

Store Shopping Report

# 2017 ❄️ *In-Store Holiday Shopping*

Holiday Shopping and Customer  
Expectations Trends



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# Introduction

The holiday season is quickly approaching as retailers and brands work hard to set up their stores to elicit as many transactions as possible. But how do they get consumers engaged enough to come into the store? Natural Insight conducted a study that delineates which demographics are most likely to shop in-store, as well as common stressors that prevent these holiday shoppers from making the trip.

## About the data

The data was collected online using Survey Monkey and Survey Monkey Audiences. We surveyed 823 people aged 18 and older, randomly selected across the United States between September 13th and September 17th 2017.





CHAPTER ONE

# 2017 *In-Store Holiday Shopping Trends*



# Who Will Shop in Stores?

**87%**

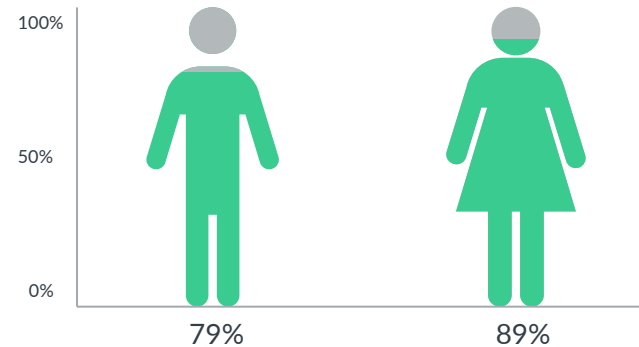
**Intend to shop in stores**  
this holiday season

With 87 percent of people intending to shop in stores this holiday season, it is important for retailers to get their stores ready for the upcoming busiest season of the year.

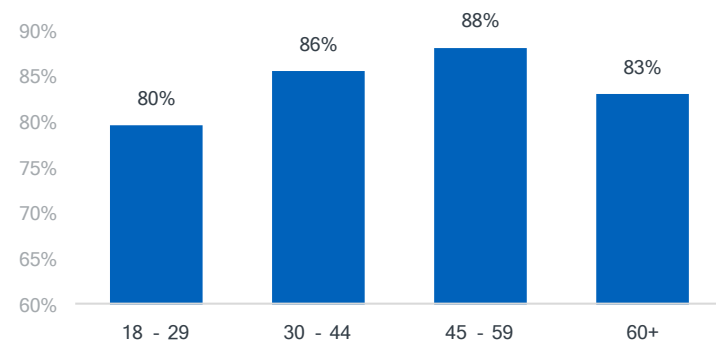
Women and men aged 45-59 years old—as well as women, in general—are expected to be the chief demographics that visit stores, so retailers who cater to those demographics should pay even more attention to their in-store experience.

Twenty percent of 18-29 year olds will only be perusing the internet, so retailers and brands should be careful to polish their online channels.

