This holiday season, NRF found that consumers plan to spend a total of $1,048 on average for items such as decorations, candy and gifts as well as other purchases for themselves and their families.

*Click through to learn more about how consumers plan to shop and spend for the winter 2019 holidays.*
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Holiday spending plans

$659 on gifts for family, friends and co-workers

$227 on non-gift holiday purchases such as food and decorations

$162 on other non-gift purchases for themselves and their families

Planned holiday spending per consumer (2004 - 2019)

Source: NRF's Annual October Holiday Consumer Survey, conducted by Prosper Insights & Analytics
Data for 2004 - 2016 reflects Prosper’s revised estimates
For more insights visit NRF.com/holiday.
Holiday shopping plans

91%

of consumers plan to celebrate the winter holidays this year

73%

plan to use their smartphone or tablet to research or make a purchase

19%

are early bird shoppers who started in September or earlier

39%

will start their holiday shopping before November

When do you start shopping for the holiday season?

Source: NRF’s Annual October Holiday Consumer Survey, conducted by Prosper Insights & Analytics
For more insights visit NRF.com/holiday.
What’s on shoppers’ wish lists this year

What types of gifts would you like to receive this holiday season?

- Gift cards: 59%
- Clothing/accessories: 52%
- Books and other media: 35%
- Electronics: 29%
- Home decor: 24%
- Jewelry: 23%
- Personal care: 21%
- Sporting goods: 18%
- Home improvement: 17%
- Other: 7%

Women are significantly more likely than men to wish for gift cards (67% vs. 50%).

Source: NRF’s Annual October Holiday Consumer Survey, conducted by Prosper Insights & Analytics
For more insights visit NRF.com/holiday.
Where consumers plan to shop

Consumers plan to spread their holiday purchases across a variety of retail destinations.

<table>
<thead>
<tr>
<th>Retail Destination</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>56%</td>
</tr>
<tr>
<td>Department store</td>
<td>53%</td>
</tr>
<tr>
<td>Discount store</td>
<td>51%</td>
</tr>
<tr>
<td>Grocery</td>
<td>44%</td>
</tr>
<tr>
<td>Clothing store</td>
<td>34%</td>
</tr>
<tr>
<td>Electronics store</td>
<td>23%</td>
</tr>
<tr>
<td>Local business</td>
<td>23%</td>
</tr>
<tr>
<td>Crafts store</td>
<td>17%</td>
</tr>
<tr>
<td>Drug store</td>
<td>14%</td>
</tr>
<tr>
<td>Other specialty store</td>
<td>13%</td>
</tr>
<tr>
<td>Thrift store</td>
<td>10%</td>
</tr>
<tr>
<td>Outlet store</td>
<td>9%</td>
</tr>
<tr>
<td>Catalog</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>

Fulfillment trends

Do you plan to take advantage of any of the following services when shopping online?

- **Free shipping**: 92%
- **Buy online, pick up in store**: 48%
- **Expedited shipping**: 17%

Source: NRF’s Annual October Holiday Consumer Survey, conducted by Prosper Insights & Analytics
For more insights visit NRF.com/holiday.
November shopping update

As of early November, the majority (56%) of celebrants have started picking up the items on their holiday wish lists.

And on average, holiday shoppers had picked up nearly a quarter (24%) of the items on their lists.
Gifts consumers are planning to give

Whether it’s cash, clothing or toys, holiday shoppers already know what they’re planning to gift this season.

What types of gifts do you plan to give this holiday season? (top 10)

- Clothing: 58%
- Gift cards: 54%
- Toys: 39%
- Books and other media: 37%
- Food/candy: 32%
- Electronics: 25%
- Personal care items: 25%
- Cash: 21%
- Home décor: 20%
- Jewelry: 20%

How younger consumers plan to gift

Younger consumers, those aged 18-24, are significantly more likely than the average shopper to gift items like personal care, clothing and jewelry.

- Clothing: 70%
- Personal care: 38%
- Jewelry: 31%

Source: NRF’s Annual November Holiday Consumer Survey, conducted by Prosper Insights & Analytics
For more insights visit NRF.com/holiday.
Gift card purchasing plans

Gift card spending

$27.5B
Total expected spending on gift cards this season

3 to 4
Number of gift cards consumers will purchase on average

$47
Average value consumers will put on each gift card

What types of gifts cards do you plan to purchase? (top categories)

- Restaurant: 35%
- Department store: 30%
- Coffee shop: 23%
- Visa/AmEx etc.: 23%
- Entertainment: 18%
- Online merchant: 14%
- Book store: 13%
- Electronics store: 13%
- Grocery store: 12%
- Gas station: 9%
- Discount store: 9%

