

# Holiday 2019 Consumer Trends

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

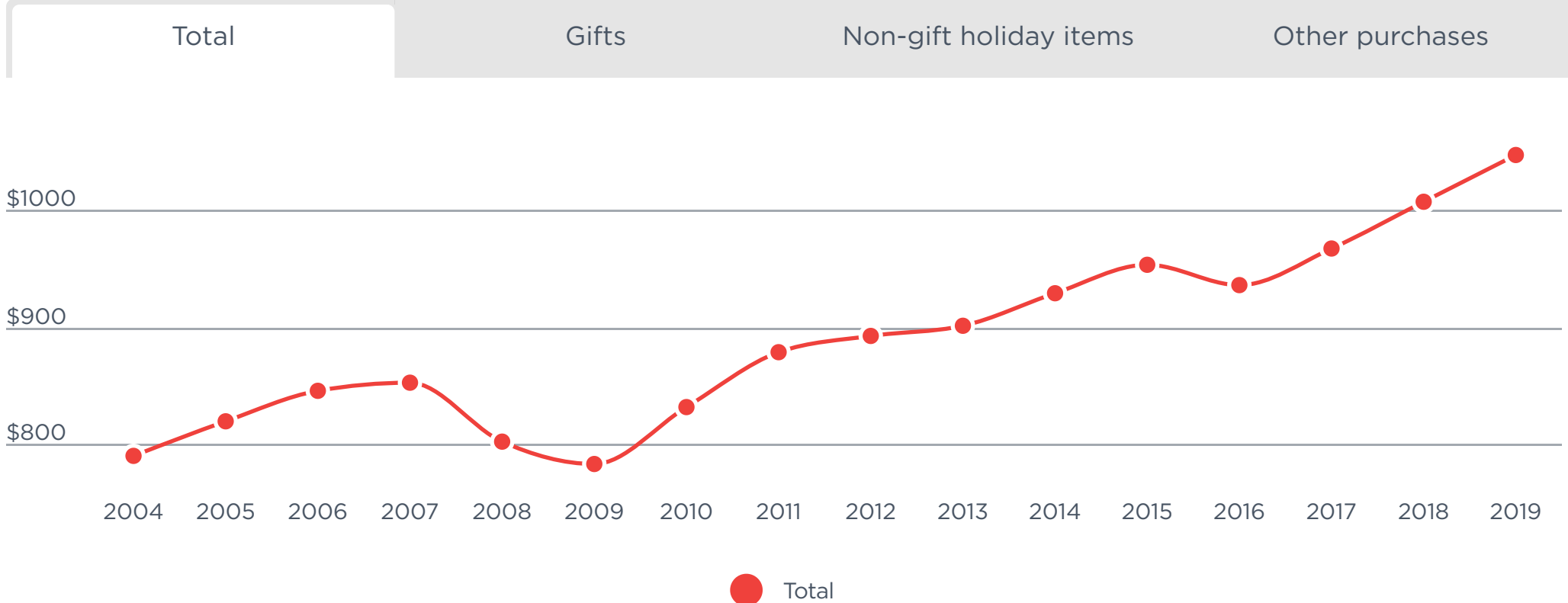
**\$227**

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](https://www.nrf.com/holiday).

