

# 2016 Holiday Shopping Forecast<sup>1</sup>

Will this holiday season be merry and bright for retailers? Visa's projections show that overall spend will increase on all forms of payment while e-commerce should see a significant leap (giving Black Friday a run for its money). Biggest takeaway? Cyber Monday is becoming the new black.

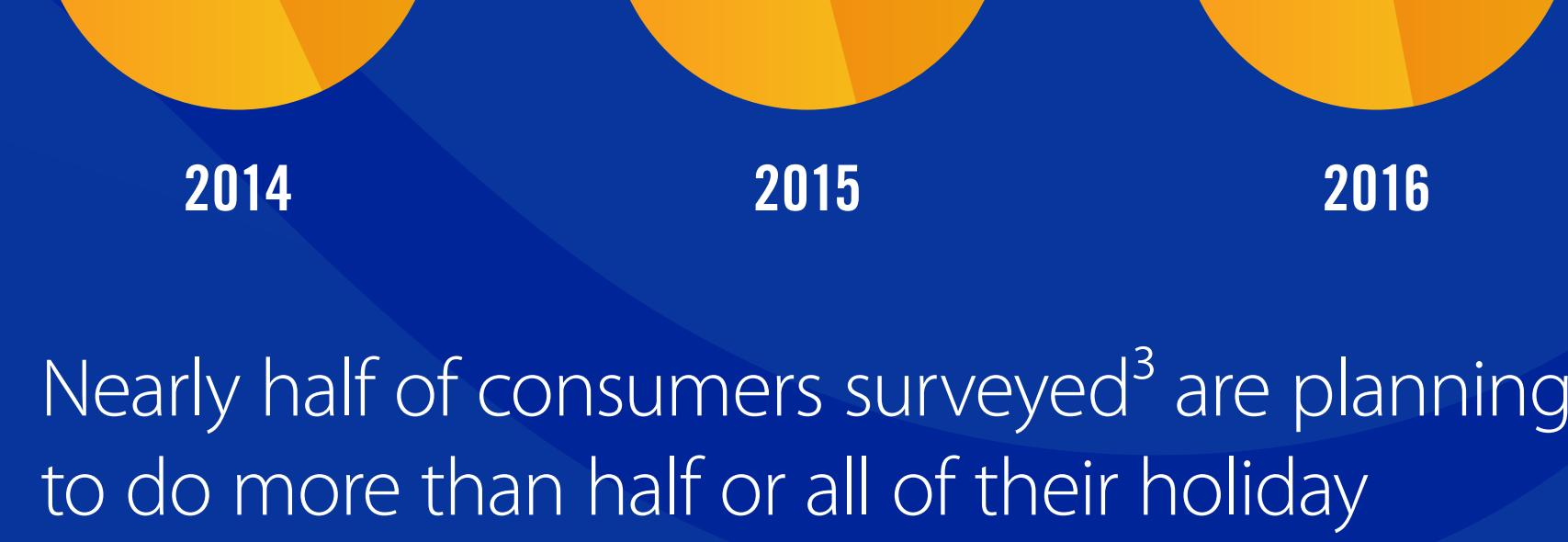
## Joy to the web

Online shopping is expected to rise this holiday season with a likely 18 percent increase.<sup>2</sup>



Projected increase in total online spending

Percentage of consumers who plan to holiday shop online (compared to actual percentages in recent years)



