotions, what's your company's timing?"

36% do not offer special holiday season promotions

25% offer throughout the holiday season

16% promote most during Black Friday and Thanksgiving weekend



For the **9th** trend of holiday shopping, consumers said to me:

"I value a brand's philanthropy."

When asked if respondents would travel 10 minutes to buy a \$200 gift that donates 20% of the purchase price to charity, or buy the gift now from the store they're currently in that does not give any profits to charity,

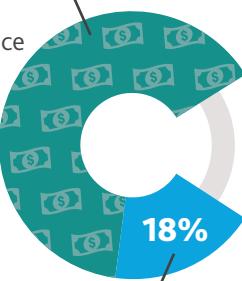
57% say they would make the trip.



For the **10th** trend of holiday shopping, retail CFOs said to me:

"Our biggest challenge will be competing."

64% of CFOs indicate price competition will be their company's biggest challenge this holiday season, followed by lack of in-demand product



For the **11th** trend of holiday shopping, some consumers said to me:

"There must be a discount to try new things."

When asked if consumers would rather buy their mother \$100 perfume online from a trusted retailer or try a new store for a discount, on average, consumers said the gift would have to be

40% off to try the new store.



For the **12th** trend of holiday shopping we asked retail executives:

"For this year's sales, what are you projecting?"

+2.2% Overall holiday sales



Visit www.bdo.com/consumer-beat-survey or contact Natalie Kotlyar at nkotlyar@bdo.com for more information.

Data provided by BDO's Consumer Beat Survey and the 2017 Retail CxO Holiday Survey.

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