# Holiday shopping plans



of consumers plan to celebrate the winter holidays this year



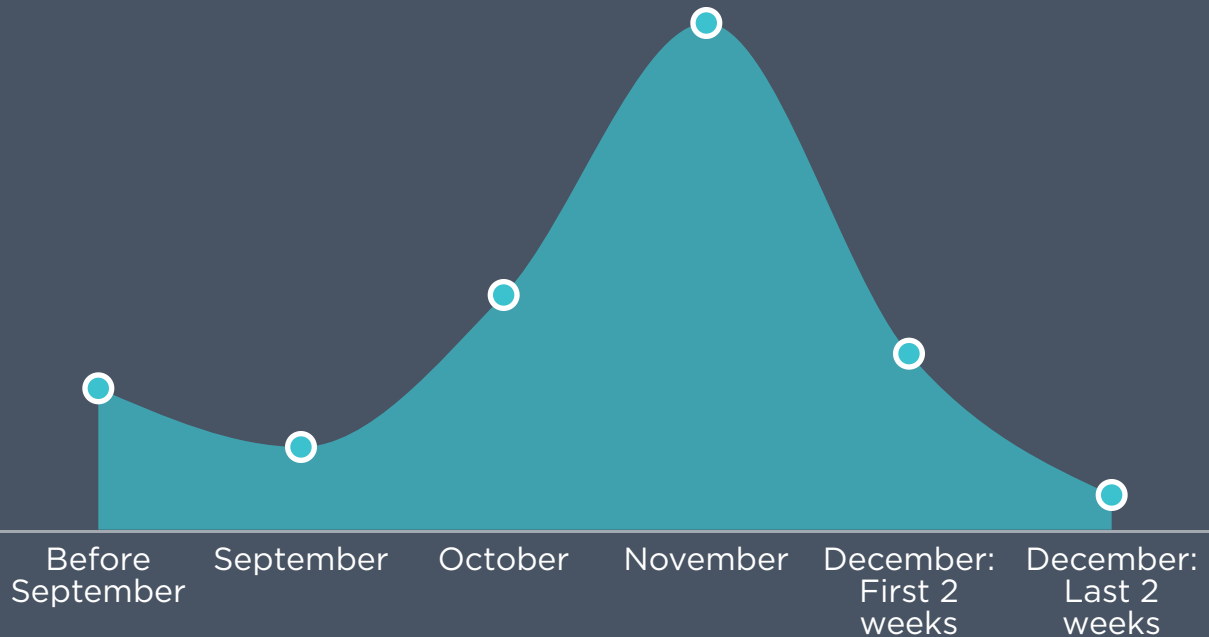
plan to use their smartphone or tablet to research or make a purchase



are early bird shoppers who started in September or earlier

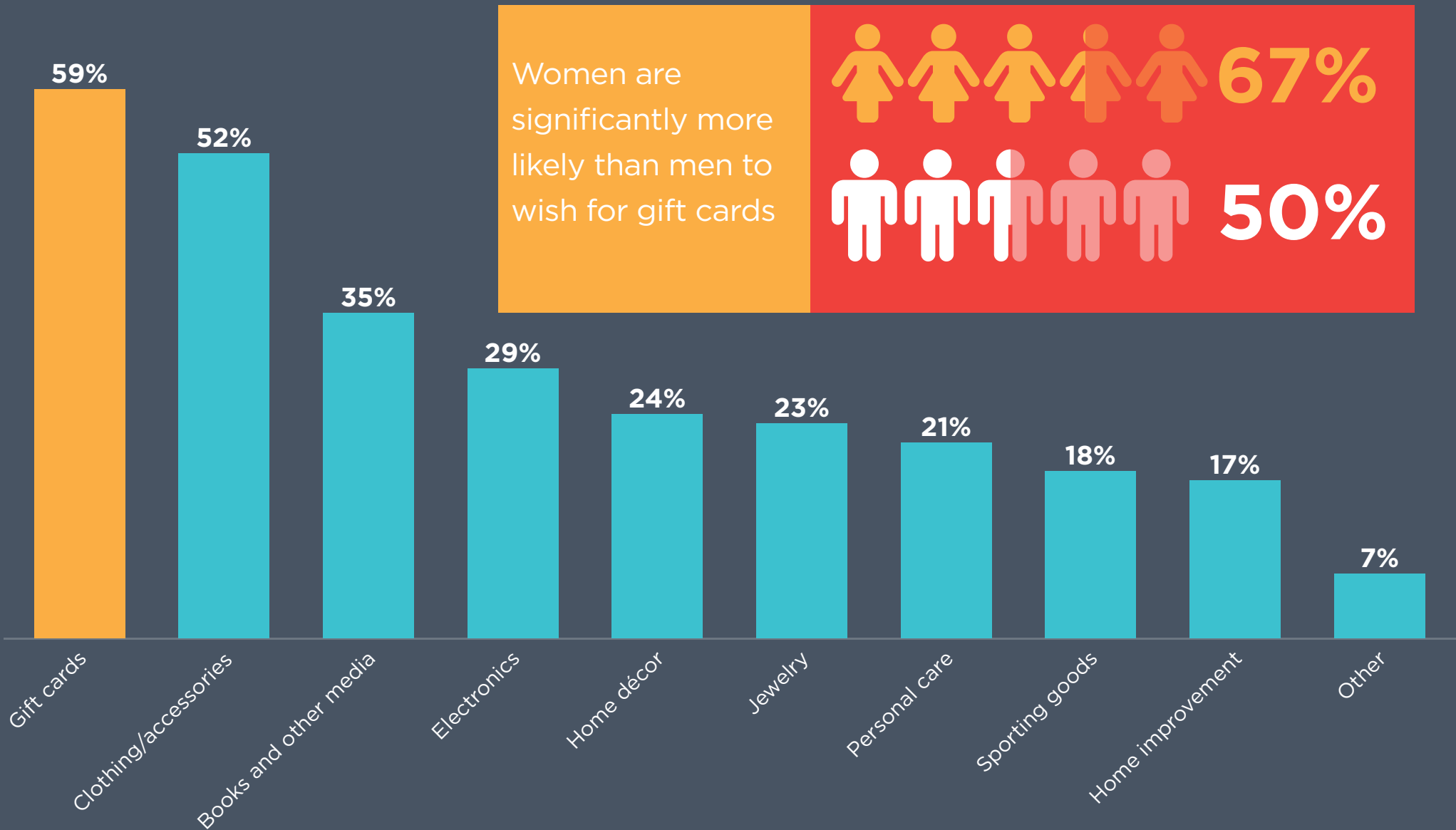
**39%**  
will start their holiday shopping before November

