

# 2015 HOLIDAY SHOPPING TRENDS

by ThoughtWorks® Retail

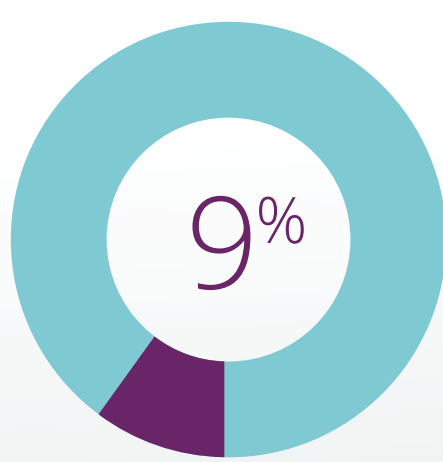
ThoughtWorks Retail asked more than

## 500 U.S. CONSUMERS

ABOUT THEIR HOLIDAY SHOPPING HABITS.<sup>1</sup>

Here's what we found out:

### A NEW OPPORTUNITY to earn loyalty



Only 9% of those surveyed limit their shopping to retailers with which they have loyalty card or rewards memberships

and

77% of consumers say they will shop stores or websites during the holidays that they don't usually shop.



This important finding represents **an opportunity for retailers to earn new fans** – that is if retention strategies are in place now.

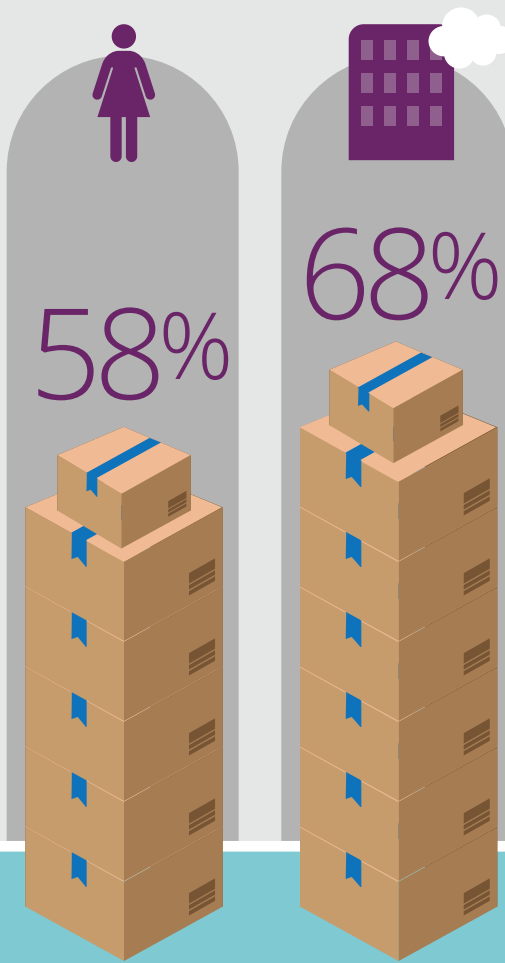


### RETAILERS BETTER BE PREPARED for the HOLIDAY SHIPSTORM OF 2015

58% of consumers plan to have purchases shipped

but

68% of retailers admit they're not well-prepared to provide shipping choices such as same-day, express, guaranteed-delivery and weekend or after-hours deliveries.<sup>2</sup>



Retailers need to whip their supply chain and inventory visibility into shape to **provide a range of convenient shipping options.**

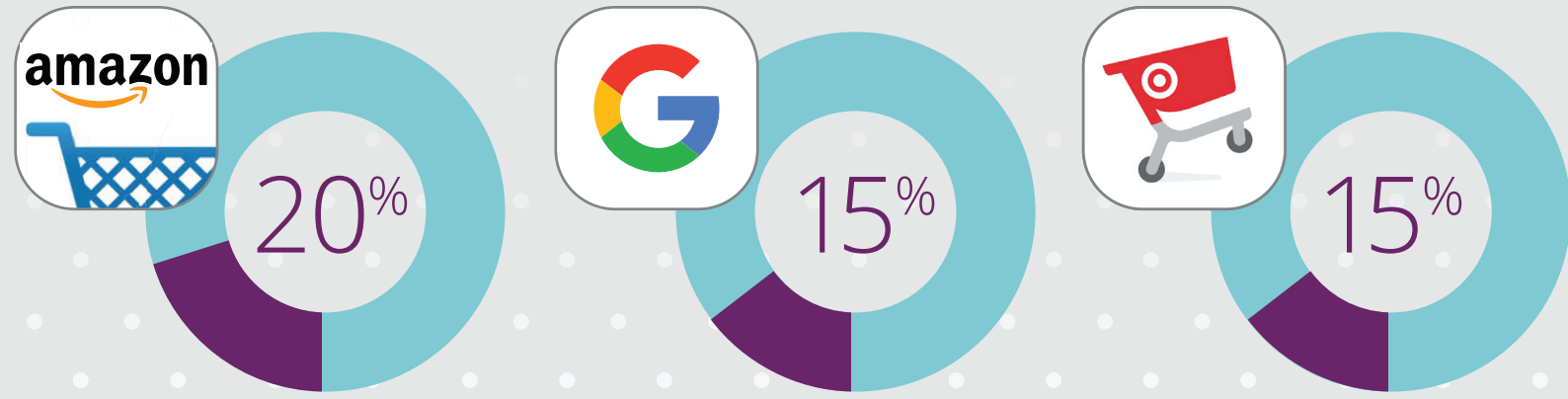
### "APPS" HAVE A DIFFERENT MEANING during the holidays