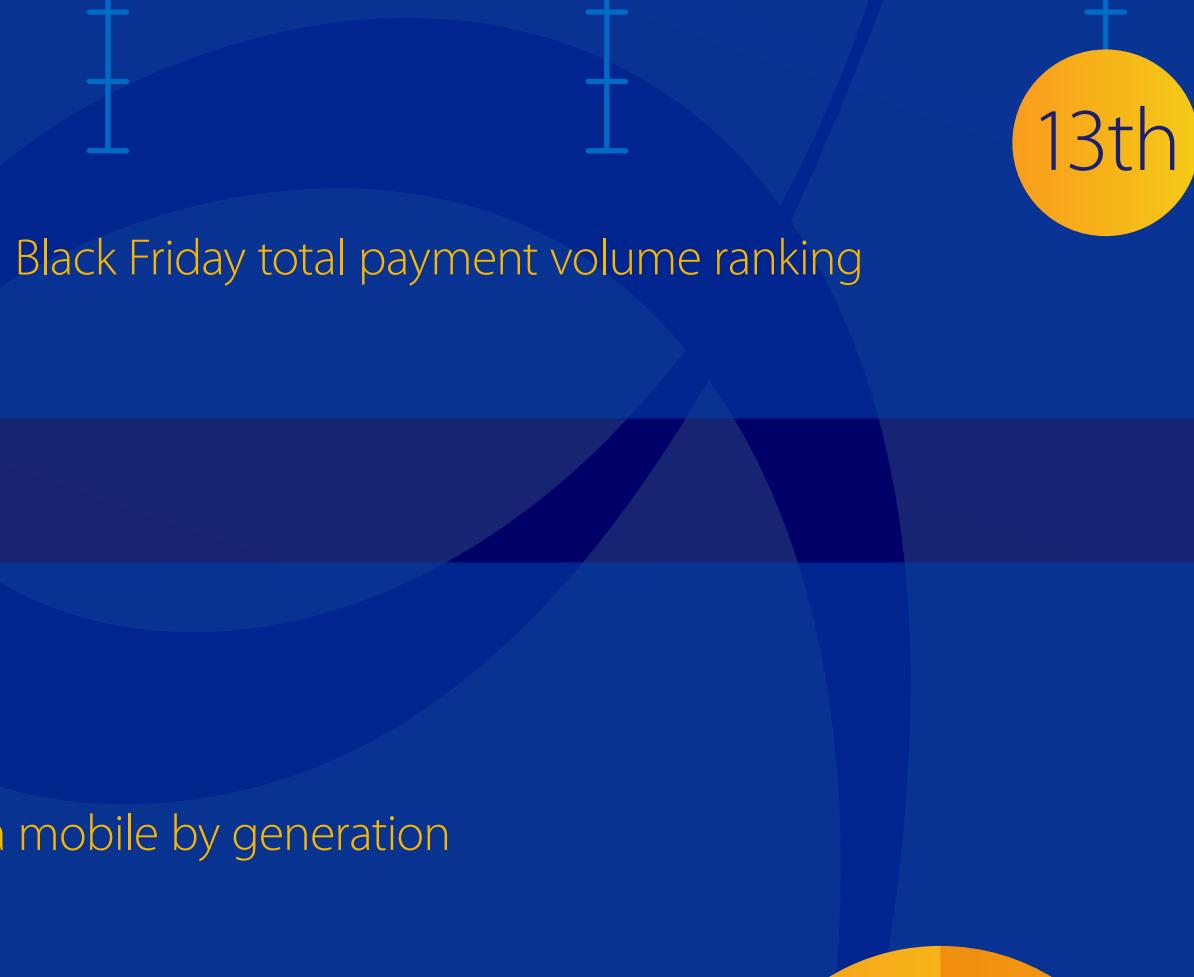
Nearly half of consumers surveyed<sup>3</sup> are planning to do more than half or all of their holiday shopping online, a growing trend in recent years.

## Top shopping days

Based on recent years, the week of Cyber Monday will likely be the biggest online shopping period of the holiday season. Expect last-minute shoppers to cause a second surge in mid-December.



Black Friday, on the other hand, is declining in importance. In 2015, the retail darling dropped to 13th in a ranking of shopping days by total payment volume (online, mobile and in-store).<sup>4</sup>



## Millennials and mobile

Mobile continues to gain in popularity with more than

**15%**

of all holiday shopping expected

to occur on a mobile device.

Breakdown of all holiday gift spending via mobile by generation



Millennials, now the largest population in the U.S.,<sup>5</sup> are the most active, with nearly a quarter of their holiday gift shopping expected to be on a mobile device.

## What are mobile users buying?

While many consumers still prefer to shop in-store for personal items like clothing, accessories and home décor items, popular gift items are gaining favor with mobile shoppers.

Percentage of consumers who plan to buy these popular gift items via mobile

**Books, CDs, DVDs and video games** 28%

**Toys, electronics and sporting goods** 24%

Sources:

<sup>1</sup> All 2016 data projected based on past data from cited sources

<sup>2</sup> VisaNet, Visa Business & Economic Insights

<sup>3</sup> The survey of nearly 4,700 consumers was fielded October 12-18, 2016 by Prosper Insights & Analytics on behalf of Visa.

<sup>4</sup> MARS, Visa Business & Economic Insights

<sup>5</sup> <http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/>

**VISA**