When do you start shopping for the holiday season?



# What's on shoppers' wish lists this year

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



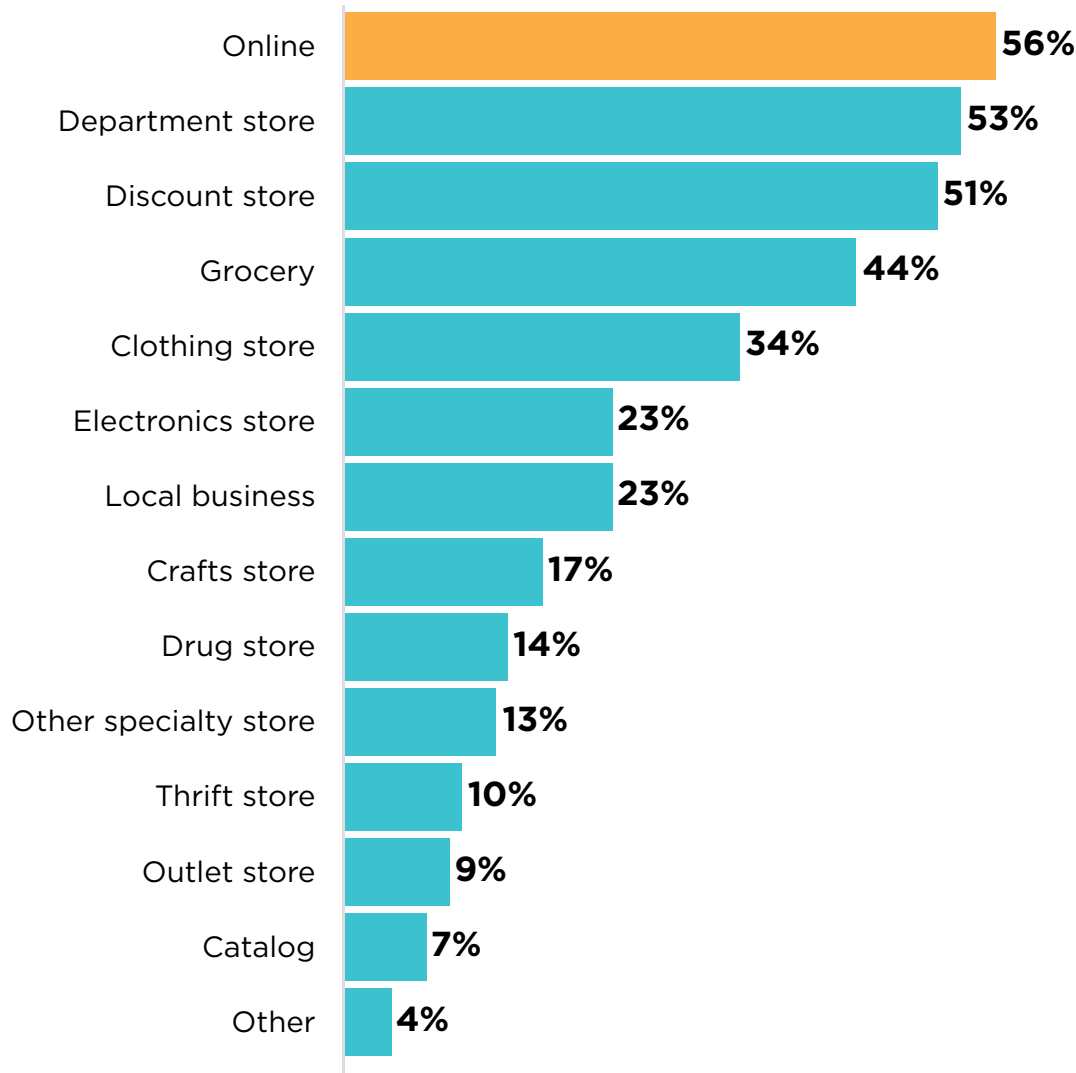
Source: NRF's Annual October Holiday Consumer Survey, conducted by Prosper Insights & Analytics

