

**SHIFT** 

**HAPPENS**

**Holiday Shopping  
Season 2021**





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This year, we expect retail sales in  
November and December to see  
**historically high growth rates.**

”

**Katherine Cullen**  
Sr. Director, Retail and Consumer Insights  
at the National Retail Federation



Holiday sales for  
2021 are expected to  
increase by

**10.5%**

over 2020



After the year we had in 2020, and with the fact that there are continuing supply chain disruptions, people are going to be **beginning their holiday shopping journeys earlier and earlier.**

**Bill Ready**  
President of Commerce at Google

75%

of U.S. consumers  
plan to shop earlier  
this year than in  
years past.





As people go back to work, especially this season, they are **starting to think about holiday parties again**. After a year of pivoting, we are starting to see things pick up across the board in terms of our product range.

**Siobhan Lonergan**  
Chief Brand Officer at Shapermint

Apparel sales are  
expected to grow

**46%**

from Nov. 1 to Dec. 24





This holiday season is going to be much like last year in that we are going to see **massive growth in online spending**, but there is going to be even **more supply shortages and inflation** than we saw in 2020.

**Taylor Schreiner**  
Director of Adobe Digital Insights

47%

of holiday  
shoppers are  
concerned they  
will have  
difficulty finding  
items this year.





There's no doubt every retailer is being affected significantly by **supply chain** and, in some cases, by their **labor and staffing**. I think this season is going to be all about **who has the product availability**—those who do are going to win.

**Jim Marcum**

Chief Executive Officer at David's Bridal

# Hey,

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RETHINK Retail website:  
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Supply chain delays, ongoing carrier issues and expectations of late deliveries have driven a record number of U.S. consumers to jump the gun on holiday shopping.

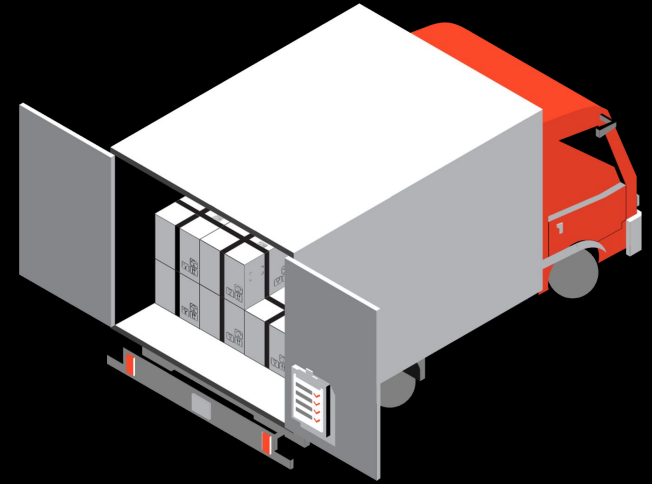
Retailers must have **clear visibility into their inventories** to ensure that they have the **flexibility** to get customers the product they want—no matter where they are coming from.

**Mike Webster**

Senior Vice President and General Manager at  
Oracle Retail

38%

of consumers  
worry gifts  
will arrive  
later than  
anticipated





“  
Many retailers have planned to **bring in extra inventory** to stay ahead of demand. But remember, the retailer can only prep so much—we need the entire supply chain to work together.

From **corrugated suppliers** to **delivery drivers**, it's going to be a real **team effort** to get products in the hands of consumers this holiday season.

**Robert Baldwin**

Senior Vice President/General Manager at  
TABS Analytics, Blacksmith Applications





55%

of consumers are  
considering  
on-demand delivery  
service like DoorDash  
to order last-minute  
gifts.



It is a great time **to experiment** and consumers are still willing to do it. They're willing to try contactless payments and all the different versions of BOPIS.

And by the way, we know that there isn't just one type of fulfillment that wins — **consumers want options to meet their need of the moment.**

**Emily Pfeiffer**

Senior Analyst for Commerce Technology at Forrester  
Research

45%

of shoppers are planning  
both in-store shopping  
and online shopping

— up from 35% in 2020.





We are seeing retailers create more **immersive digital experiences** this holiday season through store virtualizations, livestream commerce, and 3D product visualization using augmented reality.

**Tom Litchford**

Head of Worldwide Business Development, Retail at  
Amazon Web Solutions



58%

of consumers say  
social media will  
influence their  
holiday buying  
decisions.

# RETHINK RETAIL

#SHIFTHAPPENS SERIES 2021

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