People intending to shop in stores by gender

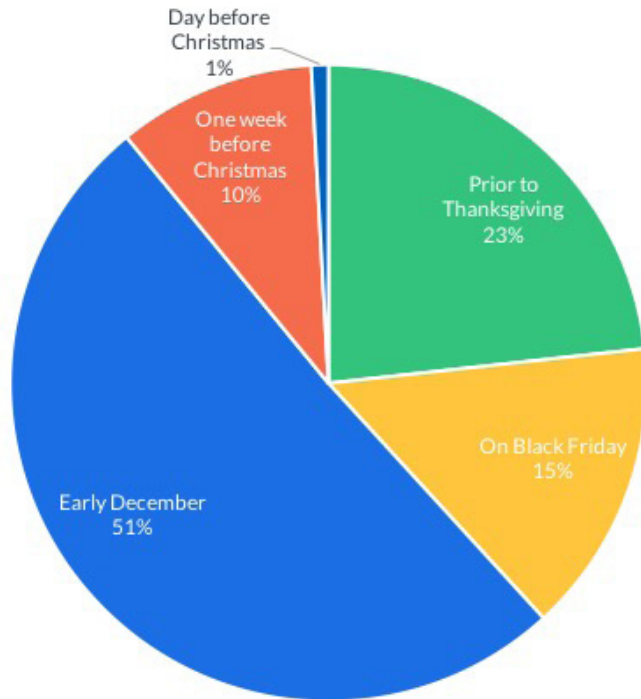


People intending to shop in stores by age range



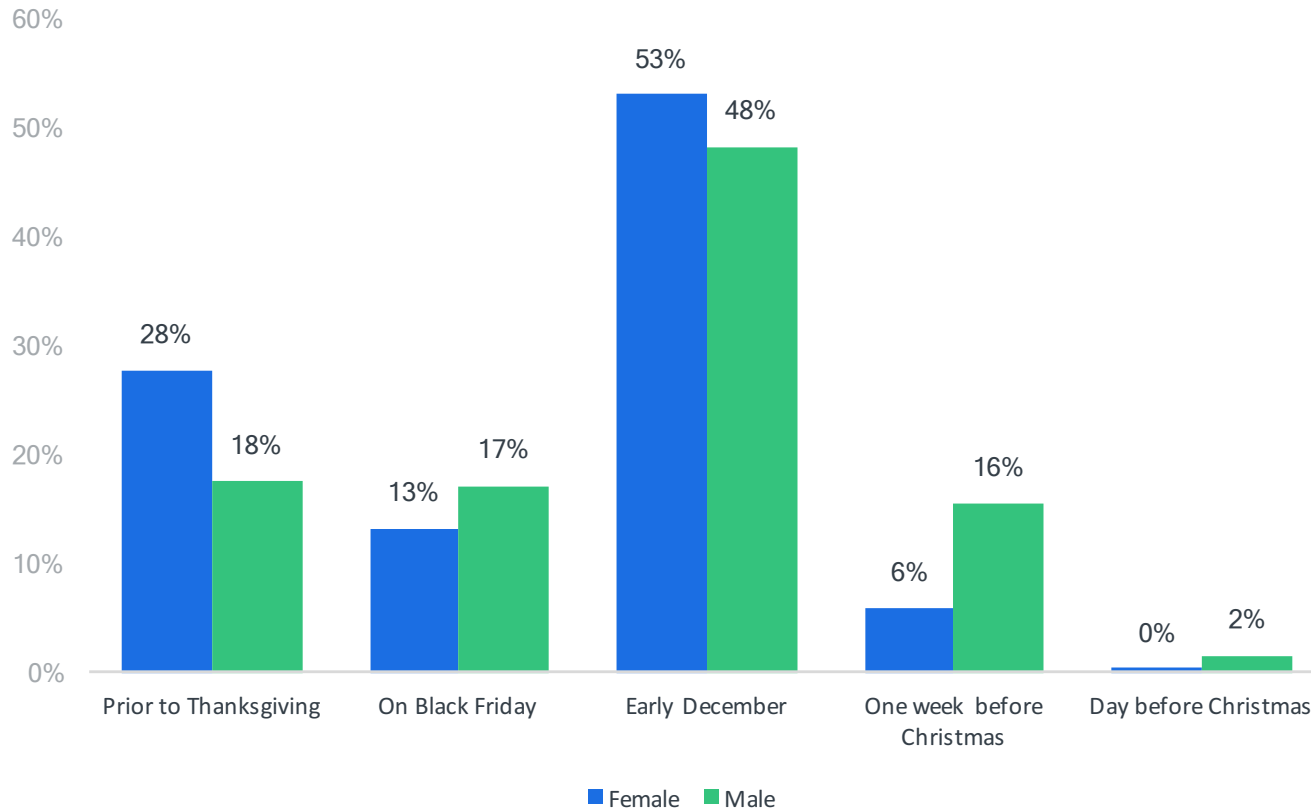
# When will people shop?

