

It's the Most Wonderful Time of the Year ... for Online Retailers

AUDIO |

eMarketer Editors

eMarketer principal analyst Andrew Lipsman discusses the Thanksgiving holiday shopping weekend. He also talks about whether Americans are cutting back on spending to prepare for a recession, what beauty brand shoppers value most and why D2Cs are looking more like traditional brands.

When Do US Internet Users Begin Their Holiday Shopping?

% of respondents, Aug 2019



Note: ages 18+; numbers may not add up to 100% due to rounding
Source: OpenX, "2019 Consumer Holiday Shopping Report" conducted by The Harris Poll, Sep 23, 2019

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