

Deck the Halls

with

Endless Products

Flashback to Last Holiday

Last holiday time, global spending grew by 11.5%, with online buying in the US alone topping \$108.2 billion across the seasonal period. To meet this growing consumer demand, retailers need to be able to offer their customers a range of products, carefully curated and personalized. We surveyed 1,532 people across the US, UK and France to uncover their shopping behavior during the peak period. In this infographic we'll share the results of our findings, breaking down purchasing preferences by age, gender and region to arm you with the tools you need to maximize return this holiday season.

"I did more than three quarters of my holiday shopping online last year"



53%

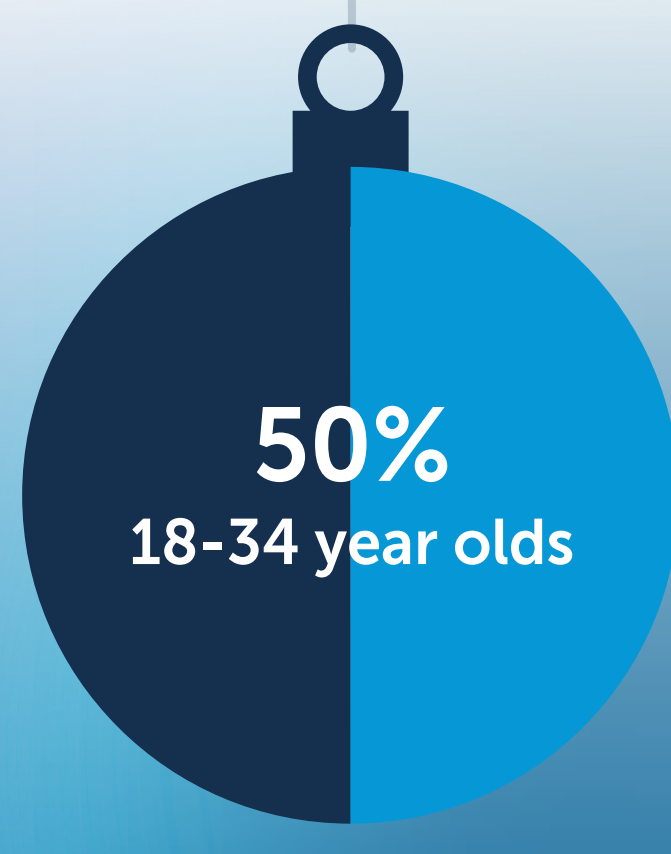


53%

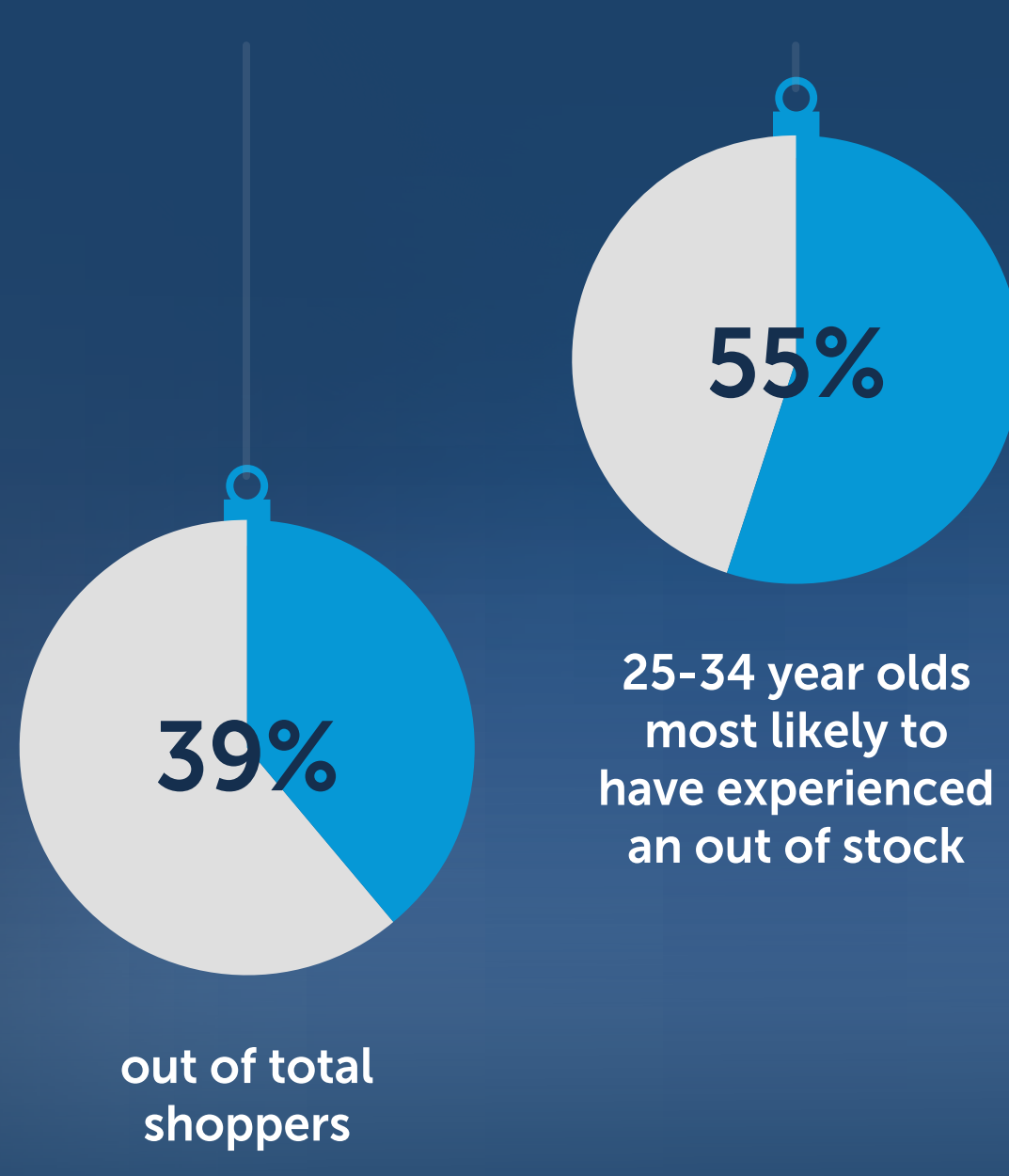


41%

"I plan to do even more of my holiday shopping online this year"



"Last year, an item I was looking for was out of stock online when I wanted to buy it"

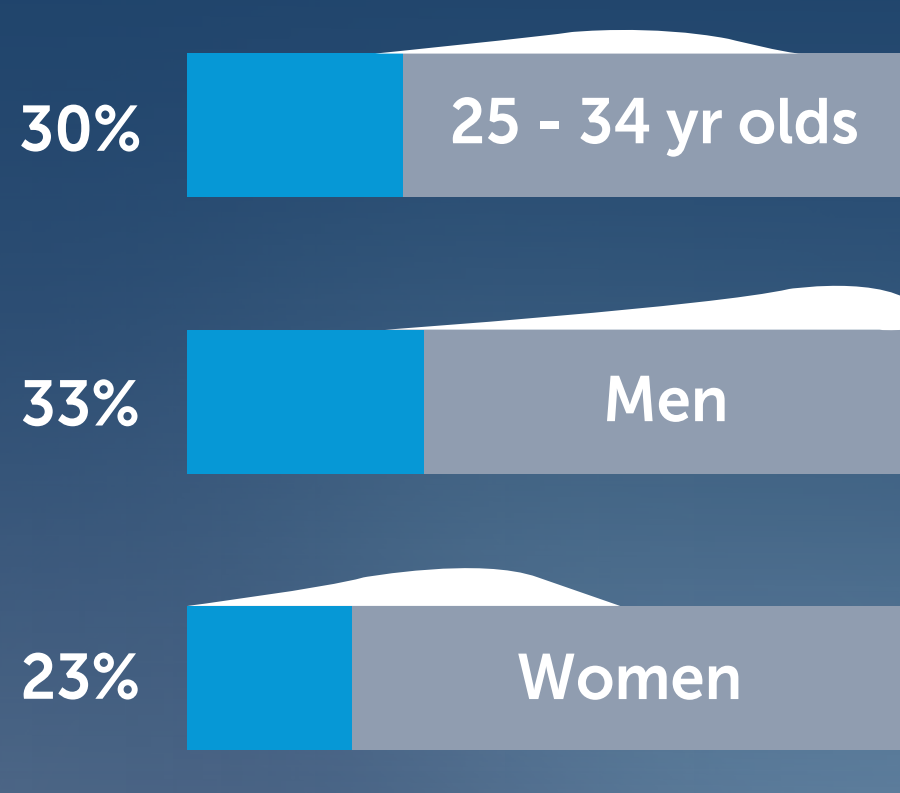


"After experiencing the item being out of stock, I went to a competitor's website to order the item instead."

