

Podcast | A Place for Digital Natives to Test Brick-and-Mortar

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eMarketer Editors

In the latest episode of "Behind the Numbers," we sit down with Matt Alexander, co-founder of Neighborhood Goods, which mixes department store concepts and digital native brands. What do D2C brands want from a retail presence? And does the department store format have a future?

Where Do US Internet Users Plan to Purchase Holiday Gifts?

% of respondents, 2017 & 2018

	2017	2018
Digitally	59%	55%
Department store	57%	55%
Discount store	54%	51%
Grocery store/supermarket	46%	44%
Clothing or accessories store	35%	33%
Electronics store	27%	24%
Local/small business	25%	23%
Crafts/fabrics store	18%	17%
Drugstore	15%	14%
Other specialty store	14%	13%

Note: ages 18+

Source: National Retail Federation (NRF), "Holiday Spending Survey" conducted by Prosper Insights & Analytics as cited in press release, Oct 24, 2018

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