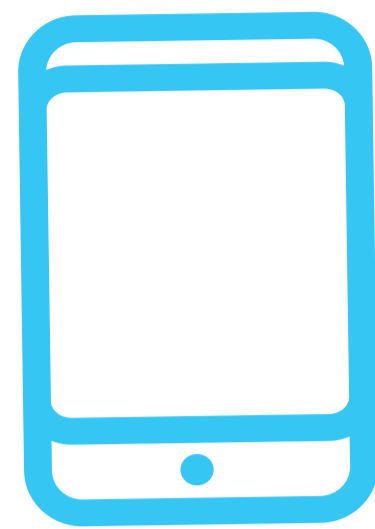


# Holiday eCommerce

Statistics and trends for the 2016 holiday shopping season

Shoppers are likely to spend **10% more** this year

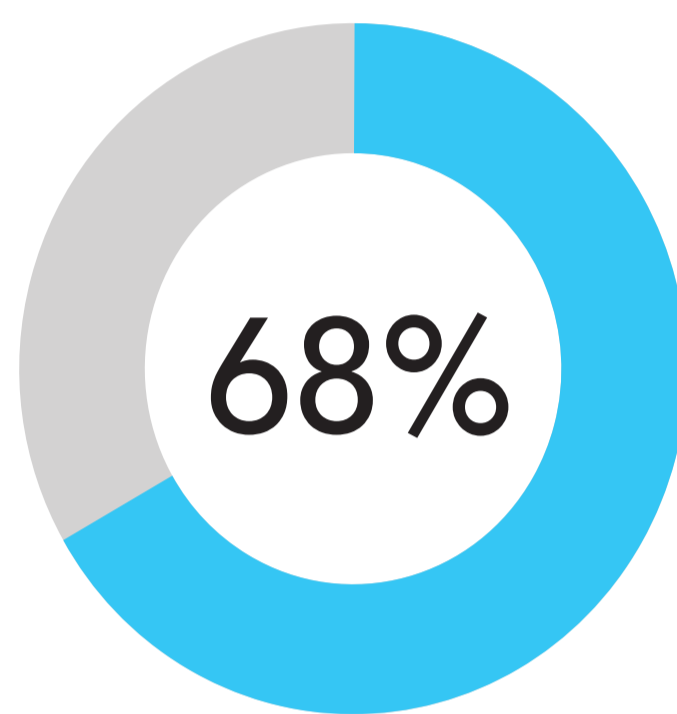


Mobile sales are up nearly **25%**



Digital sales are up approx. **25%**

Mobile searches on Google for "best" products have increased by **50%** over the last year



Cell phone shoppers turn to **YouTube** for consumer electronic gift ideas

Personalization will be key - currently only **6%** are doing it

64% of shoppers will begin before Black Friday

Approx. 75% of consumers will shop locally

Last year 7 in 10 people received a gift card

In 2015, the most money was spent online on cyber Monday at **\$2.3B**

Approx. **60%** of retailers will offer free shipping and returns

**51%**

Consumers prefer Amazon as a shopping destination

**192 million** people will favor online

Spending via mobile in 2015 was **\$12.65B**