

FILLING THEIR CARTS, ONLINE AND OFF

NOVEMBER 2017



The holiday season is crucial for retailers, as it represents a high percentage of total sales. As consumer habits and expectations continue to shift, retailers will work to drive sales both in-store and online—especially during Black Friday weekend and Cyber Monday.

▲ 3.5%–4.5%
OVERALL HOLIDAY RETAIL SALES FORECAST

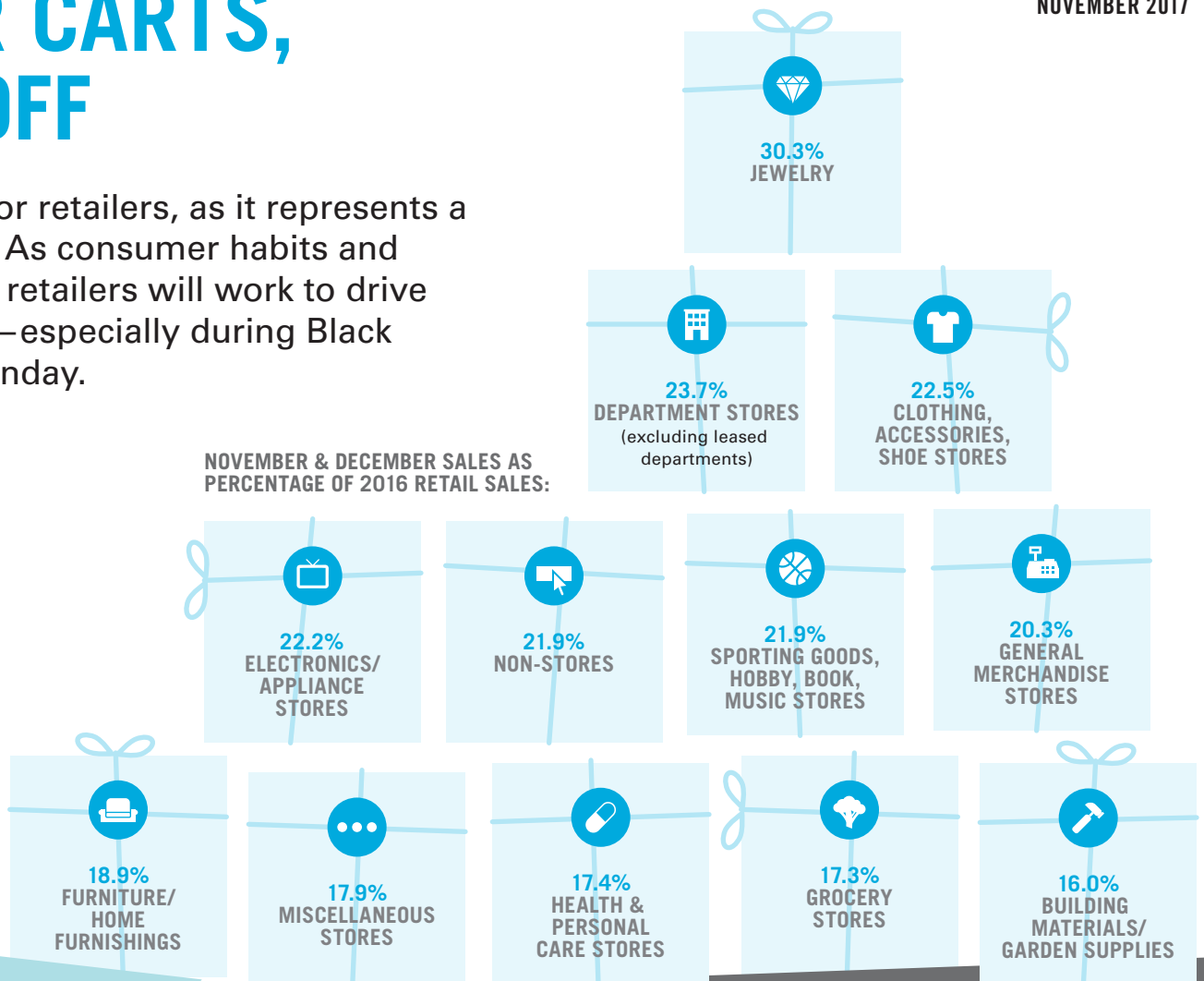
Source: NRF/Deloitte

18.5%
OF TOTAL ANNUAL
RETAIL SPEND OCCURRED IN
NOVEMBER AND DECEMBER
2016

While slightly varying from sector to sector, the retail industry is dependent on holiday spending.

