

Holiday 2020

BY THE
numbers

DECEMBER 2020

From hanging decorations and exchanging gifts to planning traditional meals, the winter holidays are a special time for families and communities across America. This year, 87 percent of consumers plan to celebrate the winter holidays, which include events like Hanukkah, Christmas and Kwanzaa.

As we enter December, consumers have made significant progress on their shopping lists and are stocking up on toys, gift cards, clothing and other holiday items.

About the surveys:

NRF and Prosper Insights & Analytics October Consumer Holiday Survey was fielded to 7,660 consumers. It was conducted October 1-9 and has a margin of error of plus or minus 1.1 percentage points.

NRF and Prosper Insights & Analytics November Consumer Holiday Survey was fielded to 8,362 consumers. It was conducted November 2 - 9 and has a margin of error of plus or minus 1.1 percentage points.

NRF and Prosper Insights & Analytics Thanksgiving Weekend Consumer Holiday Survey was fielded to 6,615 consumers. It was conducted November 25 - 30 and has a margin of error of plus or minus 1.2 percentage points.

Consumers' holiday shopping progress

**EARLY
NOVEMBER**

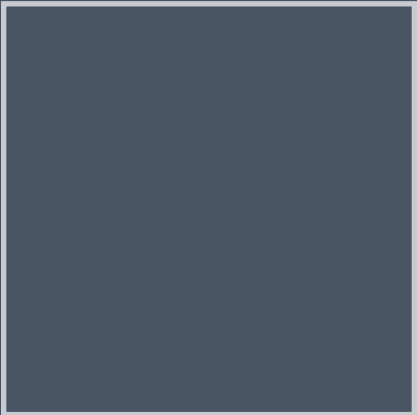
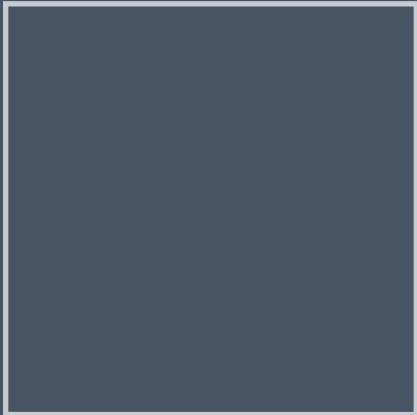
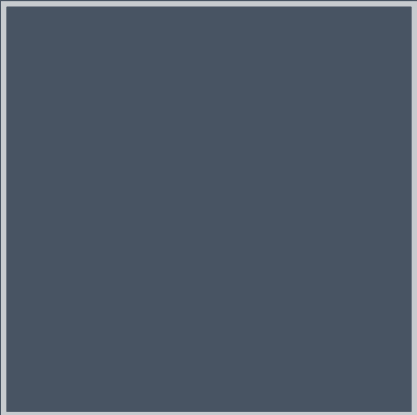
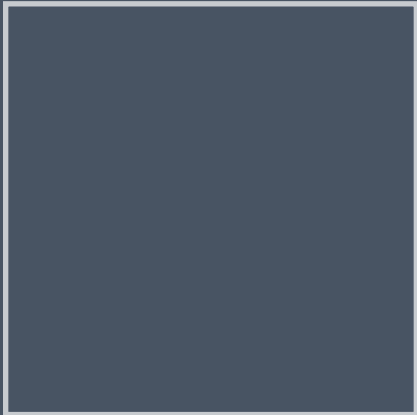
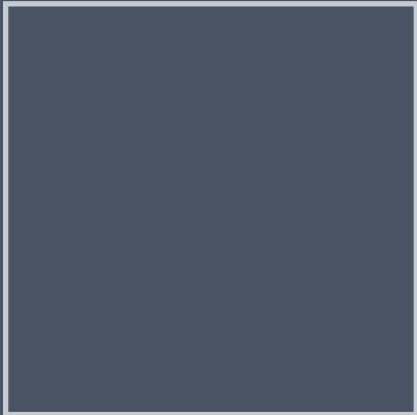


59%

had started
shopping for
the holidays

26%

amount of
shopping
consumers
had done on
average



85%

had started
shopping for
the holidays

49%

amount of
shopping
consumers
have left
average



**LATE
NOVEMBER**

Spending plans

Consumers plan to spend **\$998** on average on items such as gifts, food, decorations and other holiday-related purchases for themselves and their families.



