

Additional findings:



- **Fast and free delivery on online orders increasingly expected:** 43% of consumers expect fast and free delivery on online orders (up from 40% last year), and seven in 10 (70%) of consumers say they could be enticed to shop in-store with one retailer over another if they were able to choose and pay for items in store but have items delivered to their homes.
- **Continued focus of “conscious consumption”:** One in three consumers will be ditching wrapping paper for environmental reasons this holiday season. Further, almost a quarter (23%) will be buying materials and ingredients to give homemade gifts this year; and more than a third (37%) of consumers say that buying “second-hand” apparel is something they are likely to do, rising to 50% for shoppers under the age of 40.
- **Supply Chain concern:** one-third (34%) of consumers overall — and 52% of younger millennials — are worried about stock availability and not being able to buy what they want and need for the holidays, and — perhaps not surprisingly — the same number (34%) said they plan to do their holiday shopping earlier this year. Further, more than one-third (36%) of consumers said that they have noticed empty shelves when shopping in-store, and one-quarter (26%) said they have noticed more out of stocks this year when shopping online.
- A parallel survey 120 retail executives in the United States found that almost all (99%) said that they have done something differently this year to ensure supply of stock, while 52% said they’ve taken extraordinary steps to do so.

“Order fulfilment and securing stock will be one of the biggest challenges during the holiday season, while many brands could find themselves short-staffed over the peak period, likely leading to longer lines, emptier shelves—and therefore greater customer frustration,” said Jill Standish, a senior managing director at Accenture and head of its Retail industry group globally. “Retailers need to scale up their scenario planning so that they can model for the unpredictability of cross-border delays and the impacts of rising costs on margins and retail prices. This also involves analyzing stock inventory management data to develop different models to respond to spikes in demand and mitigate against expensive out-of-stock scenarios.”