



2020 Holiday Retail Report

Holiday Oasis: Your journey to Q4 sales success

Shoppers with an **income of \$100K+ were more likely to prefer online holiday shopping (55%).**

Try merchandising online with higher-end, more exclusive products while using a

buy now pay later partner to make customers less price sensitive.

Paying it forward really pays off.

81% of consumers agree that brands should give back during the holidays and 85% want to

shop to support the economy. Share the goodwill with your customers with give-back and donation programs, and incorporate inventive technology – 88% of shoppers see innovative brands as good for society.

Holiday shopping begins earlier this year with most consumers (68%) saying they'll start by Cyber Monday.

Make your sales click

with Buy Now Pay Later, which created a 40% increase in AOV when integrated into the shopping experience.

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“Malls are dead!”

say 56% of consumers. Yet, the majority think it's more fun to shop in physical stores during the holidays (54%) than online (46%). This retail season, revamp your digital presence by creating immersive digital experiences with exciting online browsing.

Most consumers (81%) prefer to buy new over used, but **you're more likely to find Gen Z in a vintage store or resale platform (32%).**

Think about curating vintage items that bring nostalgia and exclusivity to your assortment.

Whether cruising aisles in-store or surfing the web, **59% of consumers expect a seamless shopping experience.**

They want to see the same offers online and in-store.

Gen Z shoppers are the Kings and Queens of Treat Yourself

– 38% enjoy buying presents for themselves during the holidays and they're most likely to spend on Electronics (64%), Gaming (55%), and Entertainment (49%). Try marketing key products in these categories with the message that it's OK to splurge on “me”.

Gen Z is more likely to say they're willing to pay a premium for limited-edition items and drops, as well as customized and personalized items (42% of Zs compared to 27% of consumers overall).

Exclusive drops and customization are key to winning Gen Z this holiday season.

Tell Mom we're listening -

consumers would rather get holiday shopping advice from family and friends (79%) than social media influencers (21%).

Referral programs, shareable offers, and social shopping will be your best friend this holiday season.

86% of consumers say they shop for their pets like they're their children.

Create a shopping experience that leans into the financial factors consumers care about the most when deciding on holiday purchases: Price (74%), Deals and Discounts (58%), as well as Free Shipping (54%).

The Klarna app has shown an increase in self-care product purchases, with

79% of consumers saying they'd prefer to be healthy over wealthy.

This holiday season, show how your brand can help them become their best selves.

Retail therapy is true love - half of consumers say shopping is more fun than dating.

Purse strings are tightening this holiday season with 32% of consumers planning to spend less and 47% planning to spend about the same. Offering broken down payments can help your customers afford more.

39% of Gen Z and Millennials would spend more if they could break their payments

into 4 installments over 2 months, interest free.

Experiences vs products? Products are more popular overall, but

40% of 18-34 year-olds prefer experiences and services.

Yet, COVID-19 has rained on the experience parade. According to the Klarna app, experiences was the second highest category spend last year, but consumers are hesitating to purchase them in 2020 with 66% of people saying they'd rather buy a product this year.

In these times, keep things hands off but in touch - "buy online, pick-up in store" makes 47% of shoppers feel more comfortable, and contactless payments interest a third of consumers.