## When will you do most of your shopping in-stores for this holiday season?



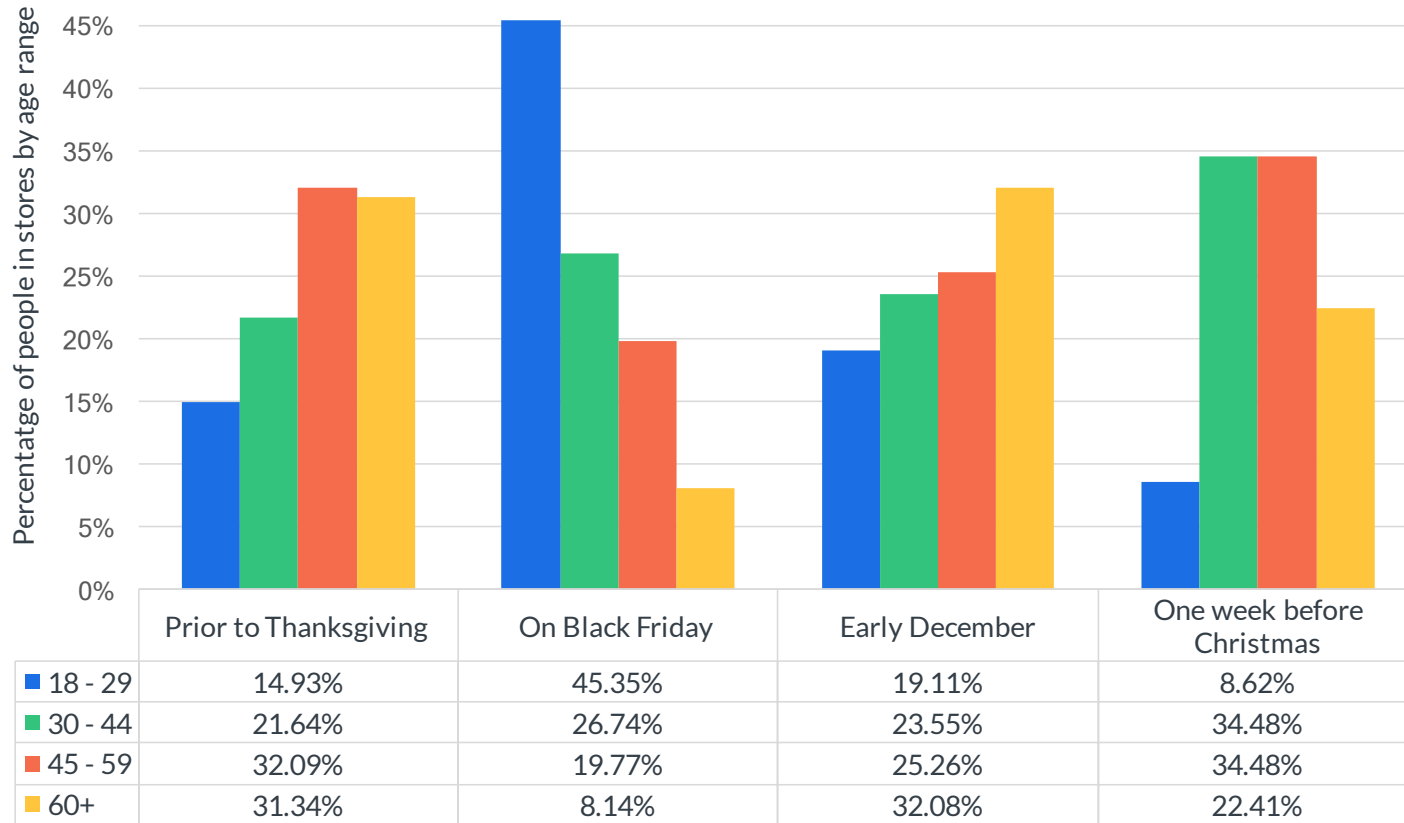
While the vast majority of people will shop in stores for the holidays in early December, retailers actually need to be ready prior to November, as 23 percent of respondents said they intend to do most of their holiday shopping before Thanksgiving.

## When do you intend to do most of your in-store shopping for the holiday season?



Women tend to shop earlier in the season than men, and almost a third of women will do the majority of their in-store holiday shopping *prior to Thanksgiving*. By early December, 93 percent of women will have completed the majority of their in-store holiday shopping, versus only 83 percent of men. That being the case, retailers and brands catering to a female audience for the holiday season should intensify their efforts from early November to early December.