For more insights visit [NRF.com/holiday](https://www.nrf.com/holiday).

# Where consumers plan to shop

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

*Where do you plan to purchase holiday items this year?*



## 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  
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# November shopping update

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

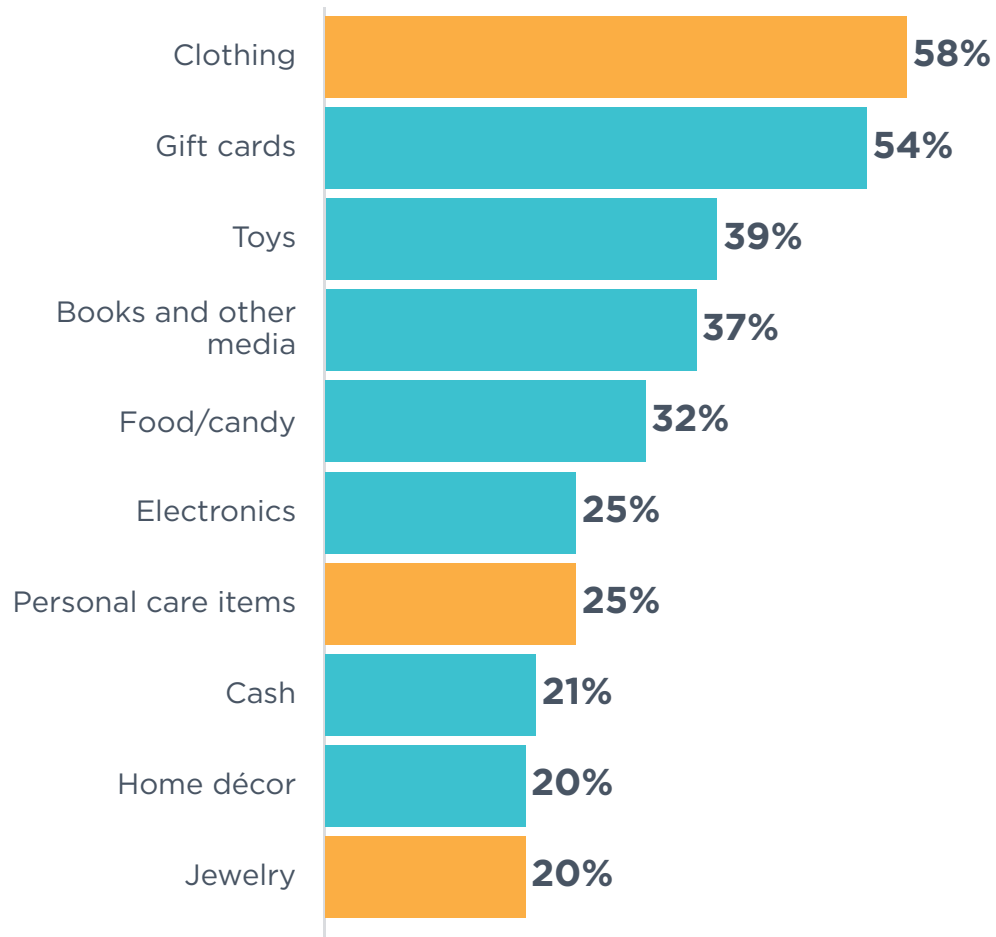
And on average, holiday shoppers had picked up **nearly a quarter (24%)** of the items on their lists.



