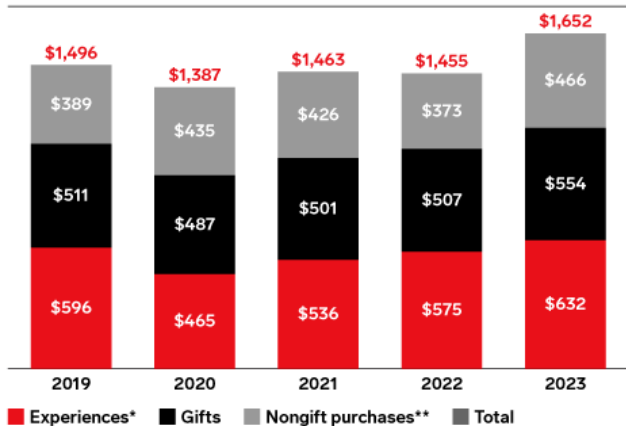


Holiday spending will exceed pre-pandemic levels for first time

Article

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Average Expected Holiday Spending According to US Internet Users, 2019-2023



Note: 2019 n=4,410, 2020 n=4,012, 2021 n=4,315, 2022 n=4,986; *include entertainment at home and socializing away from home, such as restaurants and concert tickets; **include clothing for family and self, home furnishings, and holiday decorations
Source: Deloitte, "2023 Holiday Retail Survey," Oct 17, 2023

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Key stat: US internet users are expected to spend an average of \$1,652 this holiday season, exceeding pre-pandemic figures, according to Deloitte. This marks a 13.5% growth rate from 2022, when average spending was \$1,455.

Beyond the chart:

- Brick-and-mortar stores will claim 80% of holiday retail sales, according to our forecast.
- However, retail ecommerce will see more growth than stores, with rates returning to double digits at 11.3% YoY.
- Retail ecommerce will continue to draw cost-conscious consumers on the hunt for deals.

Use this chart:

- Assess where holiday shoppers are spending money.
- Tweak end-of-year messaging strategies.

More like this:

- [Strong Q3 GDP growth and record-breaking Cyber Week sales show consumer spending remains strong](#)
- [Walmart links holiday-centric rom-coms and social commerce in its new shoppable series](#)
- [Cyber Monday spending reaches new heights as shoppers hold out for discounts](#)

- **Email and SMS marketing proving pivotal during Black Friday to Cyber Monday sales period**

Methodology: Data is from the October 2023 Deloitte, "2023 Holiday Retail Survey." 4,318 US internet users ages 18+ were surveyed online during August 30-September 8, 2023.