## What age ranges will be shopping in stores for the holiday season by timeframe

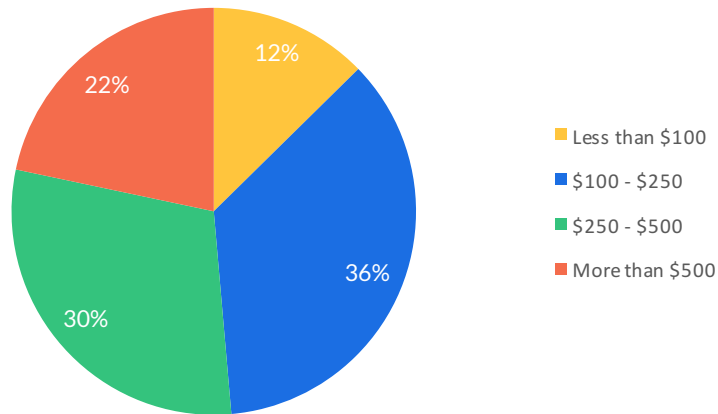


Age matters when it comes to the period of time during which people will shop. With the exception of Black Friday, when 45 percent of holiday shoppers will be between the ages of 18 and 29, stores should be focused on older demographics (45 years old and older). On the week leading up to Christmas, 69 percent of holiday shoppers will be between the ages of 30 and 59. Retailers and brands would do well to cater to these different age groups for each time period.



# How much will they spend?

## How much will you spend in stores this holiday season?



Only 12 percent of store shoppers expect to spend less than \$100 in stores for the holiday season.

The heaviest spenders are between the ages of 45 and 59 years old; in contrast, unsurprisingly, those between the ages of 18 and 29 years old are spending less in stores than older demographics—74 percent of respondents between the ages of 18 and 29 years old plan to spend less than \$250.



of 18 to 29 years old will spend  
**less than \$250 in stores  
for the holiday season**



of 45 to 59 years olds will spend  
**more than \$250 in stores  
for the holiday season**



