

TOP 10
things to know from the
2016 Retail
Holiday Planning
Playbook



2016 RETAIL HOLIDAY PLANNING PLAYBOOK

The second edition of the Playbook combines retailer and consumer insights from NRF surveys, Prosper Insights and Analytics, and several other sources. The Holiday Cheer section of the Playbook highlights noteworthy retailer examples.

Visit nrf.com/holidayplaybook for the full report.



1. HEALTHY HOLIDAY SALES IN 2015

Earlier than ever promotions lured in shoppers.

60% of millennials surveyed said they “love” holiday shopping.



55% of retailers considered the season successful compared with the prior year.

Black Friday had the highest sales revenue for 68% of retailers.



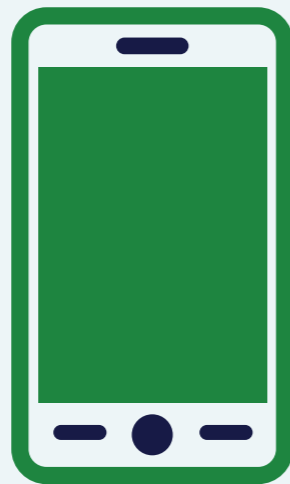
Retail Holiday Sales in 2015 increased 3%.

Source: 2016 Retail Holiday Planning Playbook

2. ACCELERATING MOBILE MOVES

For six days - on weekends holiday traffic from smartphones surpassed that of desktops.

56 % of searches during the holiday season were conducted on a smartphone or tablet.



Source: 2016 Retail Holiday Planning Playbook

3. ENRICHING IN-STORE EXPERIENCES

Shoppers reported making 43% of their purchase decisions at the store.



Savvy retailers are using smart shelves and fitting rooms that interact with customers.

Source: 2016 Retail Holiday Planning Playbook

4. GAME CHANGING MARKETING

There is excitement in retail.

Retailers used the ‘buy’ button on Instagram, Pinterest and Youtube.

Retailers used Snapchat to engage consumers in holiday driven selfies.

Online-only sales, limited time offers, and free standard shipping were the most profitable promotions for the holiday season.



Source: 2016 Retail Holiday Planning Playbook

5. DELIVERING THE GOODS



47% of consumers said free shipping was one of the most important factors during the holiday season.

Some 85% of online shoppers will wait five days for delivery.

Buy Online Pick Up in Store and Buy Online Return in Store are on the rise.



Source: 2016 Retail Holiday Planning Playbook

6. PERSONAL TOUCH WITH TECH

“Help me check out quickly” was on the list for 63% of consumers this past holiday. 69% of store associates offered to find an item online or in another store. Mobile and alternate payments continue to gain steam and retailers are responding in-kind.



Source: 2016 Retail Holiday Planning Playbook

7. GIFT CARDS ARE A SOLUTION

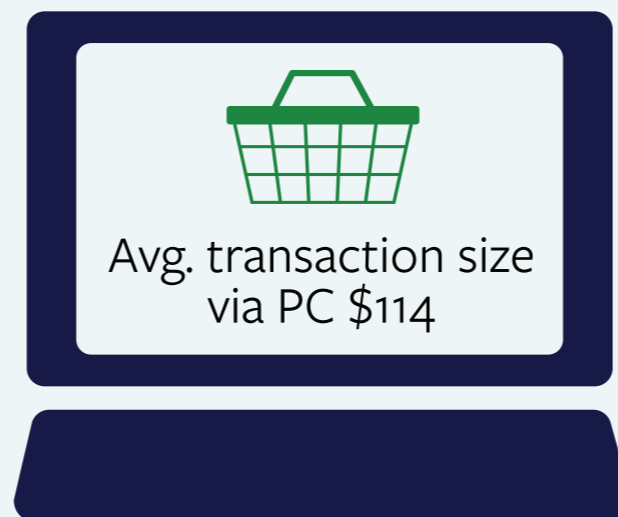


Two thirds of shoppers (63%) purchased a least one gift card. 66% of millennials believe gift cards limit identity fraud. The cards are considered safer to use online than other payment methods by this group.

Source: 2016 Retail Holiday Planning Playbook

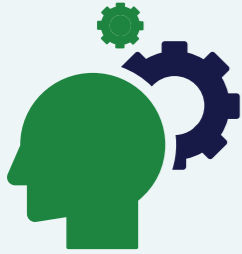
8. DESKTOP LEADS IN BASKET SIZE

The average transaction size via Computer was higher than mobile and in-store. More than half of consumers increased the amount of shopping they did online this year.



Source: 2016 Retail Holiday Planning Playbook

9. INVESTMENTS MADE FOR SEAMLESS HOLIDAY SHOPPING IN 2016



Retailers are focused on nailing down the basics, while employing “smart” technology in the shopping experience.



Retailers expect to invest in solutions that simplify process, increase visibility and harmonize operations.

Source: 2016 Retail Holiday Planning Playbook

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10. LOOKING AHEAD

Tech will influence the season in more ways than ever before. Be on the lookout for Virtual Reality, Artificial Intelligence, Mobile and Alternative Payments, Location Based Strategies, Social Commerce, Online Marketing places, and New In-Store experiences. The Ghost of Holiday Past will not recognize the Holiday of 2016.



Source: 2016 Retail Holiday Planning Playbook

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