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 and *The Real Deal* for shopping tips and advice.

About RetailMeNot, Inc.
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