\$650

Gifts for family, friends
and co-workers



\$117

Other holiday purchases
for themselves or their
families

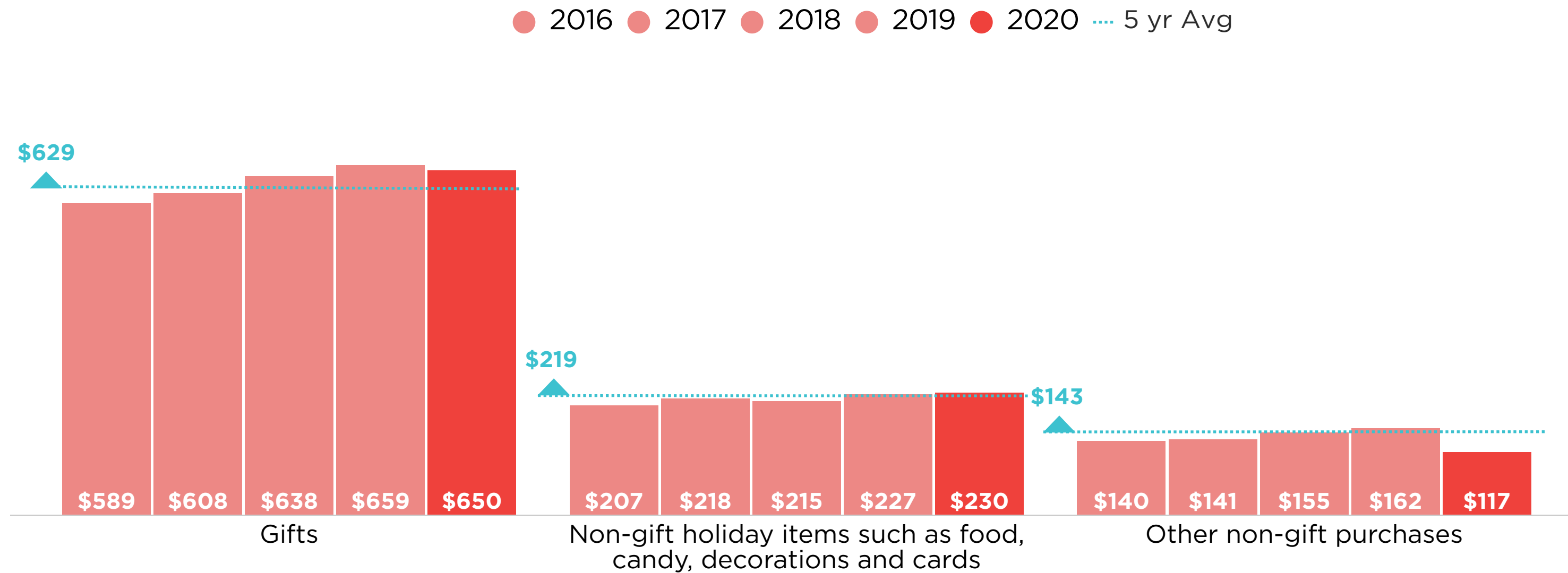


\$230

Non-gift holiday
purchases such as food
and decorations

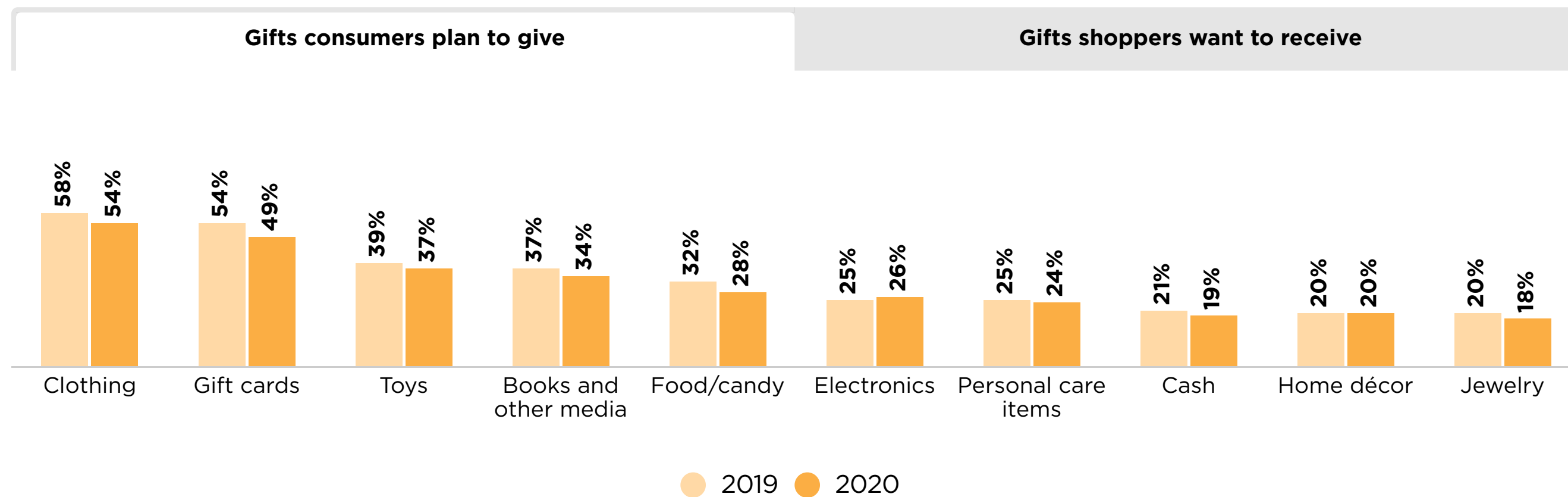
Historical consumer spending plans

Consumers are spending just as much this year on gifts and other items to celebrate the spirit of the holidays. However, they show a little more hesitation when it comes to using seasonal