

NATIONAL RETAIL FEDERATION'S THANKSGIVING SURVEY INDICATES GREATER PARTICIPATION IN THANKSGIVING WEEKEND SHOPPING THIS YEAR



- A recent holiday survey by the National Retail Federation (NRF) and Prosper Insights & Analytics found that an estimated 137.4 million people, or 59% of Americans, are either planning to shop or considering shopping during Thanksgiving weekend this year, up slightly from 135.8 million people, or 58.7%, last year.
- According to the survey, Black Friday will remain the busiest day of the four-day holiday weekend, with 74% of people surveyed planning to shop that day, similar to the figure in 2015.
- Millennials' participation in Thanksgiving weekend shopping will be significantly higher than average: 77% of 18–24 year olds and 76% of 25–34 year olds surveyed plan to shop over the weekend, versus 59% for all age groups.

An Estimated 59% of Americans Plan to Shop During Thanksgiving Weekend

A recent holiday survey by the NRF and Prosper Insights & Analytics estimates that 137.4 million people, or 59% of Americans, plan to shop or are considering shopping during Thanksgiving weekend, the four-day period that includes Thanksgiving Day, Black Friday, Small Business Saturday and the Sunday that ends the weekend. The survey figure ticked up slightly from 135.8 million people, or 58.7%, last year.

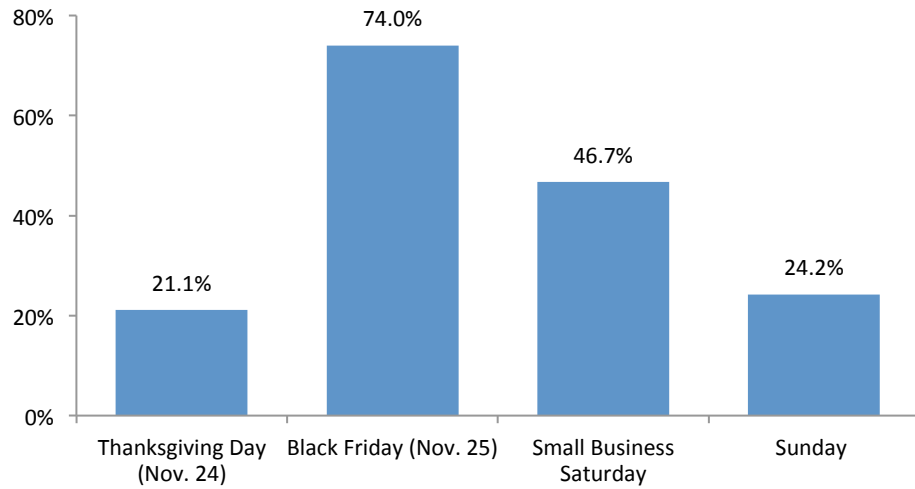
Black Friday Remains the Busiest Shopping Day Out of the Four

According to the survey, Black Friday will remain the busiest shopping day of the four-day weekend, with 74% of people surveyed planning to shop on that day, similar to the figure in 2015. A significant number of those surveyed, 47%, expect to shop on Small Business Saturday, and 24% of that group expressed a willingness to support small businesses. The survey also found that only 21% of shoppers polled expect to shop on Thanksgiving Day, and only 24% on the Sunday after Thanksgiving. The figure below shows the expected shopper participation rates, by day, during the Thanksgiving weekend.



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Figure 1. Participation of Thanksgiving Weekend Shopping, by Day



Source: NRF/Prosper Insights & Analytics

Overall, the NRF expects shoppers to take a season-long approach to holiday shopping, although it still expects retailers to offer good deals on the key shopping days. NRF President and CEO Matthew Shay commented, “Retailers know consumers are spreading out their holiday budgets to shop throughout the season. While there’s no doubt of the incredible promotions offered during the weekend, the holiday shopping season is long and consumers will look for and expect great deals down to the very last minute.”

Millennials Are the Leading Age Group in Terms of Participation in Thanksgiving Weekend Shopping

Millennials’ participation in Thanksgiving weekend shopping is expected to be significantly higher than the national average: 77% of 18–24 year olds and 76% of 25–34 year olds plan to shop over the weekend, versus 59% for all age groups. Millennials will continue to drive traffic online and in stores during the holiday weekend. Prosper Insights & Analytics Principal Analyst Pam Goodfellow noted that shopping during the Thanksgiving weekend is a millennial holiday tradition.

Cyber Monday Deals Are Available Early This Year

Cyber Monday is not included in the four-day Thanksgiving weekend, but 36% of shoppers surveyed said they plan to shop online that day, up from 24% in 2015. This year, the CyberMonday.com website will start promoting deals on Black Friday. The website’s “Deals of the Hour” promotions will feature technology and fashion brands that include Apple, Samsung, Under Armour and American Eagle Outfitters.



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