For holiday shoppers, anyway they want it is just the way they need it

For 84% of shoppers, the experience a company provides is as important as its products and services. This holiday season, we saw shoppers also express a continued preference for convenience and relevant offers.
Letting their feet do the talking, spending momentum remained solid

Although the 2019 holiday season was shortened this year, higher foot traffic and demand led to solid performance, outpacing 2018’s season growth of 3.4%.

Holiday Season Spending Metrics

**Total Spend Trend**

- Sales Growth: **5.9%**
- Avg. Ticket Growth: **1.9%**

**Average Ticket Size (Holiday Season)**

- **$57.82** in 2019
- **$56.73** in 2018

*all tracked categories combined*
Leading with a strong beat

Retailers countered flat or slightly lower average ticket sizes with pricing and hot deals that brought shoppers running.
Lagging behind the pack

Although many in retail have begun to master the exceptional customer experience consumers increasingly demand, categories like these which lean heavy into brick-and-mortar struggled to keep pace.
Retail eCommerce growth outpaced brick-and-mortar by 5x this holiday season, though brick-and-mortar still accounts for a majority of sales volume.
Hungry for experiences

Almost half of shoppers planned to include food and beverages in their holiday shopping list. Increased foot traffic and higher average ticket sizes boosted Grocery, and QSR continued to outpace the restaurant sector.

Sales Growth

<table>
<thead>
<tr>
<th>Segment</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery</td>
<td>5.8%</td>
</tr>
<tr>
<td>QSR (Fast Food)</td>
<td>8.7%</td>
</tr>
<tr>
<td>Total Restaurants</td>
<td>4.1%</td>
</tr>
<tr>
<td>All Remaining Restaurants</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Ringing in loud and clear with mobile wallets

Spending via mobile wallets shot up, as shoppers continue to embrace new payment methods.

75% Sales growth in 2019
Gaining steam from coast to coast

While the Midwest slowed a bit, the South, Southwest and West showed growth acceleration.
Stay in the know: retail trends that impact your bottom line

With shoppers increasingly focused on experience, what you do in every interaction in every channel matters, all year long. Keep to up date on the retail trends that matter most to your sales. For more information or to contact us, visit us at www.firstdata.com/spendtrend.