sales and promotions to pick up other, non-gift items for themselves or their families.



What made the wishlist

The gifts consumers want to receive this holiday season



Source: NRF and Prosper Insights & Analytics October and November 2020 Consumer Holiday Surveys

A closer look at gifts: Gift card spend



\$27.5B

Total expected spending on gift cards this season



3.3

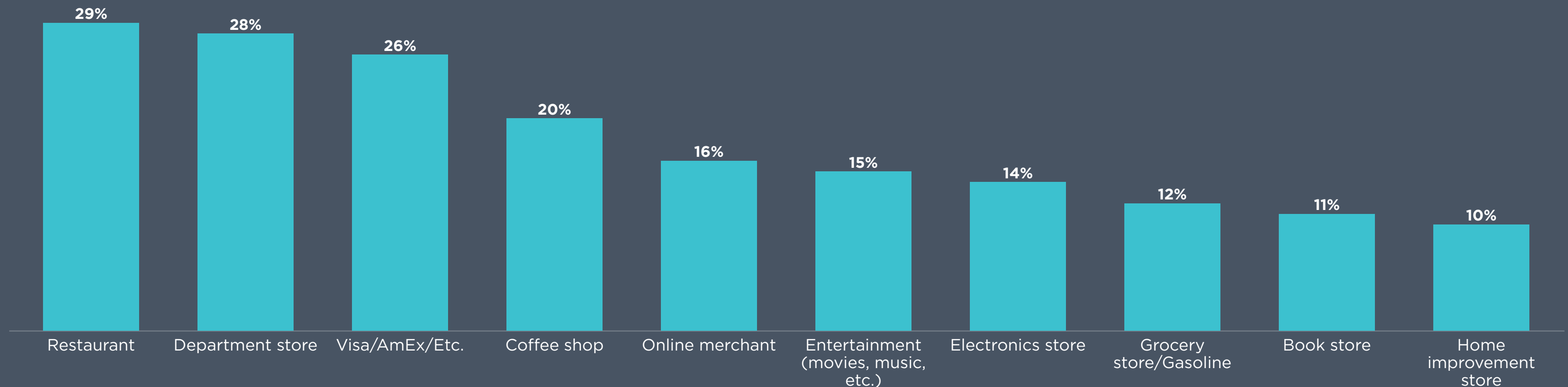
Number of gift cards consumers will purchase on average