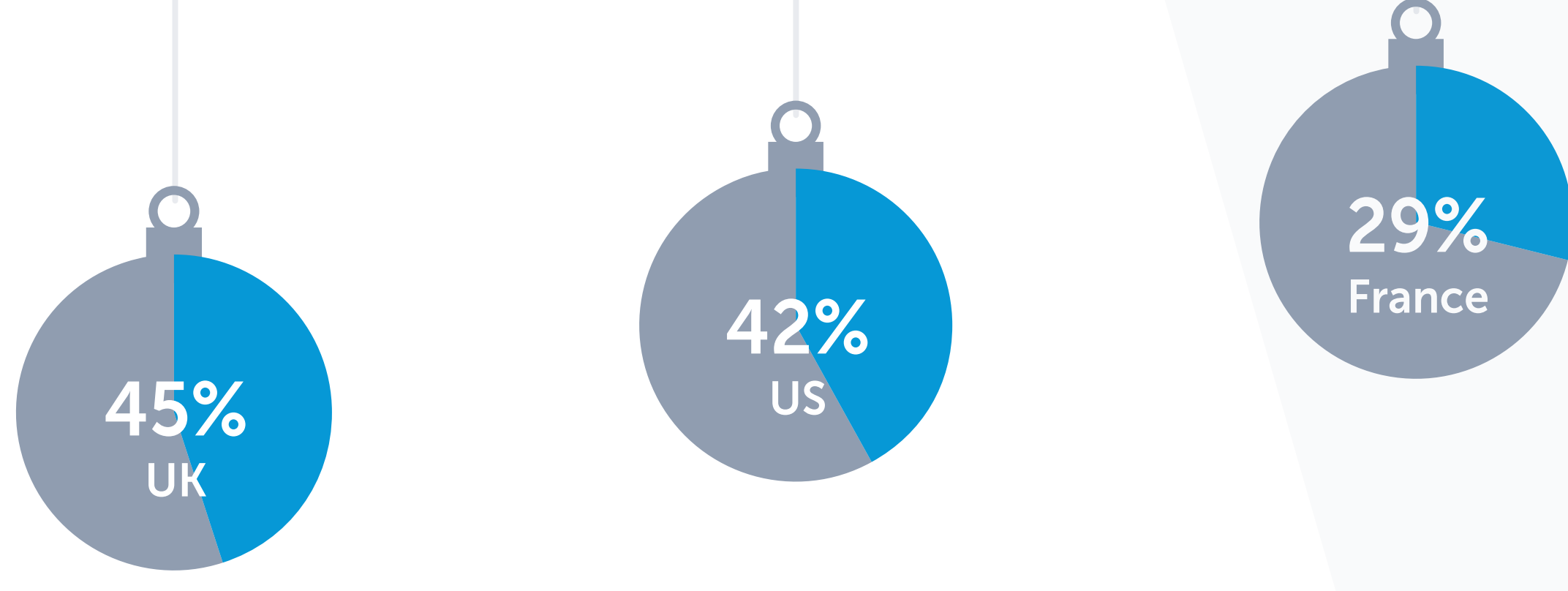
US shoppers most loyal **70%** said they would complete purchase with a different retailer vs **92%** of French shoppers



"This experience made me less likely to shop with that retailer in future"



"I've visited a retailer's website expecting them to carry a product or range of products, only to find they didn't have them."



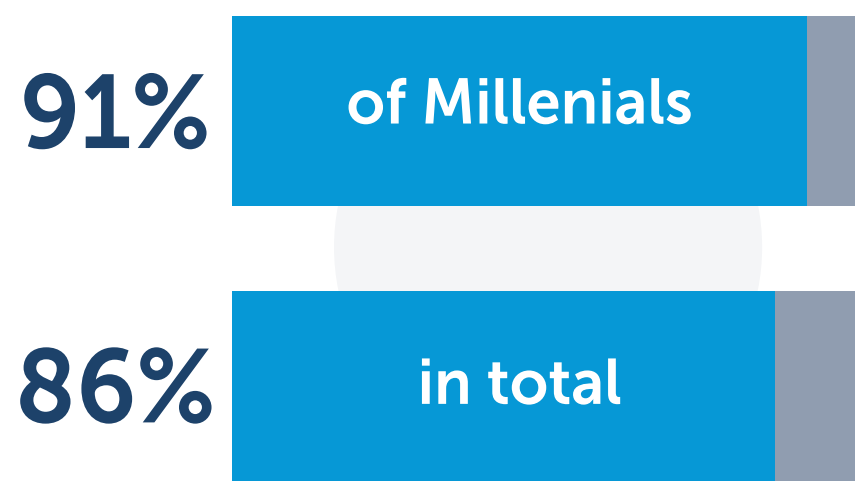
55% of 18-25 year olds most likely to be disappointed by product selection.