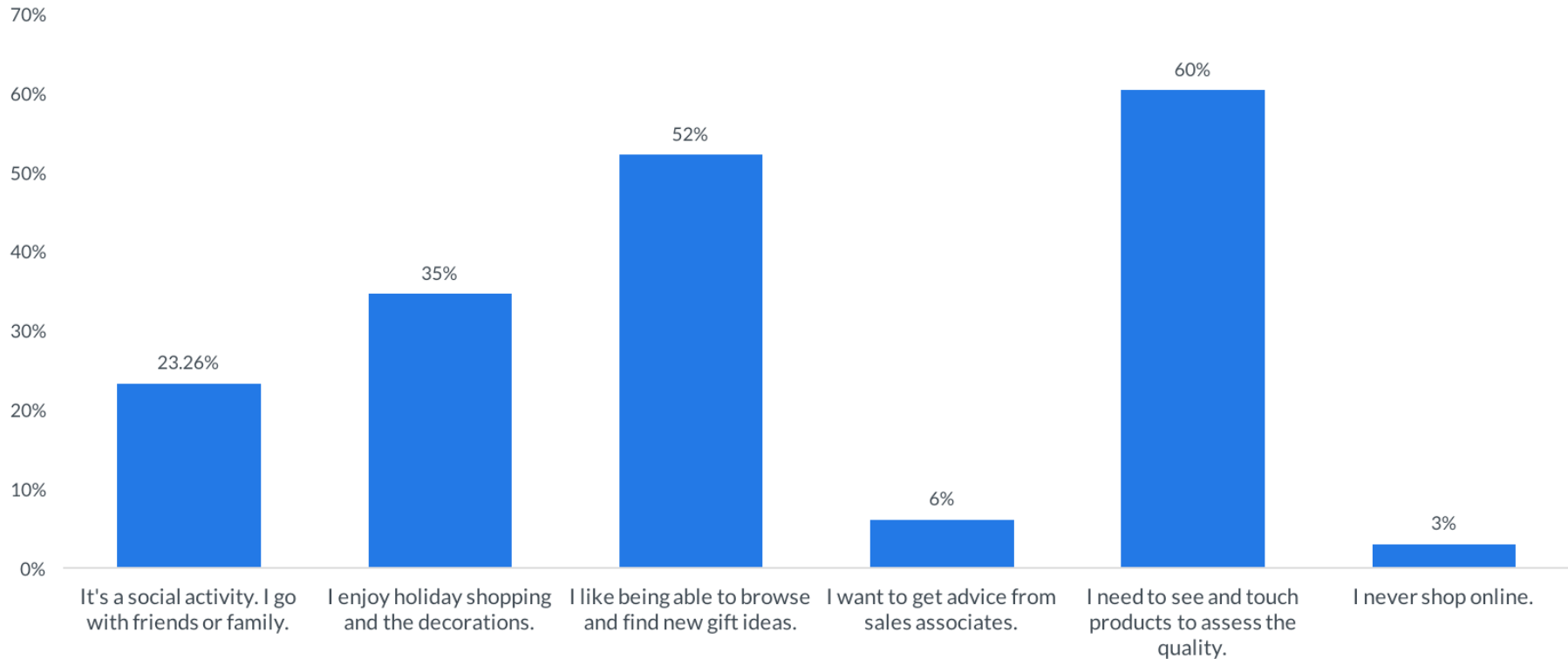
CHAPTER TWO

# *Improving the Shopping Experience*



# Crafting Experiences that Resonate with Shoppers

*Why are shoppers still going to stores and how to keep attracting them?*



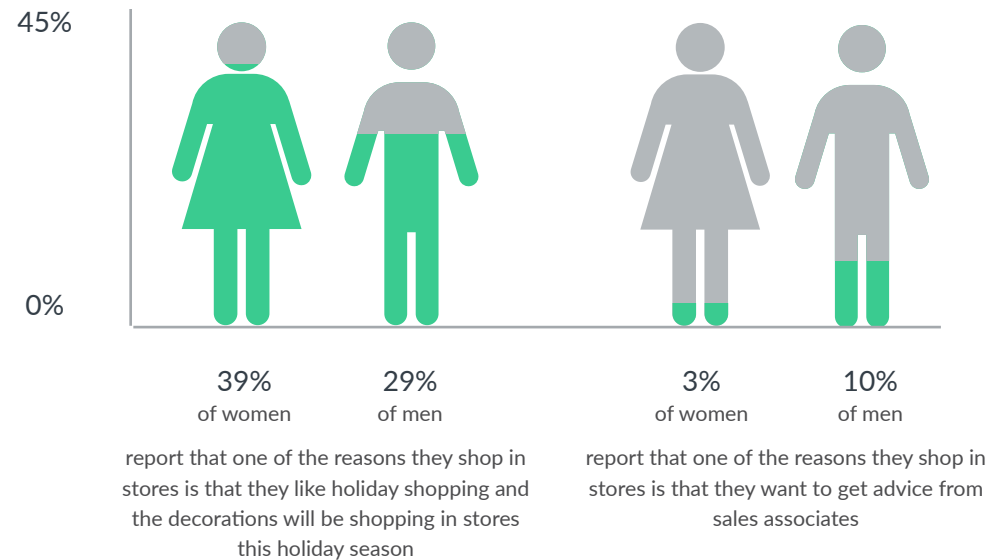
Reasons to shop in-store tend to revolve more around the experience than around merely buying a product. Similar to non-holiday shopping, consumers' most common reason to shop in stores is to be able to see and touch the product; however, customers also reference other reasons to shop in-store such as getting gift ideas and enjoying the holiday atmosphere.

## Entertainment Experience Vs. Buying the Right Stuff

Not all demographics shop in stores for the same reasons; for example, women tend to value the entertainment and holiday spirit more than men, while more men value advice from sales associates.