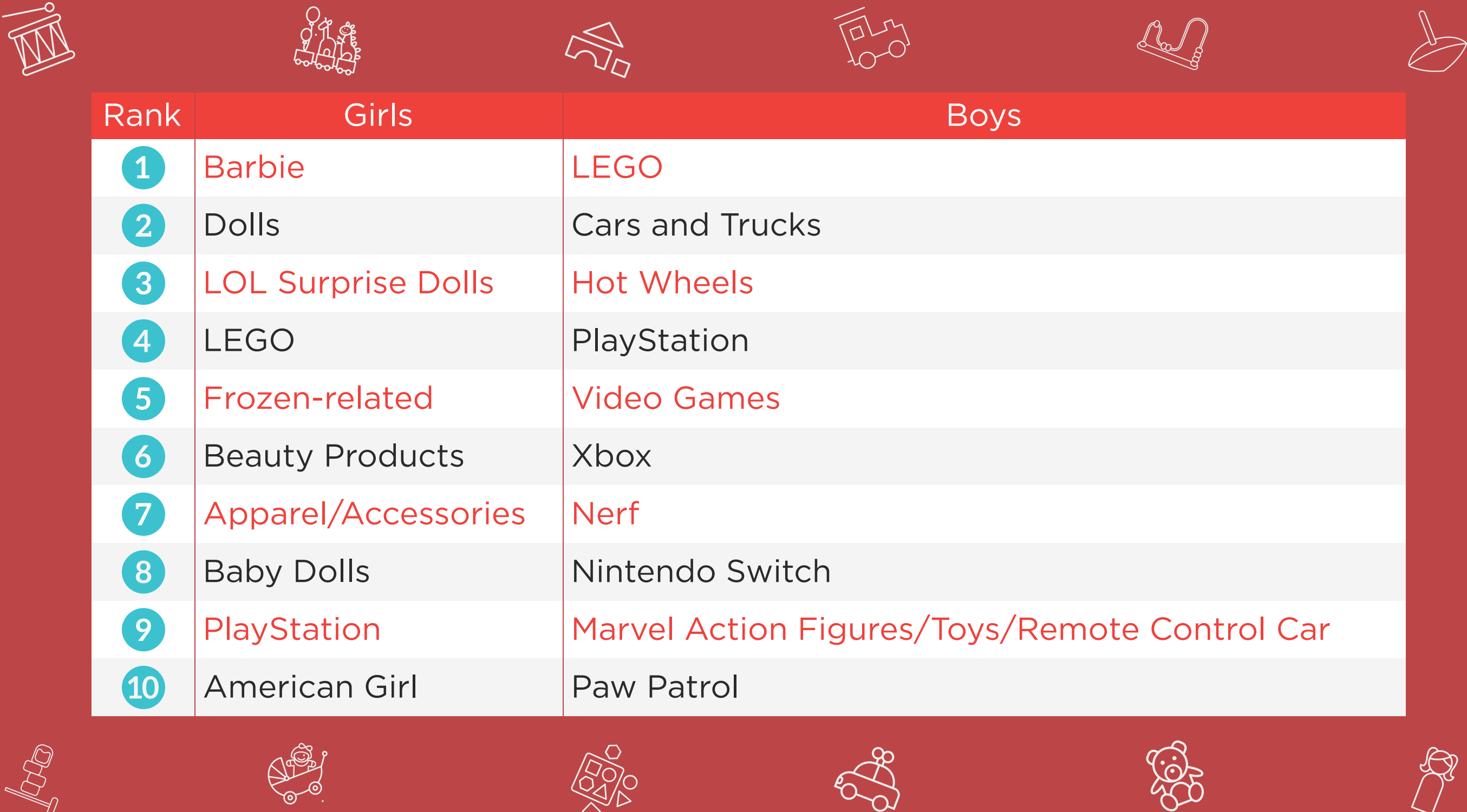
\$48.87

Average value consumers will put on each gift card

What types of gift cards do you plan to purchase this year? (top 10)



