

# 5 key stats on holiday retail: Shoppers start early, spend on mobile, and rely on buy now, pay later

Article

For advertisers—and consumers—the biggest shopping season has begun. But claiming a piece of the forecasted \$1.37 trillion sales pie may mean stretching out promotions, expanding payment options, and investing in website and app enhancements. Here are five key stats to help boost [holiday retail sales](#) this year.

### 1. More holiday shoppers are starting early

**Key stat:** 16% of US consumers have already begun shopping for holiday gifts, according to June 2024 data by CivicScience. That's an increase from only 9% who started holiday shopping in July 2019.

**What it means:** Retailers should consider more frequent promotions throughout the year to attract price-sensitive consumers looking to spread their spending across a longer stretch of time.

### 2. Early holiday shoppers are more likely to use buy now, pay later (BNPL)

**Key stat:** 31% of consumers who have already started holiday shopping have used [BNPL](#) providers such as Affirm, Afterpay, and Splitit, according to CivicScience.

**What it means:** Flexible payment options may encourage more early holiday shoppers, especially if they are budget-conscious.

### 3. Brands will continue to be reliant on Amazon to boost discoverability and sales

**Key stat:** [Amazon](#) will claim 41.9% of all retail holiday ecommerce sales, more than any other retailer, according to our forecast.

**What it means:** Since Amazon launched its Prime Early Access Sale in October 2022 to capture a greater share of holiday spending, the ecommerce giant has seen holiday-quarter revenues outpace expectations. Now, its [smaller seasonal sales events](#) are gunning to have the same impact, forcing brands to sell and advertise on Amazon or risk losing out on sales.

### 4. Mcommerce will power holiday sales ecommerce growth

**Key stat:** Mobile will contribute 27.9% of growth to this year's holiday season ecommerce sales, per our forecast.

**What it means:** Consumers are spending an increasing amount of time on their mobile phones—3 hours and 6 minutes per day in 2024, per our forecast—and spending more money as a

result. That, combined with the rise of apps such as Temu and [social commerce](#) on channels like [TikTok](#), means [mcommerce](#) will remain a lucrative revenue-driver for retailers.

## 5. Wish lists make the path to purchase more engaging

**Key stat:** Nearly a third (31%) of US adults value “wish list” features, including save-for-later or share-with-others functions, as part of a personalized shopping experience, per March 2024 data by Bizrate Insights.

**What it means:** Wish lists are an easy way to not only make the ecommerce experience more interactive but also allow consumers to save items and wait for deals—that’s how 54% of US internet users shopped last holiday season, according to October 2023 data by Deloitte.

*This was originally featured in the Retail Daily newsletter. For more retail insights, statistics, and trends, [subscribe here](#).*