ShipBob

The State of Ecommerce

Holiday Shopping Edition

The holidays are the busiest time of year for most ecommerce businesses. With online merchants getting a bigger slice of the pie each year, ShipBob created this infographic to help you navigate and make the most of this busy time.

'Tis the Season to Spend

Holiday shopping season spans from November 1 to December 25.

of consumers complete the majority of their holiday shopping after Thanksgiving.[1]

Holiday ecommerce sales are growing:

84%

OF CONSUMERS

plan to spend at least as much money this holiday shopping season as they did last year.[4]

88.7%

OF BRANDS

expect to see an **increase** in revenue this holiday season.[5]

The average shopper plans to buy 15 holiday gifts.[1]

Top online holiday shopping categories:[6]

41.2%
Apparel

26.5%
Accessories

15.4%
Housewares

16.9%
Other

Black Friday and Cyber Monday

Black Friday and Cyber Monday are the biggest online shopping days of the year.

NOVEMBER

NOVEMBER

23

Black Friday

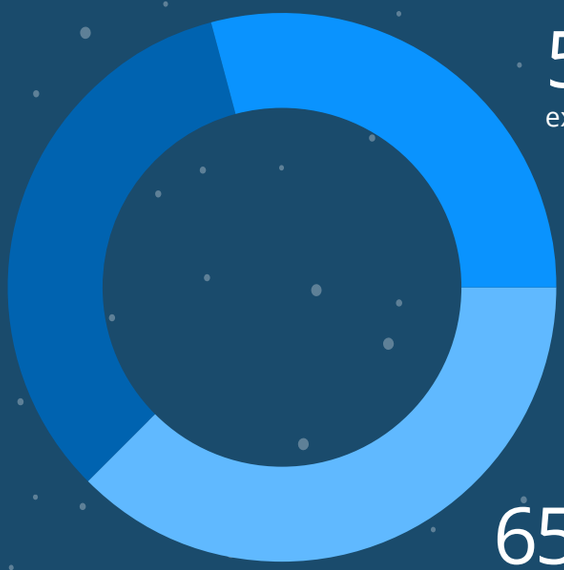
26

Cyber Monday

Cyber Monday 2017 was the biggest online sales day in US history. Shoppers spent over

$6.59B[7]

More than 174 million Americans shopped between Thanksgiving Day through Cyber Monday in 2017.[8]



51 million
exclusively in stores

58 million
exclusively online

65 million
both online and in store

Holiday Shipping

With more shopping comes more shipping.

In 2017, the major carriers expected to deliver over:[9]

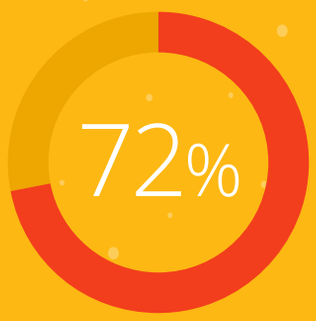
850 MILLION PACKAGES

750 MILLION PACKAGES

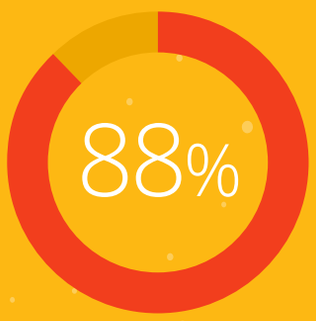
400 MILLION PACKAGES

With holiday shopping increasing year over year, these counts are sure to increase in 2018.

When it comes to shipping, holiday shoppers want their orders delivered **free** and **fast**:[1]



of holiday shoppers plan to take advantage of free shipping.



of shoppers consider free shipping more important than fast shipping.

of consumers say fast holiday shipping means fewer than 4 days.

of customers choose to pick up online purchases in store to save time and money.

of shoppers say discounts on expedited shipping will influence holiday purchase decisions.

2 out of every 3 holiday shoppers want guaranteed free delivery by Christmas Eve for orders placed as late as December 17.[10]

Holiday Returns

More shopping also means more returns.

Holiday return rates are **2% higher** than the rest of the year.[11]

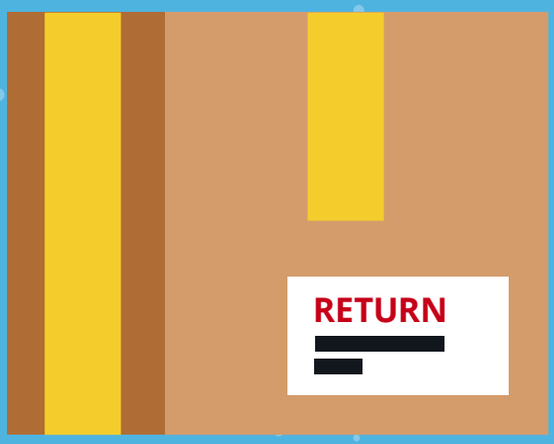
1 out of 3

gift recipients returned at least one item during the holiday season. [11]

Peak returns day is

UPS estimates that **1.4 million packages** are returned that day. [12]

5 million packages



are returned to retailers in the first week of January. [12]

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With online sales expected to break records again this holiday season, your business can't afford to be unprepared. Meet customer expectations and finish 2018 strong by starting holiday preparations ASAP!