Source: U.S. Census Bureau

NOVEMBER & DECEMBER SALES AS PERCENTAGE OF 2016 RETAIL SALES:



IN-THE-BLACK FRIDAY

What began as just Black Friday is now measured throughout the entire Thanksgiving weekend. And, the four-day bonanza is only projected to continue growing.

▲ 12.2%
TOTAL SHOPPERS SINCE 2012

35%
OF THANKSGIVING WEEK SHOPPERS INTEND TO
DO MOST OF THEIR SHOPPING ON BLACK FRIDAY

Down from 59% in 2015

Source: PwC

▼ 3%
SPEND PER SHOPPER
2016

But is expected to be slightly higher in 2017

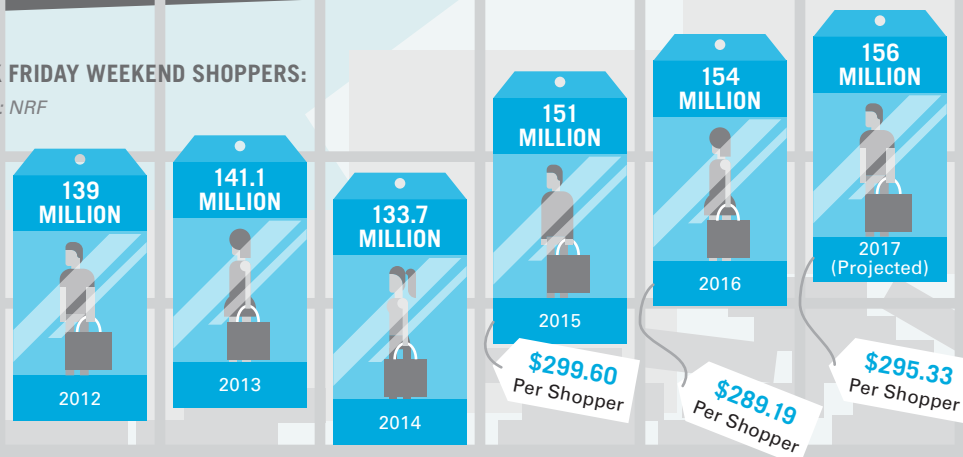
DAYS TO MAKE OR BREAK THE YEAR

PROJECTED FOR 2017:
Source: ShopperTrak

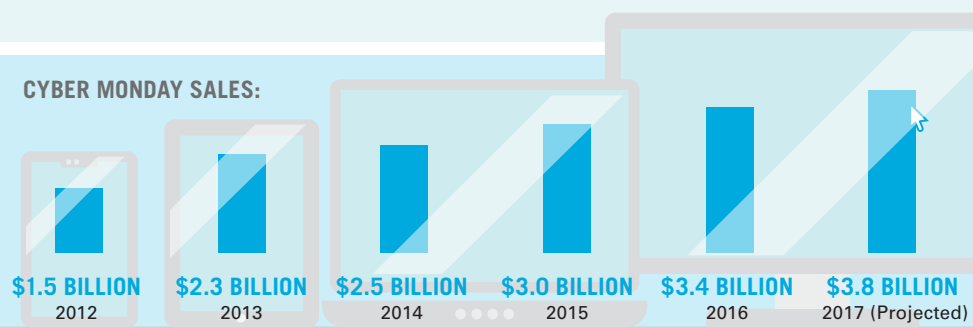


BLACK FRIDAY WEEKEND SHOPPERS:

Source: NRF



CYBER MONDAY SALES:



CLICK 'N' SHOP 'TIL YOU DROP

While its sales total remained relatively small compared to 2016's Black Friday weekend spend of \$44.5 billion, Cyber Monday's growth has skyrocketed as e-commerce takes off.

▲ 154%
CYBER MONDAY SALES
SINCE 2012

Source: Adobe

RETAILERS HOPING TO KEEP THE LIGHTS ON

With consumer confidence edging up, retailers are counting on robust holiday sales. Without these critical revenues, companies could face tough decisions in the new year. While the expected uptick in overall holiday retail sales should keep pace with previous years' growth, online sales continue to be a bright star in the holiday sky, with analysts forecasting a jump of up to 15% from last year.

TO LEARN MORE, DOWNLOAD GA'S RETAIL MONITOR AT
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