

Retailer Optimism: Holiday 2019

RetailMeNot and Kelton Global share shopping holiday research.

Top shopping and promotion plans for the 2019 holiday season.

Top predicted shopping days in 2019

NOVEMBER						
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	9	1	3

DECEMBER						
7	2	3	4	5	6	4
8	9	10	11	12	13	6
10	16	17	18	19	20	5
8	23	24	25	26	27	28
29	30	31				

A shortened holiday season means timing is crucial for retailers.



Nearly half of retailers plan to increase pre-Thanksgiving marketing initiatives.



62% plan to introduce new product lines to encourage earlier shopping.

Categories that out perform in Q4 vs the rest of the year:



Personal Services



Gifts



Electronics



Accessories



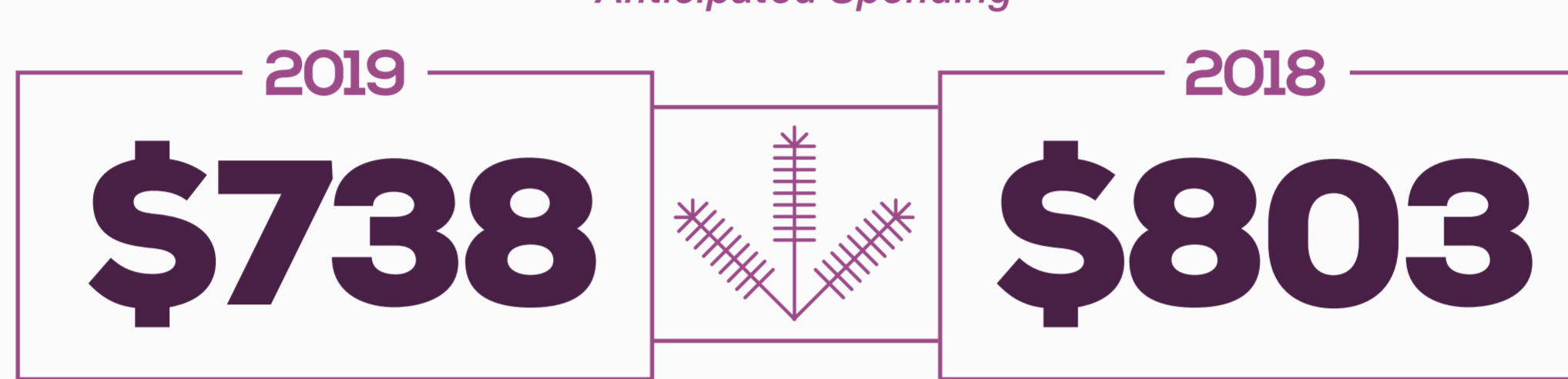
Health & Beauty



Multi-Category

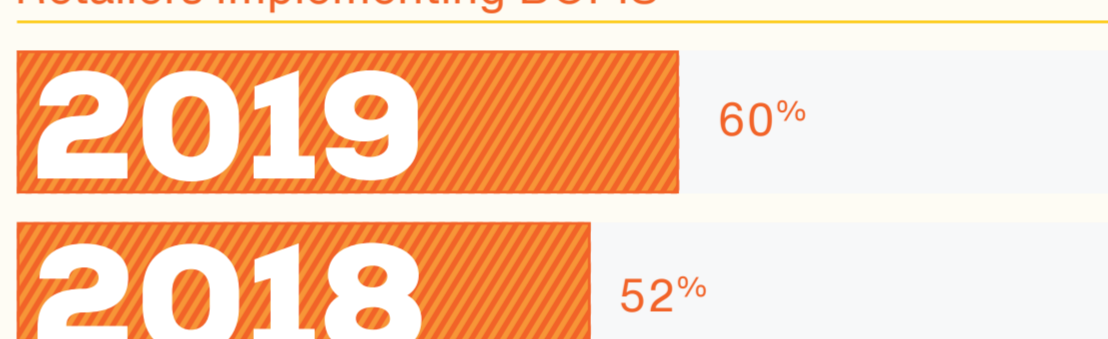
Black Friday spending down as deal-seekers find savings throughout the season

Anticipated Spending



Buy Online, Pick Up in Store (BOPIS) efforts will increase as retailers look for new ways to make the shopping experience easier.