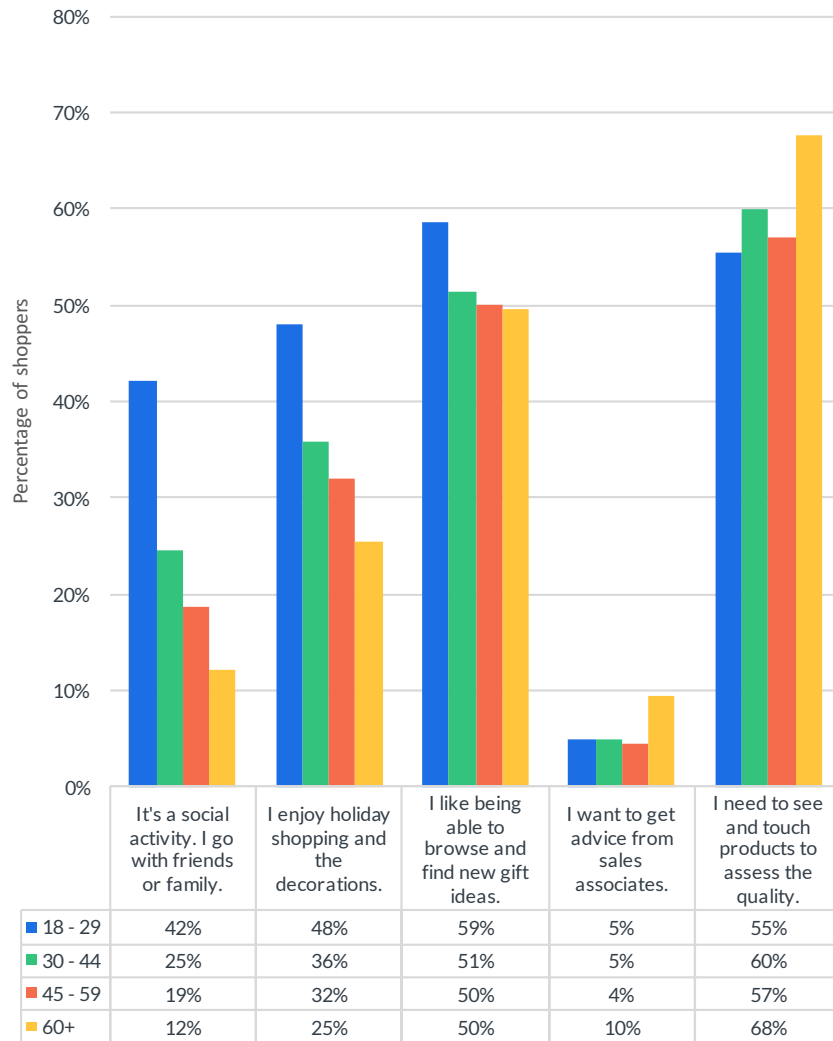
Younger generations (18 to 29 years old) reported that the experience and entertainment are why they go holiday shopping dramatically more than older generations.

On the other hand, people over the age of 60 mainly go to stores for pragmatic reasons such as assessing the quality of products and browsing to find gift ideas.





## Why do you intend to shop in stores for the holiday season?



\*Respondents were allowed to give multiple answers

A good in-store experience doesn't mean the same thing for everyone. Some people like to take their time, browse the store, and enjoy different forms of entertainment, while others might want to get in and get out as fast as possible. To optimize the holiday shopping experience, it is important for retailers and brands to understand what their audience wants.

Are you catering mostly to Millennials? You might want to add social holiday experiences in your stores such as trying out the latest espresso machine or coupling cameras or GoPros with live in-store displays or social media posting (to which you can add a branded holiday filter!).

Are you catering to men over the age of 60? Be straightforward and to the point. Help them find what they are looking for, and try and test the product, then leave. Make sure signs are clear, products are accessible, and check-out is easy and convenient.

