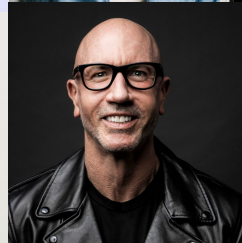
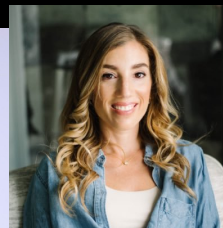


SHIFT HAPPENS

WHAT'S IN STORE
FOR HOLIDAY 2020

#SHIFTHAPPENS SERIES





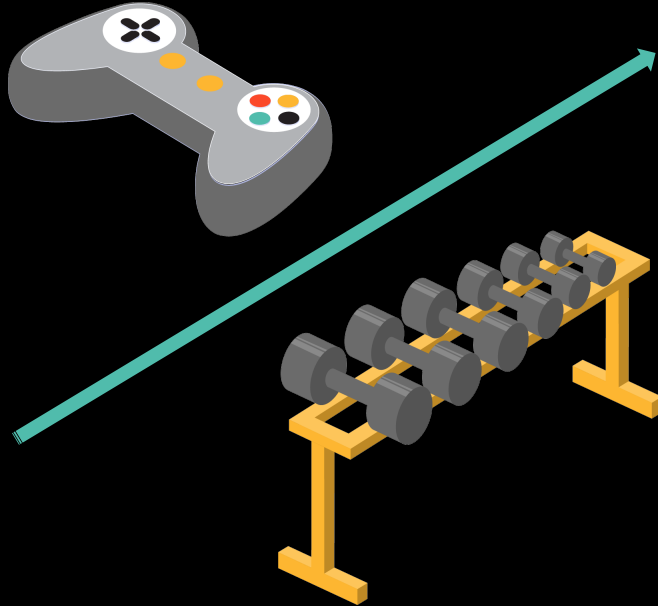
Guests' approach to shopping will vary based on their level of comfort.

We are prepared to welcome beauty enthusiasts in the ways they want to shop, whether in-store with safety at heart or online and in our app. We have increased our capabilities to account for greater online shopping and have created many ways to explore gifts that really underscore joy, self-care and thoughtfulness.

Monica Arnaudo

Chief Merchandising Officer at Ulta Beauty





SPORTS/FITNESS & VIDEO GAMES/CONSOLES

are expected to see the biggest wins
this holiday shopping season



Our most urgent retail store priority throughout this pandemic has been to provide a safe environment for our store teams and customers while meeting our societal and financial obligation to provide open stores.

This year's holiday season will continue to present several continued challenges in how we engage with each other.

Ron Thurston

VP of Stores at Intermix; Author of “Retail Pride: The Guide to Celebrating Your Accidental Career”





Consumers are desiring safety precautions for in-store shopping.

82%

note visible cleaning efforts are important

79%

say it's important to see staff and other customers wearing masks



This is a really unusual year and a very unusual approach to it.

But I also think that there's been a real effort over a long period of time to change the nature of Black Friday, specifically to drive even more of it online in the days leading up to it and after.

I think that this year will be an acceleration of the trend of trying to dial back that in-person lineup in the pre-dawn hours.

Laura Heller

Industry insider and Contributor at Forbes





61%

of consumers say they will
do most of their holiday
shopping online this
holiday season



To keep employees and guests safe and deliver exceptional customer service this holiday season, the overarching theme for retailers comes down to one thing:
mobile, mobile, mobile.

John Pruban

President and CEO of Level 10



> MOBILE APPS

> MOBILE PAYMENTS

> “BUY NOW, PAY LATER”

These retail technology/services are expected to see the greatest growth during the 2020 holiday shopping season

Hey,

Did you know? You will find the full interview on **RETHINK Retail** website: [click here](#).

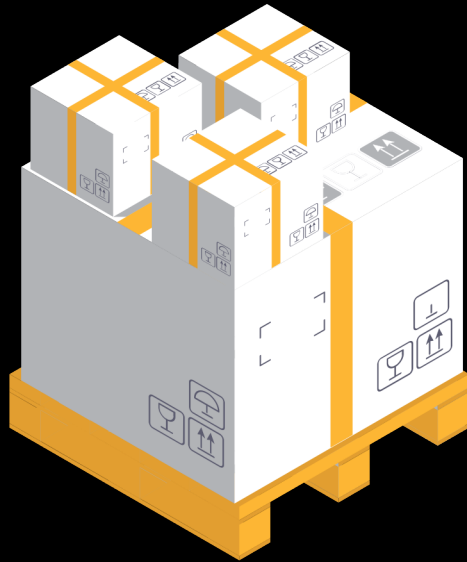


More Black Friday sales will migrate online, putting extra pressure on e-commerce IT infrastructures, as well as supply chain distribution and delivery networks.

