

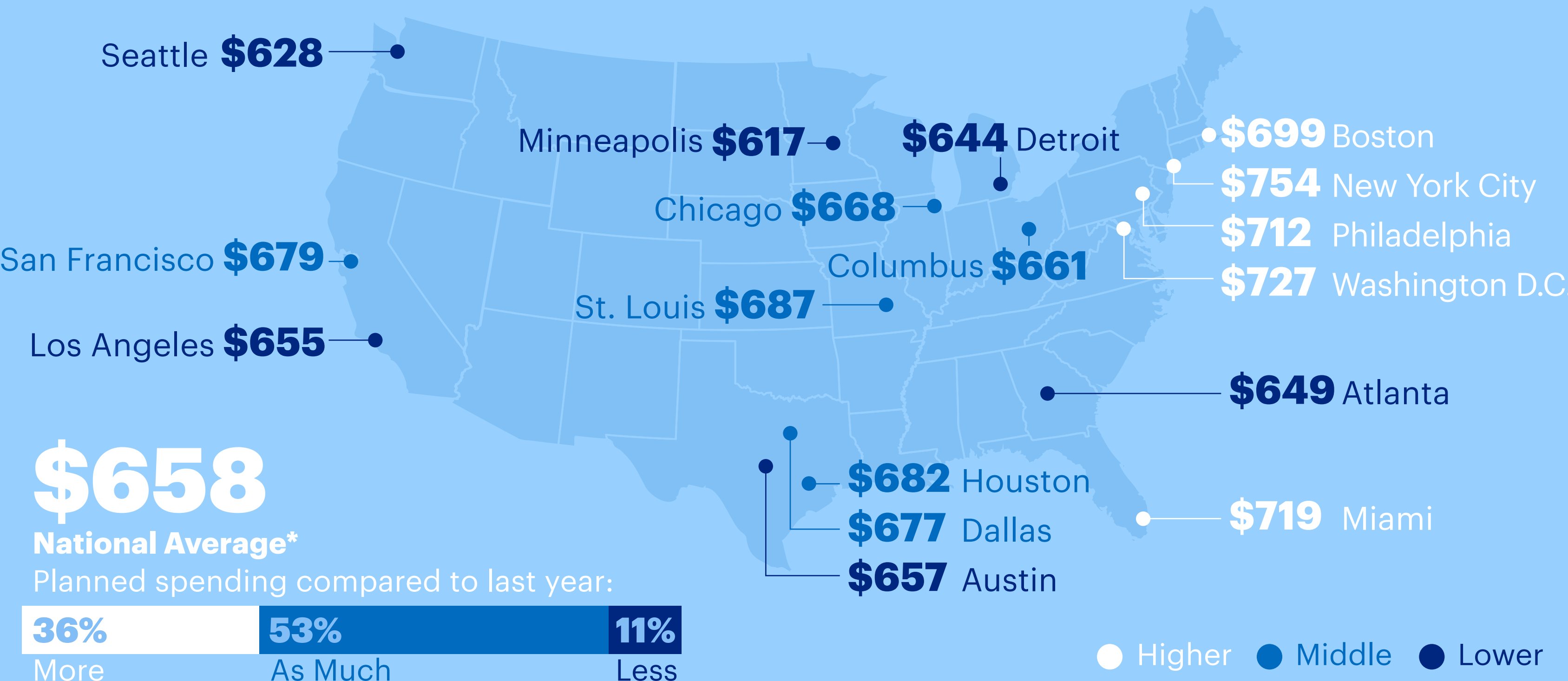
2018

U.S. HOLIDAY SHOPPING

SHOPPERS ARE MAKING THEIR LIST AND CHECKING IT TWICE.