# Reducing Holiday Shopping Stress

*How to keep foot traffic coming by alleviating stress*

## Reduce Crowds



**58%**

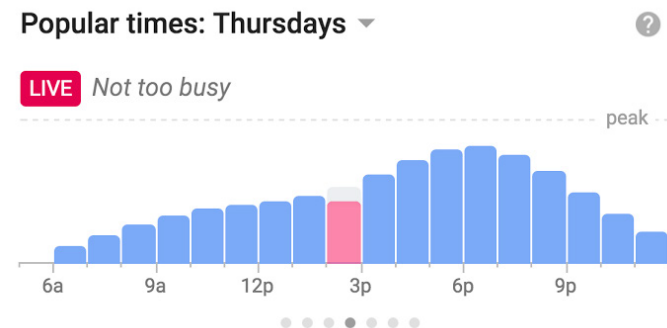
**listed crowded stores**

as one of their top 2 causes of stress while holiday shopping

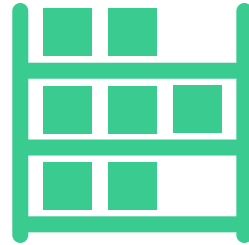
This might seem counterintuitive, but you can increase foot traffic by helping your customers avoid crowds. Crowds are the biggest stress factor for shoppers, and an easy way to avoid them is to shop online. So, retailers need to provide other ways for their customers to avoid crowds. This is even more important for retailers catering to a female audience, as 62 percent of women report crowds as being one of their top two causes of stress versus only 53 percent of males.

Here are a few ways to help customers avoid crowds:

1. Encourage customers to shop early in the season. Get your stores ready before Thanksgiving
2. Allow consumers to buy online, then pickup in-store
3. Display ideal times to visit your store (or [Google popular times and visit duration](#)) in your store. If it is too crowded, visitors will know when to come back
4. Use Google times and visit duration in an email, or send them the list of least busy days (or weekends) to shop at your stores so customers can plan ahead and avoid peak times



## Help Customers Find What They Are Looking For



**52%**

### **listed not being able to find products**

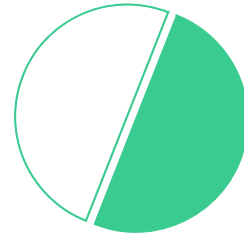
as one of their top 2 causes of stress while holiday shopping

Shoppers want to easily find what they are looking for. 52 percent of respondents said that not finding what they are looking for is one of the main causes of stress during holiday shopping. This number rises to 58 percent for males. Holiday shopping can be long and stressful, and crowds make the stores difficult to navigate. So, help your customers find what they are looking for easily.

Here are few ways to help customers find what they are looking for:

1. Keep your shelves [fully stocked and manage inventory closely](#)
2. Make sure your [displays match your out-of-stores promotions](#)
3. Hang visible direction signs in your stores
4. Have sales associates engage with customers and make sure they find what they need

## Inspire Younger Generations to Find the Best Gifts



**50%**

of 18-29 years old reported

**not finding good gifts for loved ones**

as one of their top 2 causes of stress while holiday shopping

18 to 29 year olds and consumers over the age of 60 are more stressed about finding good gifts for their loved ones than other demographics.

Helping them figure out what to get can greatly alleviate that stress.

Here a few ways to help inspire customers:

1. Create online and in-store surveys that will provide them with tailored gift ideas
2. Arm your sales associates with information such as what the most popular gifts are for moms or for grandkids



# Making Holiday Shopping More Enjoyable

*How to delight customers*

## Improve Product Availability



**58%**

**listed better product availability**

as one of the top 2 ways to make their shopping experience more enjoyable

Since being unable to find the right product is one of the biggest stressors for consumers, it is not surprising that improving product availability will improve the shopping experience.

In addition to product availability, product organization is extremely important to women, with 47 percent of women citing better shelf organization as one of the two top ways to improve shopping experience versus only 31 percent of men.

Good in-store execution is critical to guaranteeing product availability in the store. Retailers and brands want to make sure that shelves are not empty while products are sitting in the backroom. During the holiday season, this can be a challenge since traffic is high and shelves can empty faster than usual. Retail execution software can help by better tracking project completion, avoiding fraud, and streamlining inventory management.

## Get rid of the packaging



**44%**

### **listed being able to experience the product before buying**

as one of the top 2 ways to make their shopping experience  
more enjoyable

Sixty percent of customers reported shopping in stores for the holidays as a way to be able to see and touch the product.

This metric reinforces the need for retailers and brands to find ways to have customers truly try their products. This is all the more important for retailers or products catered to male buyers, as 51 percent of them reported being able to experience the product as one of the

top two ways to make their shopping experience more enjoyable versus only 39 percent of women; therefore kiosks, demo programs, tastings, and samplings are definitely the way to go this holiday season! Retailers and brands that appeals to the 5 senses of customers by selecting packaging that lets shoppers view, touch, smell, taste or hear the product will be most successful this holiday season.



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