

Winter Holiday Shopping - US - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Winter holidays are an important occasion and spending is expected to remain steady. But shopping behavior has changed, affecting how, when and where consumers fulfill their holiday needs, with most seeking and expecting deals and shopping across a variety of stores. Growth will likely continue; although, retailers need to look for opportunities outside of the traditional timeframe."

- **Alexis DeSalva, Retail & Apparel Analyst**

This report looks at the following areas:

- **Timing is everything**
- **Deal-seeking behavior dominates expectations**
- **Creating new sales events can give consumers reasons to shop outside the traditional timeframe**
- **Filling the gap of debunked retailers**

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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