A closer look at gifts: Top toys

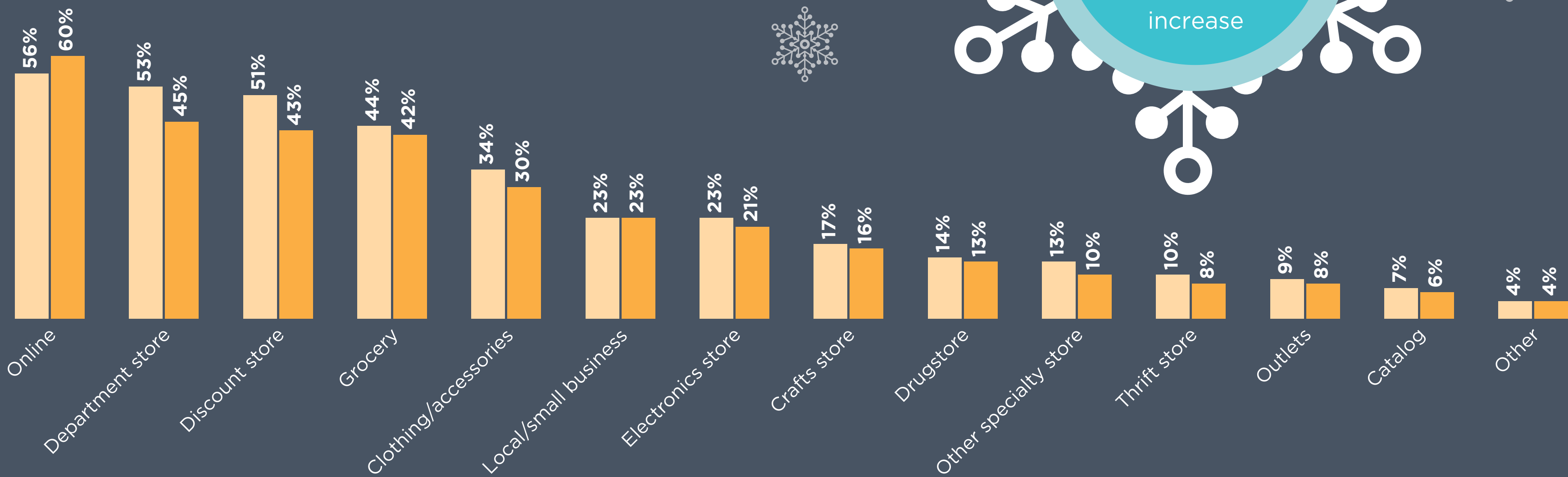


Rank	Girls	Boys
1	Barbie	LEGO
2	Dolls	Cars and Trucks
3	LOL Surprise Dolls	Hot Wheels
4	LEGO	PlayStation
5	Frozen-related	Video Games
6	Beauty Products	Xbox
7	Apparel/Accessories	Nerf
8	Baby Dolls	Nintendo Switch
9	PlayStation	Marvel Action Figures/Toys/Remote Control Car
10	American Girl	Paw Patrol