"I've stopped shopping with a retailer over the holiday period because another website had a better selection of products"

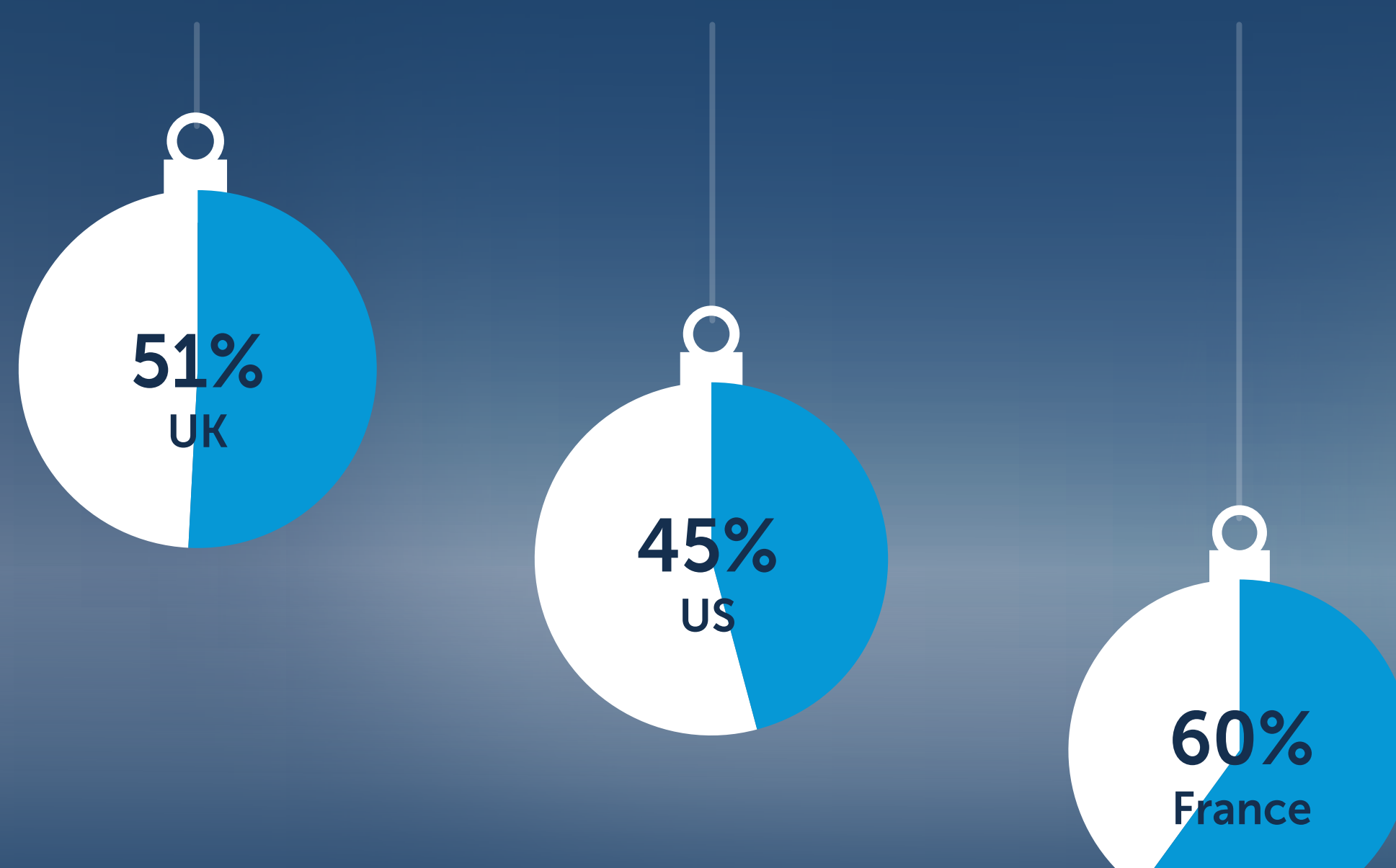


70% of Gen Z (18-24) have made the switch vs 50% when we hit the 35 - 44 age group.

"I often check the prices on Amazon before completing a purchase elsewhere"



"I'm interested in purchasing services alongside the products I browse such as gift wrapping, sports lessons to go with my equipment or installation of white goods."



Men more interested than women, 55% vs 50%

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