



# GLOBAL RETAIL RESEARCH & INTELLIGENCE US HOLIDAY 2014 AT A GLANCE



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OCT. 24, 2014

OCTOBER  
NOVEMBER  
2014  
VS.  
2013

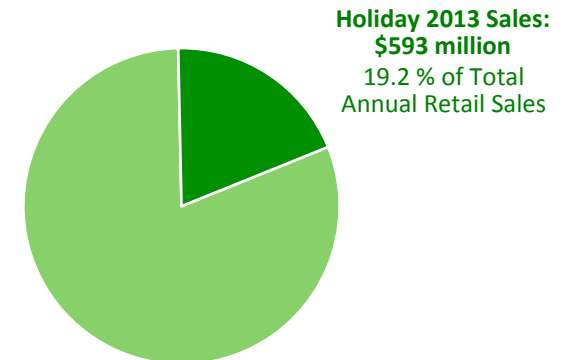
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					10/31 Halloween	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	11/28 Black Friday	29
30			11/27 Thanksgiving			

DECEMBER  
JANUARY  
2014  
VS.  
2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	12/1 Cyber Monday	2	3	4	5	6
7	12/8 Green Monday	9	10	11	12	13
14	15	12/16 – 24 Chanukah				12/20 Super Saturday
12/16 – 24 Chanukah			12/24 Christmas Eve	12/25 Christmas Day	12/26 – 1/1 Kwanzaa	
12/26 – 1/1 Kwanzaa				1/1/2015 New Year's Day		

**KEY PROJECTION RELEASES**

- **Oct. 13**—PriceWaterhouseCooper’s Retail & Consumer 2014 Holiday Outlook projects the average holiday spending for households earning less than \$50,000 per year will be \$377, and \$978 for households earning more than \$50,000 per year. PWC anticipates an average holiday spend per household of \$684, down from \$735 in 2013.
- **Oct. 10**—FBIC’s Research and Intelligence team projected a 13-15% increase in online holiday sales.
- **Oct. 9**—Accenture released their annual holiday shopping consumer survey projecting that 25% of consumers plan to spend more this holiday compared to 20% in 2013, with an average spend of \$718 (per household).
- **Oct. 9**—ICSC projected shopping center sales this holiday will be up 4% over last year to \$488.6 billion for the November-December period, and anticipated a rise in holiday hiring of 7.3% to 794,258 jobs.
- **Oct. 7**—NRF released its holiday 2014 forecast, increasing holiday sales projections to 4.1%, while Shop.org forecast online sales to grow between 8-11%. Their projected consumer spend per household is \$767.
- **Sept. 20**—FBIC’s Research and Intelligence team projected a 3-5% increase in holiday retail numbers.



<b>\$\$ HALLOWEEN</b>	<b>\$\$ THANKSGIVING</b>	<b>\$\$\$\$\$ BLACK FRIDAY</b>
<p>Halloween is one of the fastest growing consumer holidays, and this year falls on a Friday, which could lead to stronger sales. According to NRF surveys conducted through Prosper Insights and Analytics:</p> <ul style="list-style-type: none"> <li>• 67.4% of Americans are expected to buy Halloween costumes, the most in the survey's 11 year history</li> <li>• 39.1% started their Halloween shopping in September; 42.1% in the first two weeks of October</li> <li>• The average expected spend per person is \$77.52, over 75.03 last year</li> <li>• Halloween sales this year are expected to reach \$7.4 billion, up more than 7% from last year</li> <li>• Halloween sales have risen over 55% since 2005</li> <li>• Nearly 75 million adults will dress in costume this year. Americans expect to spend \$2.8 billion on Halloween costumes for adults, kids and pets.</li> </ul>	<p>Every fourth Thursday of November, sometimes called "Black Thursday" in reference to shoppers who take advantage of the retailers who open doors Thanksgiving evening, to get an early start on their Black Friday sales.</p> <ul style="list-style-type: none"> <li>• 45 million people shopped on Thanksgiving Day in 2013, up from an estimated 35 million in 2012 (NRF Holiday Survival Kit 2014)</li> <li>• Over half of Millennials made a purchase online on Thanksgiving Day 2013 (Shop.org Holiday Planning Guide 2014)</li> <li>• Plans to shop on Thanksgiving Day and Evening 2014 is projected to rise to 45% from 38% Thanksgiving Day and Evening (Accenture survey, Oct 2014)</li> <li>• 47% of shoppers plan to shop in a physical store between 6pm Thanksgiving Day and 5am Black Friday (Accenture survey, Oct 2014)</li> <li>• Half of retailers plan to promote Thanksgiving/Black Friday specials 5-6 days in advance (Shop.org, Oct 2014)</li> </ul>	<p>The day after Thanksgiving.</p> <ul style="list-style-type: none"> <li>• More than 92 million people shopped online and in stores on Black Friday 2013 (NRF)</li> <li>• Enthusiasm for Black Friday is at its highest level in 8 years, with 66% of respondents saying they're likely to shop Black Friday, compared to 55% last year (Accenture Holiday Shopping Survey, Oct 2014)</li> <li>• 37% plan to shop online on Black Friday using a desktop, mobile device or tablet, up from a 32% increase in 2013. 47% of these Black Friday shoppers plan to shop in a physical store between 6PM Thanksgiving Day evening and 5AM Black Friday morning. (Accenture Holiday Shopping Survey, Oct 2014)</li> <li>• ShopperTrak reports that Black Friday is the busiest shopping day of the year, according to mall foot traffic, with the NRF reporting more than 131 million unique shoppers on Black Friday (NRF Holiday Survival Kit 2014)</li> </ul>
<b>\$\$\$\$ CYBER MONDAY</b>	<b>\$\$\$\$\$ GREEN MONDAY</b>	<b>\$ SUPER SATURDAY</b>
<p>The Monday after Thanksgiving, a term coined by Shop.org to describe one of the biggest online shopping days of the year.</p> <ul style="list-style-type: none"> <li>• 25 million Americans shopped with their mobile device on Cyber Monday 2013 (NRF)</li> <li>• Cyber Monday 2013 brought a record breaking \$2.29 billion in online sales, 18.3% of which were mobile (Adobe Digital Index 2013)</li> <li>• Cyber Monday desktop sales were \$1.74 billion in 2013, an 18% increase (ComScore)</li> <li>• Email is the biggest promotional tool retailers plan to utilize this year (Shop.org, Oct 2014)</li> </ul>	<p>The Monday following Cyber Monday, a term coined by eBay to describe its best December sales day.</p> <ul style="list-style-type: none"> <li>• Green Monday 2013 online sales grossed \$1.4 billion (ComScore)</li> <li>• Green Monday sales have been steadily increasing since 2009's sales of \$854 million, and was the third heaviest online sales day for the 2011 season at \$1.27 billion in sales that year (ComScore)</li> </ul>	<p>The Saturday before Christmas, marking the effective end of the holiday shopping season.</p>