More than half (51%) of those surveyed said they will not use native mobile apps to help them shop during the holidays

however

of those that will, 20% indicated they have Amazon's mobile app, 15% have Google and 15% have Target's Cartwheel app on their mobile devices.



Consumers still aren't ready to replace traditional holiday apps like Swedish meatballs with mobile shopping ones.

### consumers are SPREADING THE SPEND

60% of consumers shop all throughout the holiday season – good news if Black Friday leaves you seeing red!

Let's break it down:



1/3 of shoppers say they always shop on Black Friday



20% of consumers say they never shop on Black Friday



31% always shop on Cyber Monday



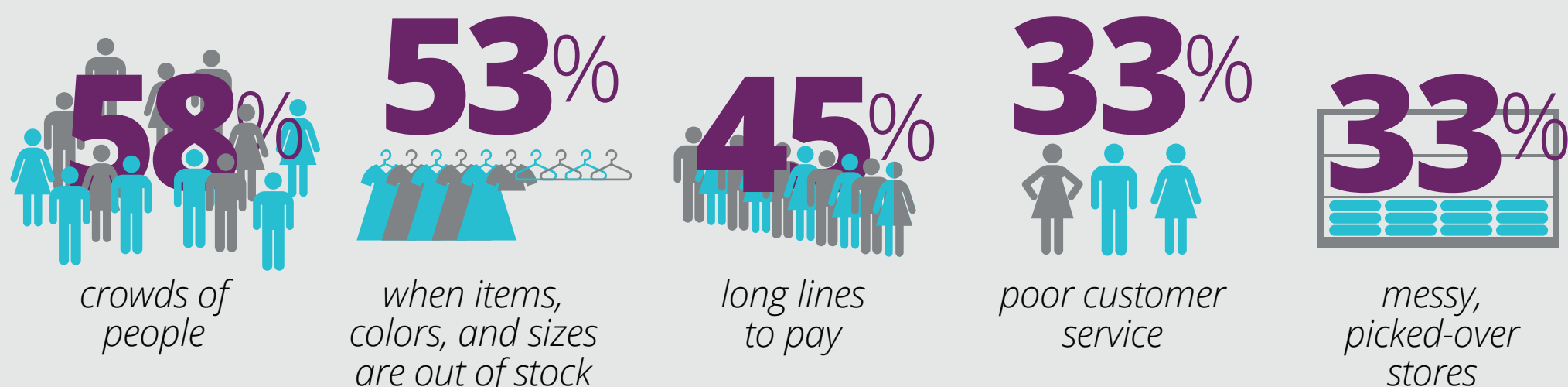
1 in 4 shoppers save their shopping until the last minute

Retailers should develop online and in-store personas to best support behavior, providing resources to consumers such as click and collect, last minute deals or quick check outs. When considering POS, credit is still king, especially online: **50.5% prefer to pay with a credit card.**

**FUN FINDING:** Men are twice as likely as women to procrastinate.

### RETAILERS HAVE AMPLE OPPORTUNITY to WOW customers

We asked, "What's the WORST thing about holiday shopping?" We heard:



**FUN FINDINGS:** 10X Women are nearly 10 times more likely than men to cite poor customer service as the "worst part of holiday shopping."

46% of women were most annoyed by waiting in long lines to pay, making them possibly more likely to walk out of a store instead of ringing up.

When you combine consumers' generally low expectations with the fact that 77% of them will shop stores or websites that they don't usually shop, retailers have tremendous opportunity in the next few weeks to really wow new customers.

ThoughtWorks® Retail  
Learn more at [thoughtworks.com/retail](http://thoughtworks.com/retail)

<sup>1</sup> <http://thght.works/1QdoEsX>  
<sup>2</sup> <http://thght.works/1QdoTEv>