# 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)



 Download data

## 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](https://www.nrf.com/holiday).



# Gift card purchasing plans

## Gift card spending



**\$27.5B**

Total expected spending on gift cards this season



**3 to 4**

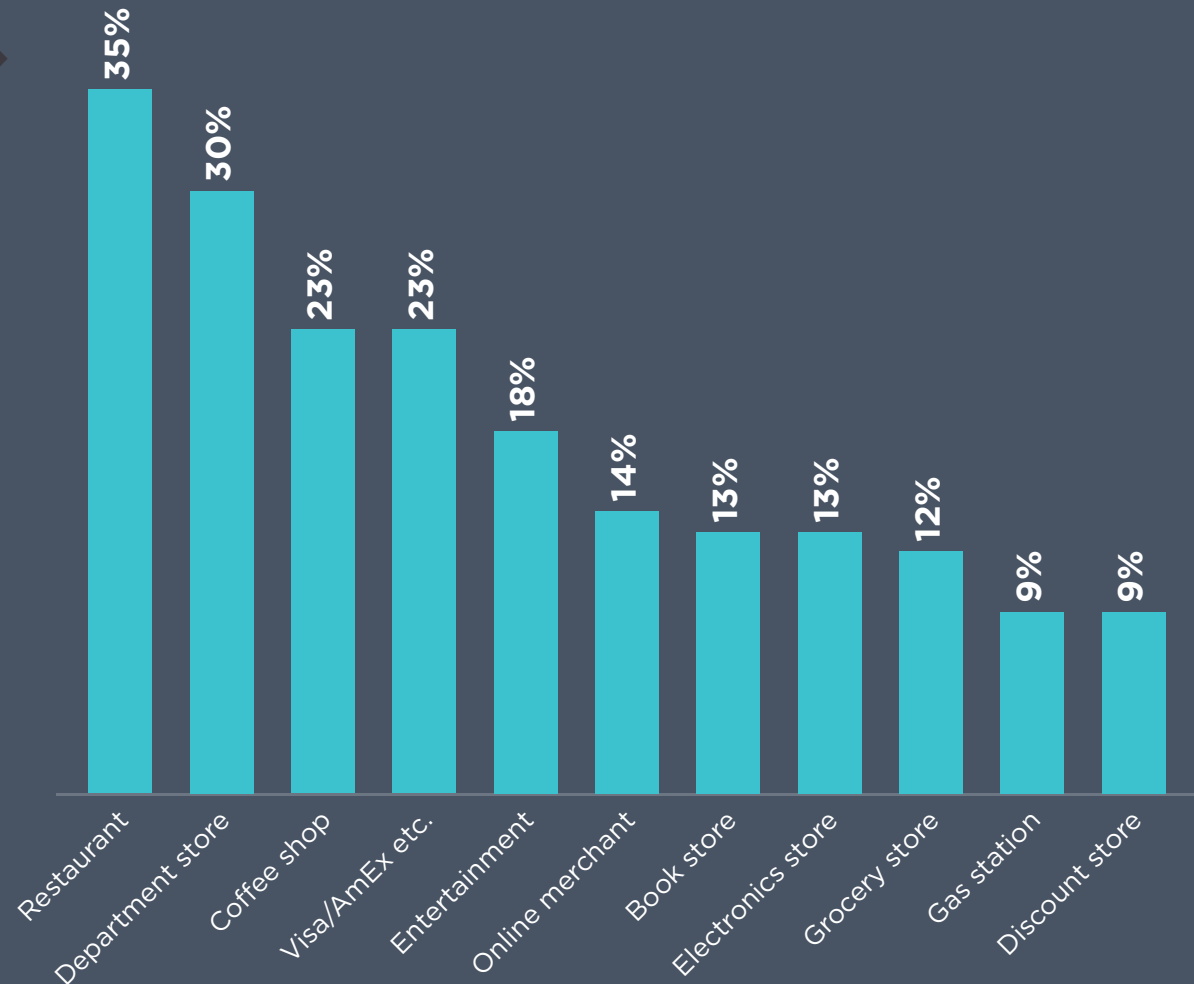
Number of gift cards consumers will purchase on average



**\$47**

Average value consumers will put on each gift card

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



 [Download data](#)

# 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.

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

Source: NRF's Annual November Holiday Consumer Survey, conducted by Prosper Insights & Analytics

For more insights visit [NRF.com/holiday](https://www.nrf.com/holiday).