Retailers Implementing BOPIS



of senior retail leaders say their company feels more pressure to compete with Amazon during the holiday season.



of retailers report they plan to change their shipping tactics to compete with larger retailers like Amazon and Target, this holiday season.

Shorter holiday time frame influences marketing opportunities



Only 1 in 3 Americans are currently aware that there is nearly one week less between Thanksgiving and Christmas compared to 2018.



However, 68% say the shortened time frame will impact their holiday shopping this year.

Retailers are testing a variety of tactics to move the needle in 2019.



Free shipping minimum spend thresholds are lowest the last week of November and the two weeks before Christmas.

Content best practices during holiday season:



Call out short-term offers.

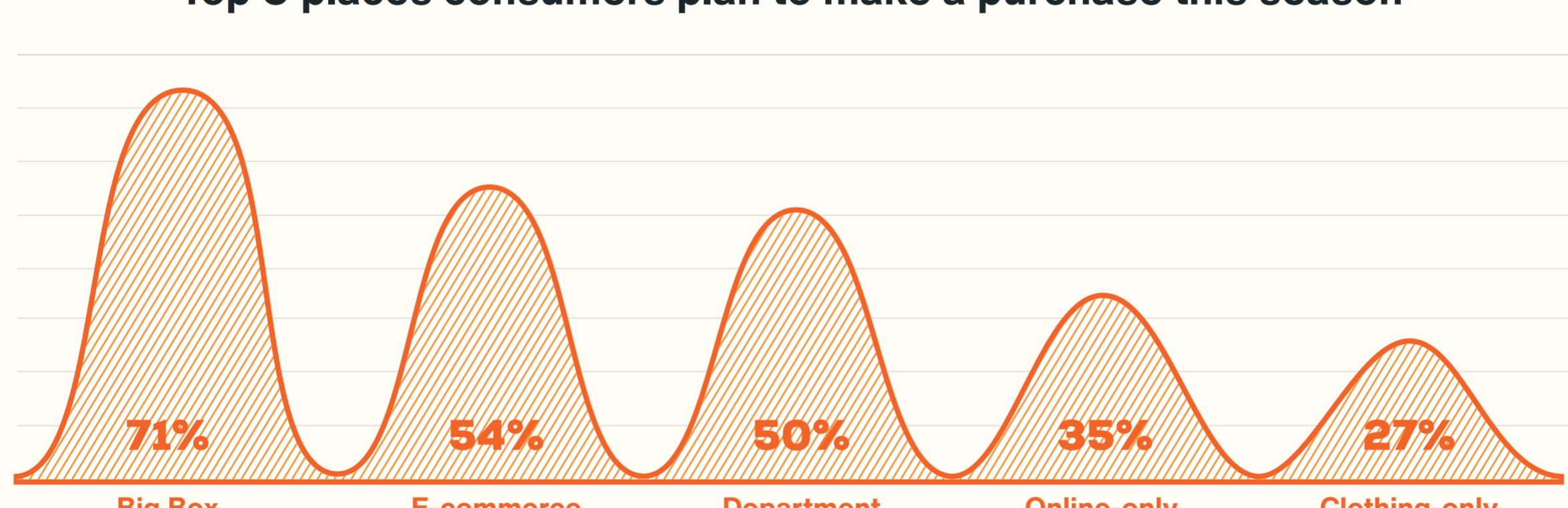


Include "Black Friday" or "Cyber" messaging where appropriate.

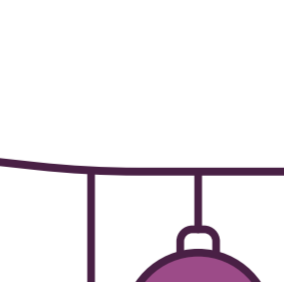


Free shipping is expected! Stack free shipping wherever possible.

Top 5 places consumers plan to make a purchase this season



More than 6 in 10 retailers worry that Amazon Prime Day has shifted the majority of consumer spending to Q3 vs Q4.



Nearly all retailers say the shortened time frame between festivities in 2019 will impact how their organization approaches the holiday season.



SPS COMMERCE

INFINITE RETAIL POWER™

Headquartered in Minneapolis with offices around the world, SPS Commerce (NASDAQ: SPSC) powers over 350,000 trading partnerships between retailers, distributors, grocers, suppliers and 3PLs.

