

# The Holidays are Here and Shoppers are Ready

*Projected spends and trends for Black Friday weekend*

AUSTIN, Texas, Nov. 15, 2018 /PRNewswire/ -- The holiday season is in full-effect and if it seems that each year shoppers and retailers start earlier and earlier – that would be correct. With Black Friday nearly a week away, RetailMeNot data shows that 60% of shoppers have already begun their holiday shopping, which is up 54% from last year.



Shopping and trends expert for RetailMeNot, Sara Skirboll, says, "Shoppers are getting in the holiday spirit and are eager to get their shopping lists completed earlier rather than later."

With Black Friday weekend around the corner, shoppers plan to spend a total of \$803 on gifts, which is \$60 more than they did last year. Out of those surveyed, shoppers plan to spend an average on the following people in their lives:

- \$247 per child
- \$193 for significant others
- \$116 for parents
- \$101 for siblings
- \$96 for in-laws

As far as wish lists go, shoppers are prepared and know what they want this year. Skirboll says, "RetailMeNot data shows that 58% of shoppers will be looking to snag smaller electronics this year, which is no surprise given the great deals Black Friday and Cyber Monday will yield." Other must-have items include:

- Smart phones: 30%
- Headphones: 24%
- Smart watches: 22%
- Clothing: 50%
- Shoes: 35%
- Laptops: 32%

While shoppers may be spending more on Black Friday weekend, that doesn't mean they aren't looking for ways to save. 87% are searching for deals this holiday season and 71% say that price is the biggest determining factor in the gifts that they purchase. To learn more about all the ways to save this holiday season, visit [RetailMeNot.com](https://www.retailmenot.com) and *The Real Deal* for shopping tips and advice.

## **About RetailMeNot, Inc.**

RetailMeNot, Inc. (<https://www.retailmenot.com/corp/>) is a leading savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers across the globe to find hundreds of thousands of offers to save money while they shop or dine out. RetailMeNot, Inc. estimates that \$4.8 billion in retailer sales were attributable to consumer transactions from

paid digital offers in its marketplace in 2017, more than \$560 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. As wholly owned subsidiaries of **Harland Clarke Holdings**, RetailMeNot and **Valassis**, a leader in intelligent media delivery, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

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