# What's inspiring shoppers this year

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



45%

Online search



38%

Friends and family



36%

Within a retail store



28%

Wish list

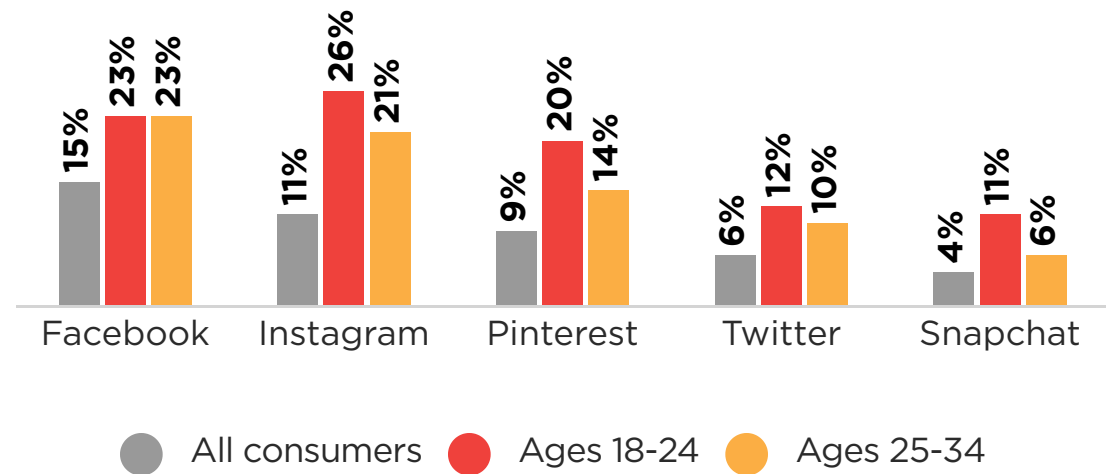


27%

Advertising circulars

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)

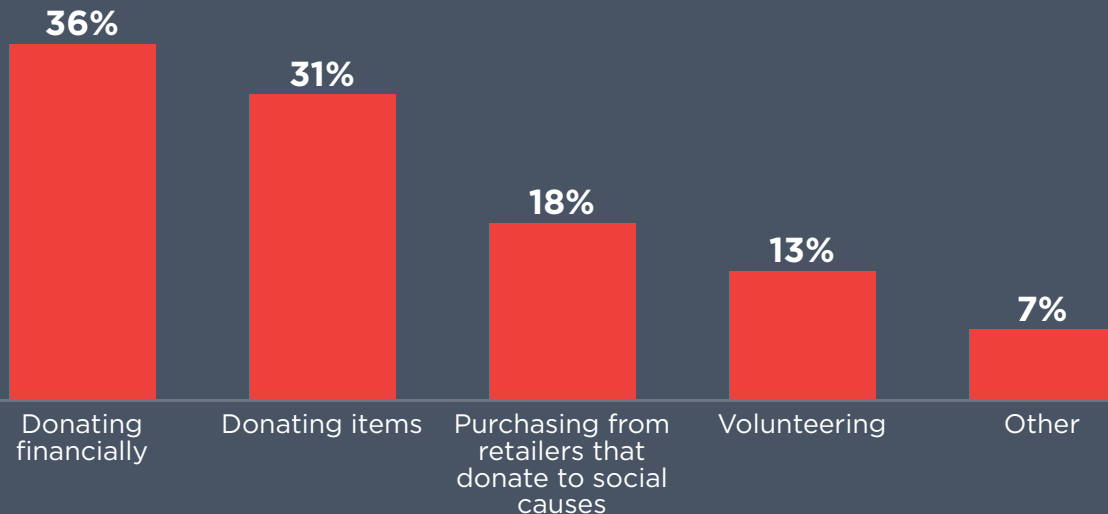


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# How consumers are planning to give back



