This Holiday Marks a Shortened Peak Shopping Season but Savvy Shopping Began as Early as This Summer

RetailMeNot survey shows 70% of shoppers who made a purchase on Amazon Prime Day included a holiday gift

AUSTIN, Texas, Oct. 17, 2019 /PRNewswire/ -- The holiday season is almost a full week shorter this year with only 26 days between Thanksgiving and Christmas, compared to 32 days in 2018. What does this mean for shoppers? According to a recent survey by RetailMeNot, the shortened time frame has led 14% to be stressed about completing shopping on time, 28% to make their first holiday purchase sooner, and 34% to start deal seeking earlier in the season.



Shopping and trends expert for RetailMeNot, Sara Skirboll says, "Shoppers are getting savvier every year when it comes to holiday preparation. They are deal hunting, comparison shopping, and they're choosing not to spend all their holiday budget solely in November and December. It was surprising to see our survey results which showed more individuals buying gifts in July."

Like last year, nearly four in five Americans plan on taking advantage of the sales between Thanksgiving and Cyber Monday, but they don't plan on spending as much money as they did in previous years. Black Friday and Cyber Monday spending is expected to be slightly down this year as shoppers are finding more savings throughout the season. About 45% of Black Friday shoppers will complete the majority of their shopping online this year, which is up 31% from those who planned the same in 2018.

Where Are They Shopping?

- 71% of shoppers are heading to big box stores, like Target and Walmart.
- 54% are shopping on E-commerce-focused retailers, like Amazon.
- 50% are going to be shopping in department store, like Macy's and Kohl's.
- 35% of shoppers plan to shop at online-only retailers, like eBay.
- 27% are heading to clothing-only retailers, like Gap and Loft.

What Are They Buying?

- 75% are looking for clothing & accessories:
  - Apparel: 58%
  - Shoes: 47%
- 69% are looking for electronics:
  - Laptop: 25%
  - Smart Phone: 21%
  - Headphones: 21%

Who Are They Shopping For?

- 83% of holiday shoppers will be purchasing gifts for their children, spending an average of$291, which is up from $247 in 2018.
- 80% will be purchasing gifts for their significant others, spending an average of$196.
- 49% will buy gifts for their parents, spending an average of$106.

About RetailMeNot, Inc.
RetailMeNot, Inc. is a leading savings destination bringing people and the things they love together through savings with retailers, brands, restaurants and pharmacies. RetailMeNot makes everyday life more affordable through online and in-store coupon codes, cash back offers, discount gift cards, and the RetailMeNot Genie browser extension. Savings are also provided in consumers' mailboxes through the RetailMeNot Everyday™ direct mail package, and at the pharmacy with RxSaver by RetailMeNot.

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