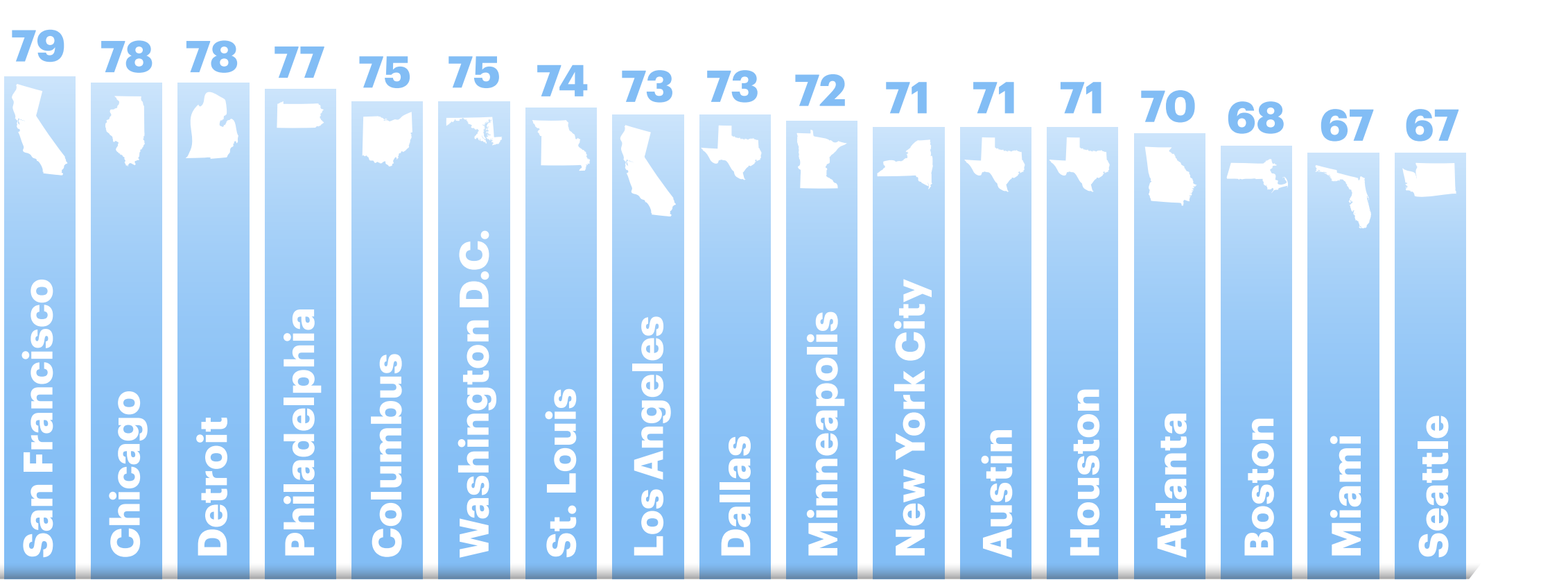
accenture

HOLIDAY SPENDING IS ALL OVER THE MAP.
Majority of U.S. shoppers will spend as much or more this year.



YOUNG MILLENNIALS WANT TO HAVE THEIR FRUIT CAKE

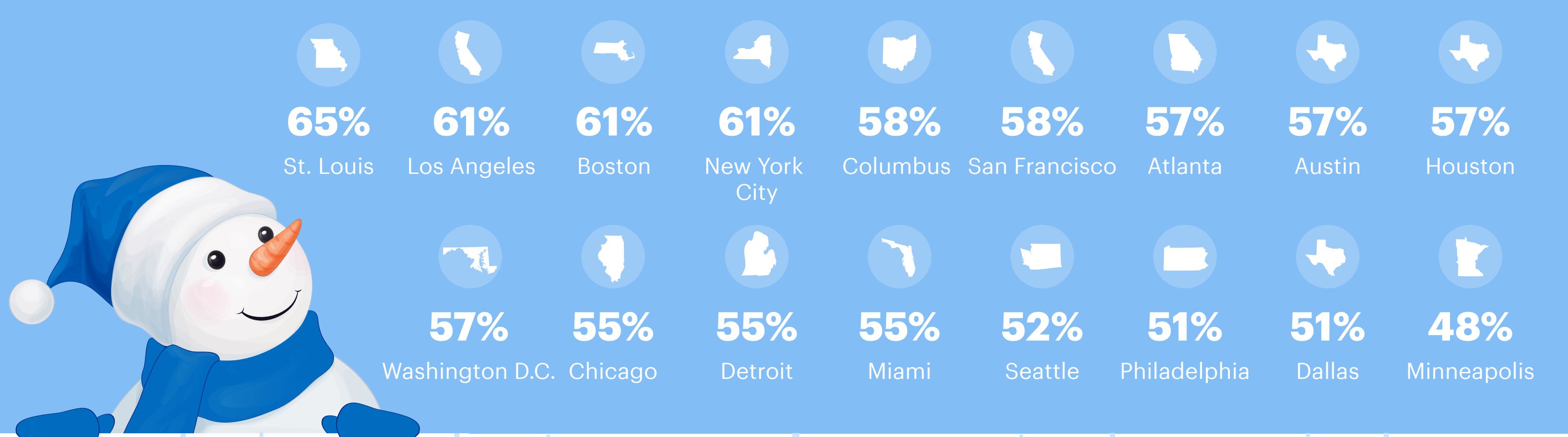
Among motivating factors, **price takes the cake**.
Percentage of younger millennials (ages 21-27) who ranked price as one of the most important factors:



AND EAT IT TOO.