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

# Thanksgiving weekend results

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

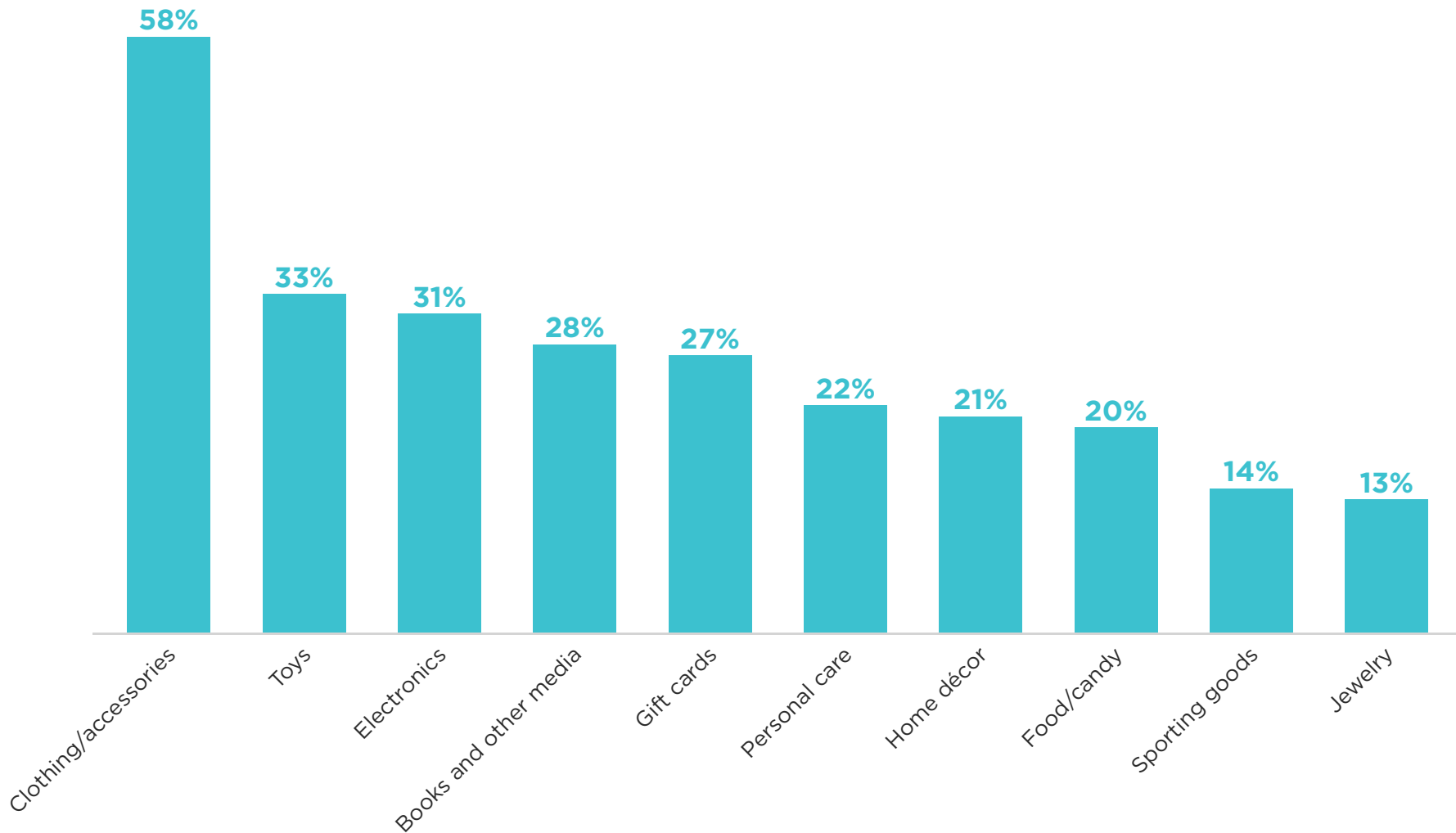
**Nearly all (95%)** used the weekend to purchase holiday gifts and other holiday purchases, spending **\$361.90 on average.**



