

2020 HOLIDAY SHOPPING

The second findings from Cappgemini's holiday season research show many looking forward to getting back in store, despite spending restraint

38%

of consumers are spending less on holiday shopping than they did last year

48%

of holiday season purchases are for essential items.

Consumers are prioritizing:

- Clothing (36%)
- Beauty/personal care (21%)
- Electrical items (21%)

Why are people shopping less?

22%

cite ongoing COVID-19 restrictions

1 in 5

are giving fewer gifts because they're seeing less family

3 in 5

want Covid-19 era retail technology innovations, like contactless payments and self-service kiosks to remain

58%

have benefited from free or reduced shipping and **55%** from 'X% off' promotions

DELIVERY

26%

of respondents had never shopped online until the pandemic

59%

of consumers miss shopping in store

Methodology:

The interviews were conducted online by Sapio Research, on behalf of Cappgemini, between 30 November 2 December 2020 using an email invitation and an online survey. The retailer survey was conducted among 7,543 consumers across 7 regions: The UK, the US, Germany, France, Netherlands, Scandinavia and Spain.