

More Than 9 in 10 Shoppers Have Had to Buy Last-Minute Holiday Gifts

RetailMeNot Survey Finds 30% of People Wait Until Christmas Week to do the Majority of Holiday Shopping

AUSTIN, Texas, Dec. 11, 2015 /PRNewswire/ -- RetailMeNot (www.retailmenot.com), the largest digital offers marketplace in the United States, announced the latest edition of its Shoppers Trend Report, which found that even as the holiday shopping season started earlier this year, nearly 1 in 3 (30%) consumers typically wait until the week of Christmas to do the majority of their holiday shopping.



Why the procrastination?

Last-minute holiday shopping is more common than you think. More than 9 in 10 (91%) Americans have bought last-minute gifts during the holidays. The reasons for this behavior vary:

- More than 4 in 10 (44%) were undecided on what to get the recipient
- Close to 1 in 3 (30%) became busy and ran out time
- Over 1 in 5 waited to see how much money they had left (21%), received an unexpected gift (21%) or simply forgot (21%)

Of the last-minute shoppers, close to 6 in 10 (58%) prefer to shop in-store versus online. Why? In order to avoid the worry of on-time delivery (69%); preferring to bypass expedited shipping costs (53%); and the feeling that shopping in-store presents better last-minute deals (34%).

Shipping expectations

"While some retailers have extended their free shipping deadlines, shoppers should be mindful of shipping cutoffs and unforeseen weather interruptions," said Marissa Tarleton, chief marketing officer, North America, RetailMeNot, Inc. "Shopping in-store helps eliminate the stress of arrival dates of packages, and retailers have become savvier in listening to customer needs and providing options like 'buy online, pick up in-store' and price-match guarantees."

More than 1 in 3 consumers (34%) believe they will receive their online order on time without paying expedited shipping costs if they order within one week of when the gift is needed. With more people shopping for last-minute gifts online this year compared to 2014 (42% vs. 32% respectively), shoppers should be mindful of shipping deadlines and unexpected weather delays. RetailMeNot suggests consumers take advantage of Free Shipping Day, on December 18, where over 600 retailers will guarantee delivery of gifts by Christmas morning without expedited shipping costs.

Those shoppers who miss free-shipping deadlines are planning to go to great lengths to avoid expedited shipping costs:

- Close to 1 in 2 (47%) would "buy online, pick up in-store" (BOPIS)
- More than 4 in 10 (44%) check other retailers for the same item to see if they might offer free expedited shipping
- Over 1 in 3 (36%) search online for free-shipping coupons
- Nearly 3 in 10 (28%) go to the physical store even if that means not getting their first choice of gift
- 27% pick a different item at a retailer that offers free expedited shipping

Last-minute presents

In some cases, last-minute gifts are inevitable. Holiday shoppers (64%) deem gift cards (physical, digital or gift certificates) as the most popular last-minute gift, followed by accessories like gloves and scarves (9%) or wine or other spirits (7%). Shoppers who wish to avoid the crowds can opt to purchase digital gift cards, make DIY presents or give an experience like wine tasting or cooking classes.

Visit [RetailMeNot](http://RetailMeNot.com) to learn more about shipping deadlines. For all last-minute gift purchases, consumers can download the [RetailMeNot app](#) for iOS and Android to access thousands of offers that can be used in-store at the register.

About RetailMeNot, Inc.

RetailMeNot, Inc. (<http://www.retailmenot.com/corp/>) operates the world's largest marketplace for digital offers.

The company enables consumers across the globe to find hundreds of thousands of digital offers for their favorite retailers and brands. During the 12 months ended September 30, 2015, RetailMeNot, Inc. experienced nearly 730 million visits to its websites, and during the three months ended September 30, 2015, RetailMeNot, Inc. averaged 18.6 million mobile unique visitors per month. In 2014, RetailMeNot, Inc. estimates \$4.4 billion in paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. The RetailMeNot, Inc. portfolio includes RetailMeNot.com, the largest digital offer marketplace in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk, the largest digital offers marketplace in the United Kingdom; RetailMeNot.de in Germany; Actiepagina.nl, a leading digital offers site in the Netherlands; ma-reduc.com, a leading digital offer site in France; Poulpeo.com, a leading digital offers site with cash back in France; and Deals2Buy.com, a digital offers site in North America. RetailMeNot, Inc. is listed on the NASDAQ stock exchange under the ticker symbol "SALE." Investors interested in learning more about the company can visit <http://investor.retailmenot.com>.

Be sure to "like" RetailMeNot, Inc. on [Facebook](#) and follow the company via Twitter [@retailmenotinc](#).

Report Methodologies

The RetailMeNot November 2015 survey was conducted between December 1, 2015, and December 6, 2015, among 1,024 nationally representative Americans ages 18 and over, using an email invitation and online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

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