

2020 HOLIDAY SHOPPING

The first findings from Capgemini's holiday season research show a combination of **retailer confidence** and **consumer caution** as shopping is set to **shift to online**

1 IN 3

consumers will only go to shops when they know what they are going to buy. A third again will research online prior to an instore purchase



52%

of purchases will be essential items



1 IN 2

will shop more online



27%

of purchases will be in-store



BUT confidence in predicting sales patterns has **DROPPED** by **16** percentage points

(55% in 2019 to 39% in 2020)



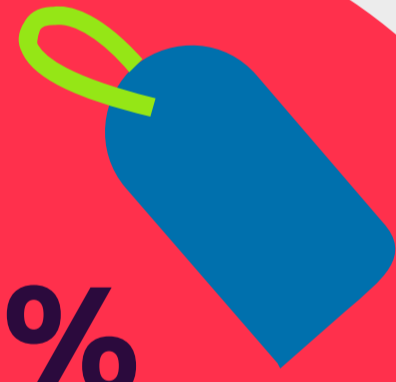
46%

of retailers expect an increase in sales



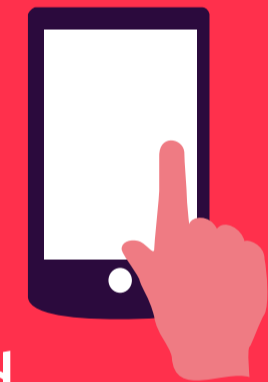
33%

will offer more discounts online



93%

of retailers have improved their online offering



18%

of purchases will be luxury items



14%

will spend **MORE** this Black Friday, but

35%

will spend **LESS**



32%

will plan what to buy in advance



29%

have saved money for holiday shopping



The biggest spenders will be **MILLENNIALS** and those with incomes of **£64K+**



STAY TUNED FOR PART 2 OF OUR STUDY to be released in early December 2020