# What Thanksgiving weekend shoppers bought



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

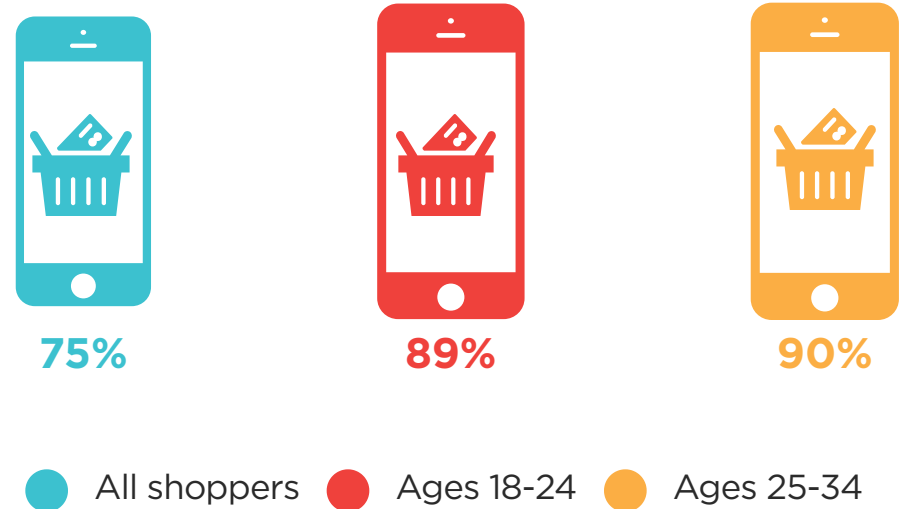


Source: NRF's Annual Thanksgiving Holiday Consumer Survey, conducted by Prosper Insights & Analytics  
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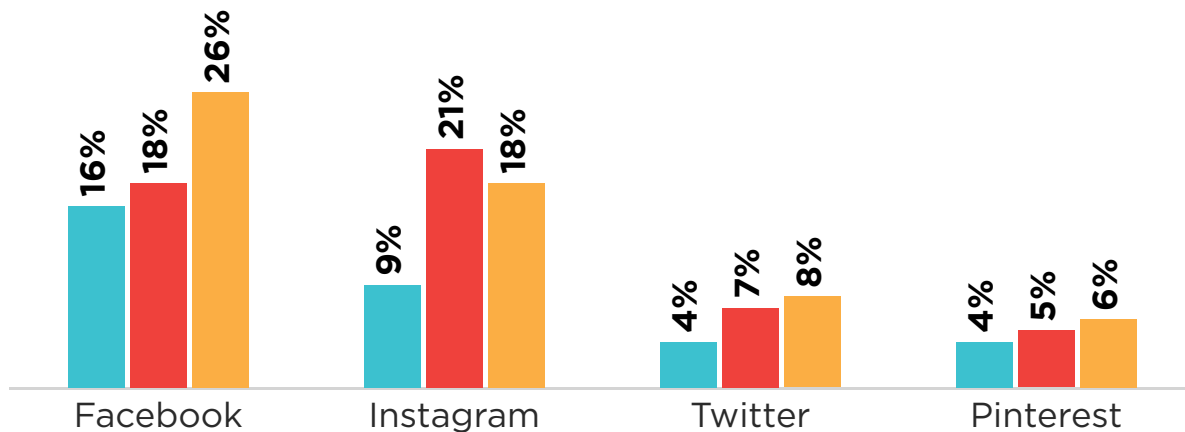
# The rise of the social and mobile shopper

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.

Percent using mobile devices to make holiday purchase decisions over Thanksgiving weekend



Percent using social media to look for information on Thanksgiving weekend

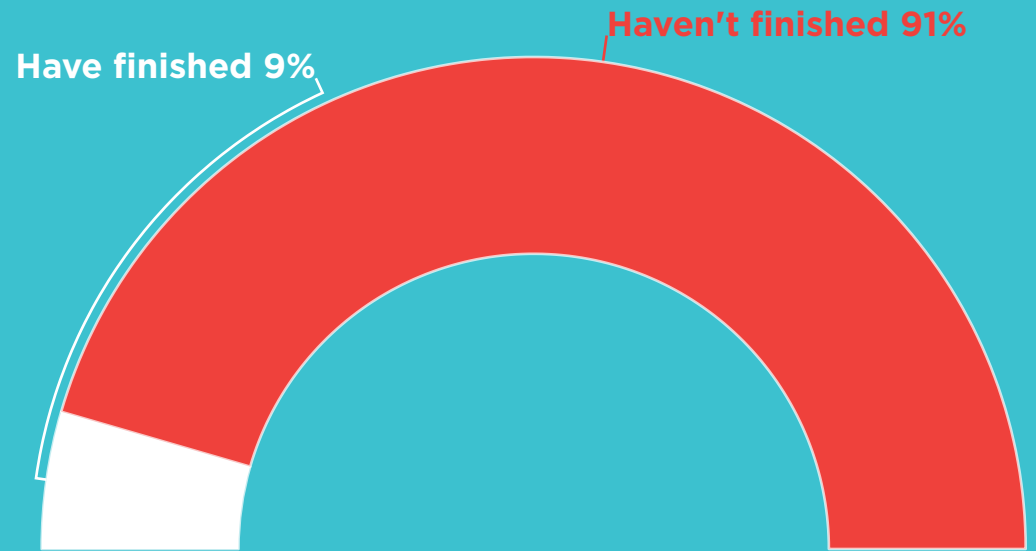


Source: NRF's Annual Thanksgiving Holiday Consumer Survey, conducted by Prosper Insights & Analytics  
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# What's left for holiday 2019

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.

Percent of shoppers who have completed their holiday shopping



**39%**

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



Additional consumer holiday insights coming mid December 2019.

[nrf.com/holiday](https://nrf.com/holiday)

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