Download data

Source: NRF’s Annual November Holiday Consumer Survey, conducted by Prosper Insights & Analytics
For more insights visit NRF.com/holiday.
Top toys on shoppers’ holiday lists

While the classics remain popular, toys that feature a big reveal like LOL Surprise Dolls and Hatchimals continue to be at the top of the list for girls this year.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Girls</th>
<th>Boys</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Barbie</td>
<td>LEGO</td>
</tr>
<tr>
<td>2</td>
<td>dolls</td>
<td>cars &amp; trucks</td>
</tr>
<tr>
<td>3</td>
<td>LOL Surprise Dolls</td>
<td>Hot Wheels</td>
</tr>
<tr>
<td>4</td>
<td>American Girl</td>
<td>video games</td>
</tr>
<tr>
<td>5</td>
<td>LEGO</td>
<td>Paw Patrol</td>
</tr>
<tr>
<td>6</td>
<td>Hatchimals</td>
<td>Marvel action figures/toys</td>
</tr>
<tr>
<td>7</td>
<td>apparel/accessories</td>
<td>Nintendo Switch</td>
</tr>
<tr>
<td>8</td>
<td>Disney/Disney Princess</td>
<td>PlayStation</td>
</tr>
<tr>
<td>9</td>
<td>baby dolls</td>
<td>Nerf</td>
</tr>
<tr>
<td>10</td>
<td>My Little Pony</td>
<td>Xbox or Star Wars</td>
</tr>
</tbody>
</table>

Source: NRF’s Annual November Holiday Consumer Survey, conducted by Prosper Insights & Analytics
For more insights visit NRF.com/holiday.
What’s inspiring shoppers this year

Where will you look for inspiration for your holiday gifts this year? (top five)

- **Online search**: 45%
- **Friends and family**: 38%
- **Within a retail store**: 36%
- **Wish list**: 28%
- **Advertising circulars**: 27%

In addition to searching for inspiration online and in stores, younger generations of consumers will also turn to social platforms.

Where will you look for inspiration for your holiday gifts this year? (social platforms)

- **Facebook**: 15% (All consumers), 23% (Ages 18-24), 23% (Ages 25-34)
- **Instagram**: 11% (All consumers), 26% (Ages 18-24), 21% (Ages 25-34)
- **Pinterest**: 9% (All consumers), 20% (Ages 18-24), 14% (Ages 25-34)
- **Twitter**: 6% (All consumers), 12% (Ages 18-24), 10% (Ages 25-34)
- **Snapchat**: 4% (All consumers), 11% (Ages 18-24), 6% (Ages 25-34)

Source: NRF’s Annual November Holiday Consumer Survey, conducted by Prosper Insights & Analytics
For more insights visit NRF.com/holiday.
Nearly 7 in 10 plan on engaging in a charitable activity this holiday season.

Roughly a third plan to give back by donating items and money to a charity or cause.

Donating financially: 36%
Donating items: 31%
Purchasing from retailers that donate to social causes: 18%
Volunteering: 13%
Other: 7%

Source: NRF’s Annual November Holiday Consumer Survey, conducted by Prosper Insights & Analytics
For more insights visit NRF.com/holiday.
Thanksgiving weekend results

An estimated **189.6 million consumers** shopped between Thanksgiving Day and Cyber Monday.

**Nearly all (95%)** used the weekend to purchase holiday gifts and other holiday purchases, spending **$361.90 on average**.
What Thanksgiving weekend shoppers bought

What types of holiday gifts did you buy Thanksgiving weekend? (top 10)

- Clothing/accessories: 58%
- Toys: 33%
- Electronics: 31%
- Books and other media: 28%
- Gift cards: 27%
- Personal care: 22%
- Home décor: 21%
- Food/candy: 20%
- Sporting goods: 14%
- Jewelry: 13%

Source: NRF’s Annual Thanksgiving Holiday Consumer Survey, conducted by Prosper Insights & Analytics
For more insights visit NRF.com/holiday.
The rise of the social and mobile shopper

Three-quarters (75%) of Thanksgiving weekend shoppers turned to their mobile devices to research and purchase holiday items. Younger generations also used social platforms to track sales and promotions.

Source: NRF’s Annual Thanksgiving Holiday Consumer Survey, conducted by Prosper Insights & Analytics
For more insights visit NRF.com/holiday.
What’s left for holiday 2019

With **only 9 percent** of Thanksgiving weekend shoppers reporting that they’re completely done, most consumers still have plenty of holiday shopping left to do in December.

Only **2 in 5** believe sales and promotions will be the same or better through the rest of the season.

Source: NRF’s Annual Thanksgiving Holiday Consumer Survey, conducted by Prosper Insights & Analytics
For more insights visit NRF.com/holiday.
Additional consumer holiday insights coming mid December 2019.

nrf.com/holiday