Shopping destinations

Where consumers plan to make their holiday purchases

96%
of retailers surveyed
expect their online
holiday sales to
increase

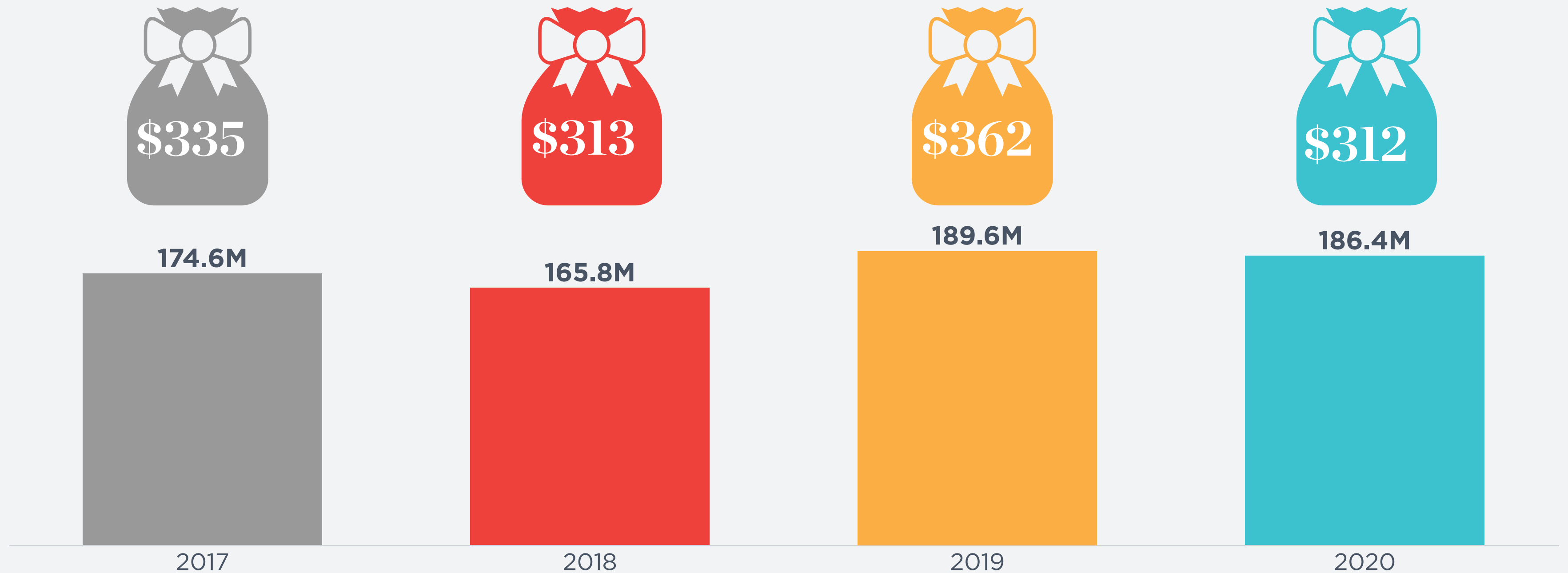


● 2019 ● 2020

Source: NRF and Prosper Insights & Analytics October 2020 Consumer Holiday Survey

Thanksgiving weekend shopping

Estimated number of shoppers and average spending on holiday items



Source: NRF and Prosper Insights & Analytics Thanksgiving Weekend 2020 Consumer Survey

What Thanksgiving weekend shoppers bought



72%

of consumers' holiday purchases over the weekend were specifically for gifts



54%

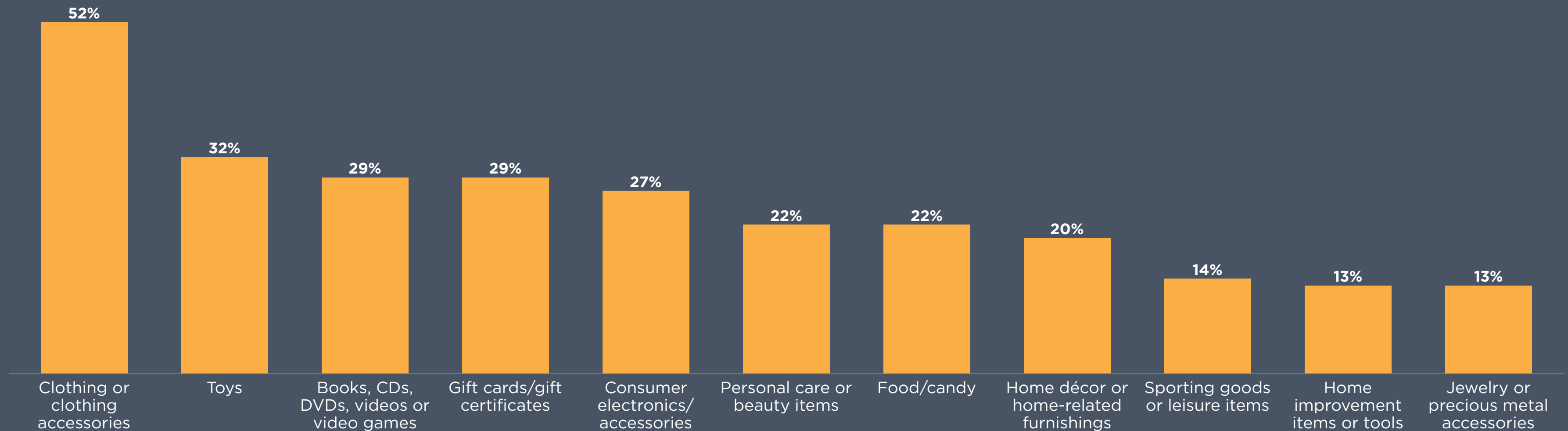
of consumers' holiday purchases were influenced by sales and promotions



53%

of weekend shoppers said the Thanksgiving weekend deals were the same as what they saw earlier in the season

What types of gifts did you buy Thanksgiving weekend? (showing top gifts)



nrf.com/holiday

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