In the run-up to Black Friday, retailers should stress-test servers and distribution capacity or risk a potentially business-destroying crash-and-burn.

Miya Knights

Head of Industry Insight at Eagle Eye Solutions



67%

of retailers believe inventory management will post the greatest challenge during the 2020 holiday season.



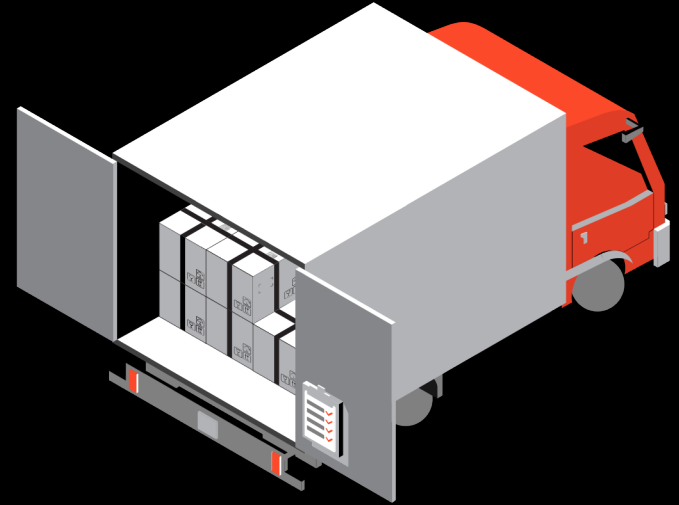
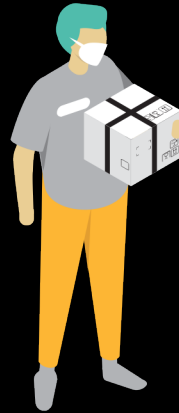
The digital world has changed the way consumers purchase and has created impatience about having to wait. I come from Europe, where Amazon has same-day or next-day delivery for almost everything. Consumers now expect the same from everyone else, even if it's not feasible.

Andrea Lisbona

Founder and CEO of Touchland

1 in 3

1 in 3 retailers are concerned about delays in shipping and outbound distribution in the days leading up to Christmas





I think we'll see a lot of curbsides through much of Q4. To expect it to happen on just one day is an operational nightmare. Retailers will need to be really careful about how they promise curbside pickup for Black Friday specials.

Sucharita Kodali

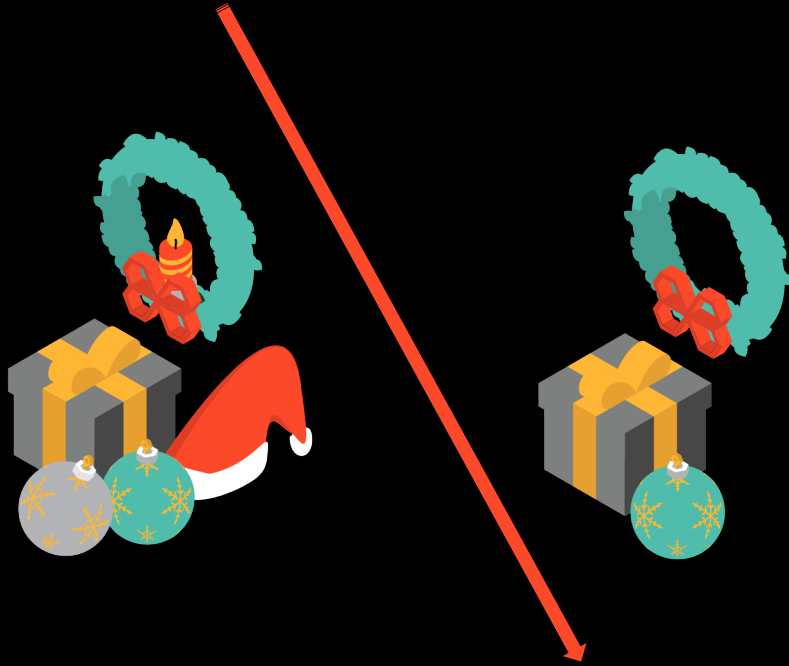
VP and Principal Analyst, Retail at Forrester Research



It'll be interesting to see how the retailers actually manage all the different things happening in-store when it's put to the test with increased traffic. And that could be curbside pickup lines, lines to get into the store, and same-day delivery.

This is a time when retailers can't let the consumer down because the consumer will go somewhere else.

Courtney Hawkins
VP of Retail at The RealReal



Consumers plan to spend

\$998

on average on items such as gifts, food, decorations and other holiday-related purchases for themselves and their families.

A drop of approx. \$50 from 2019.

RETHINK RETAIL

#SHIFTHAPPENS SERIES 2020

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