MAKING IT COUNT.

The majority of young millennials plan to “**make their money count**” by doing business with retailers that reflect their values.



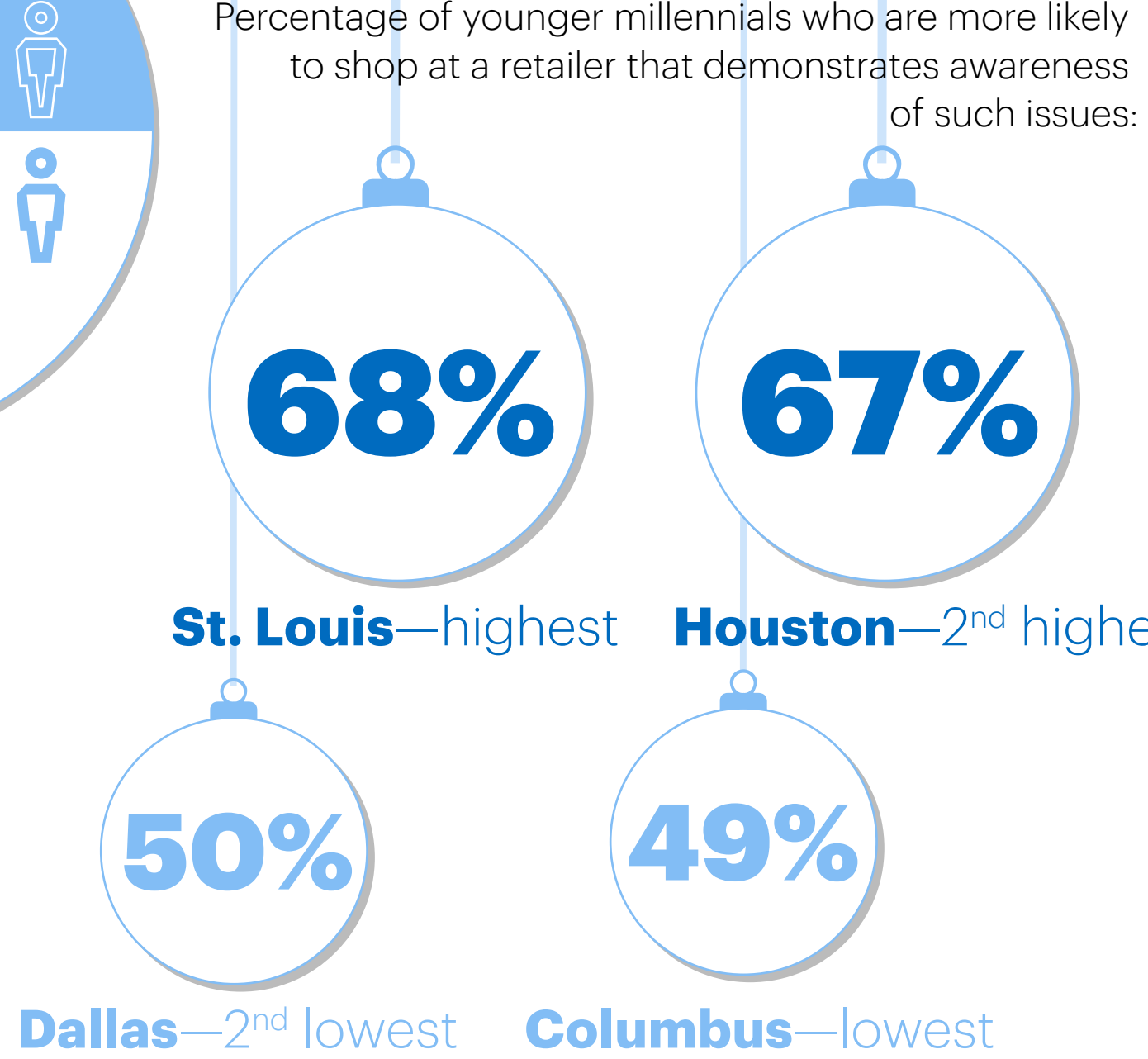
SHOPPING IS SHARING

About half of young millennials expect retailers to be **socially conscious**.
Percentage of younger millennials who agree retailers have a responsibility and duty toward addressing wider social and political issues with regards to diversity:



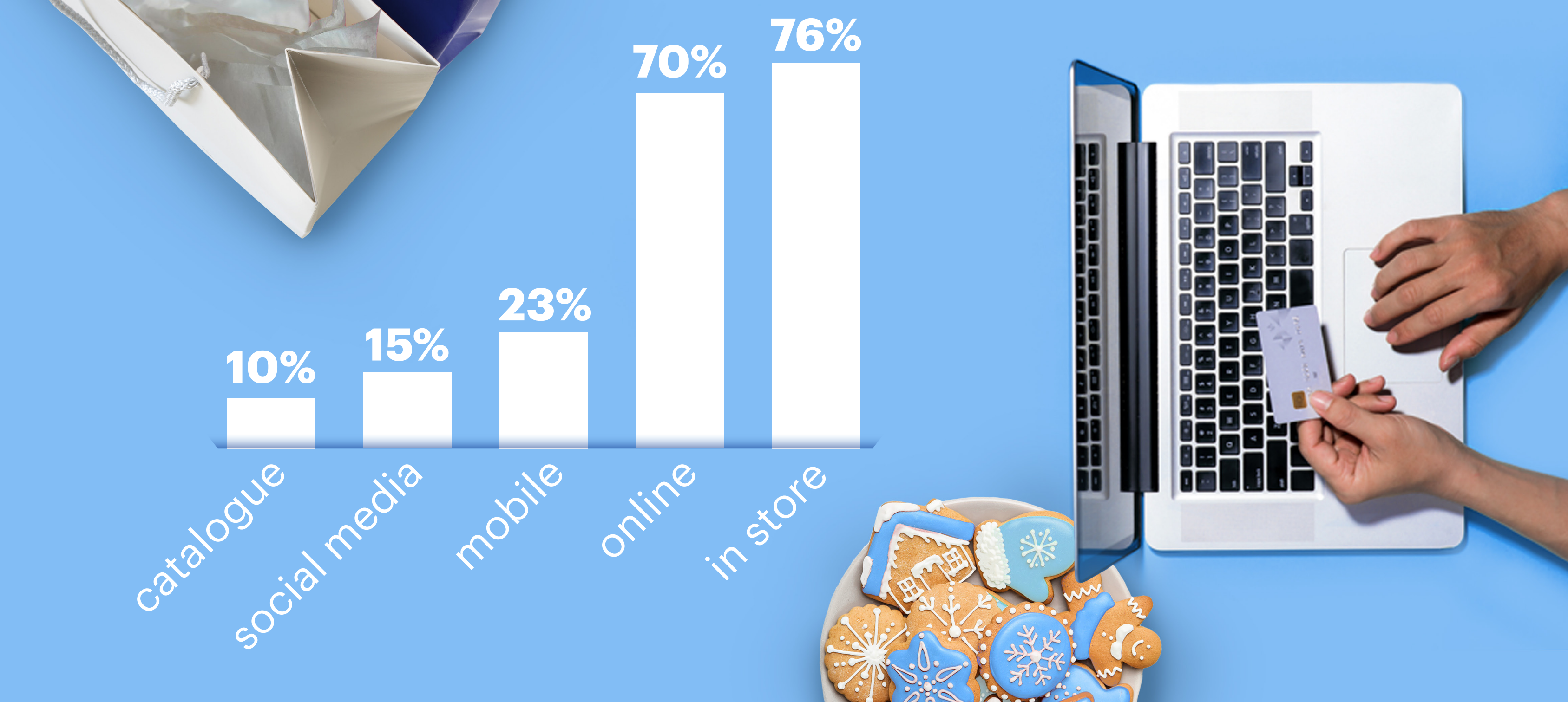
SHARING IS CARING.

In fact, they may **choose** a socially conscious retailer over another.
Percentage of younger millennials who are more likely to shop at a retailer that demonstrates awareness of such issues:



JINGLE ALL THE WAYS.

U.S. shoppers* plan to shop online as well as in store.



ALEXA, BUY MY GIFTS...?

Few U.S. shoppers* currently use virtual services to buy, but the majority is eager to try it.

