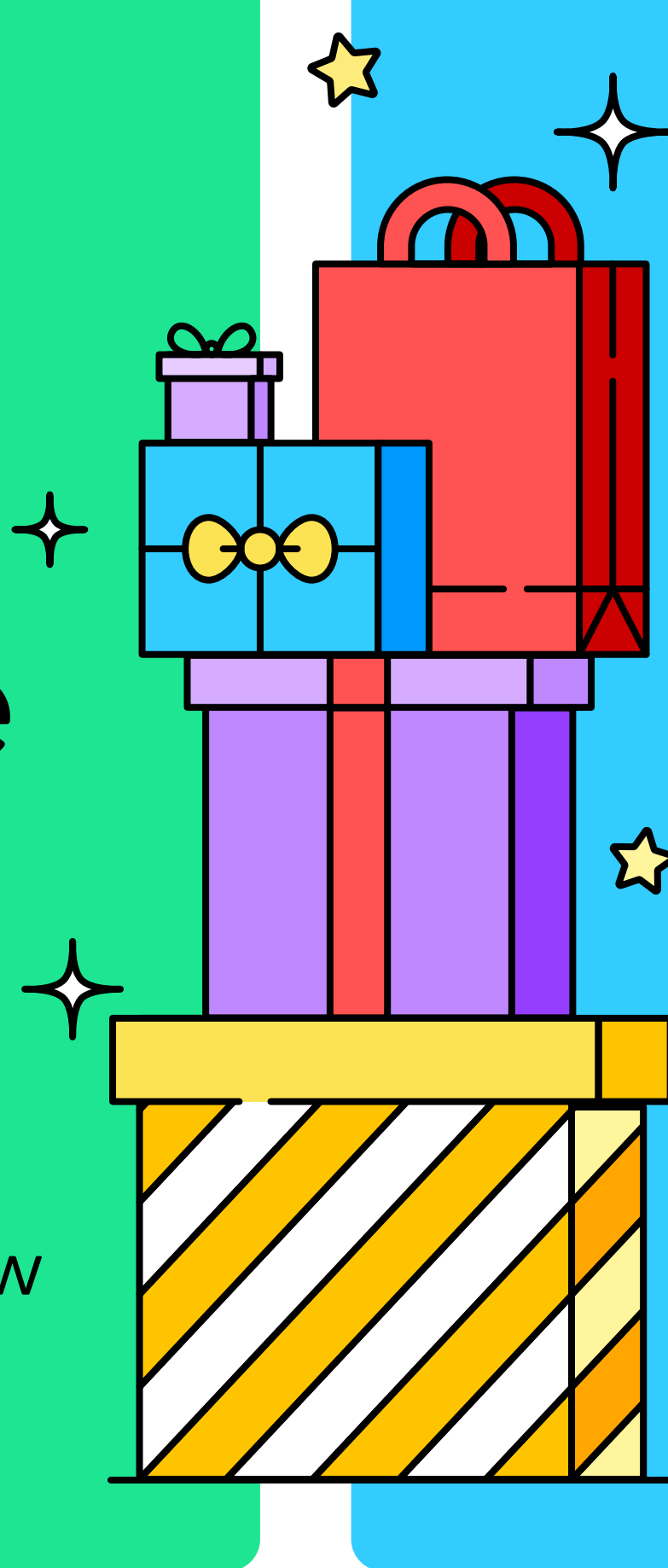
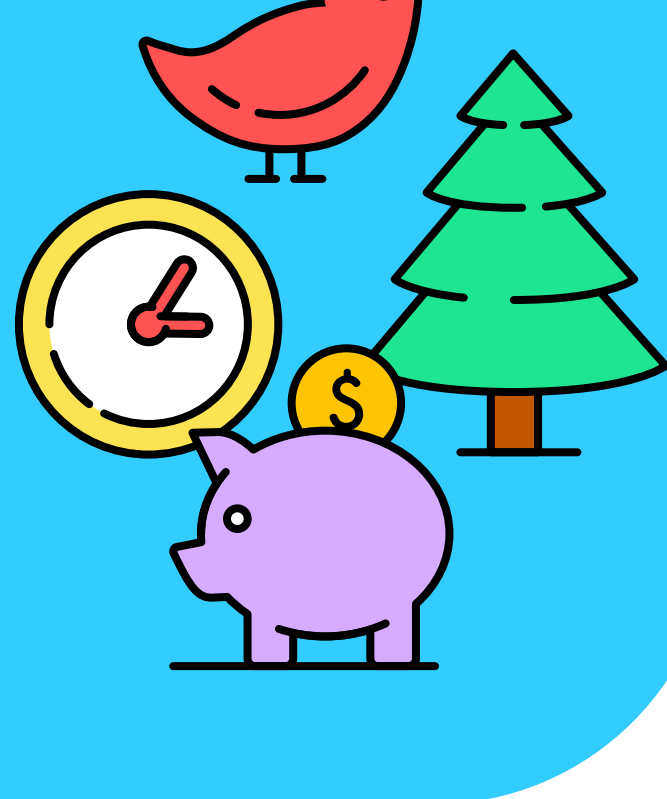


# What Retailers Need to Know to Navigate the Holiday Season

The National Retail Foundation predicts 2021 holiday sales will surge 13.5% from 2020.<sup>1</sup> Here's how retailers can capture their share.

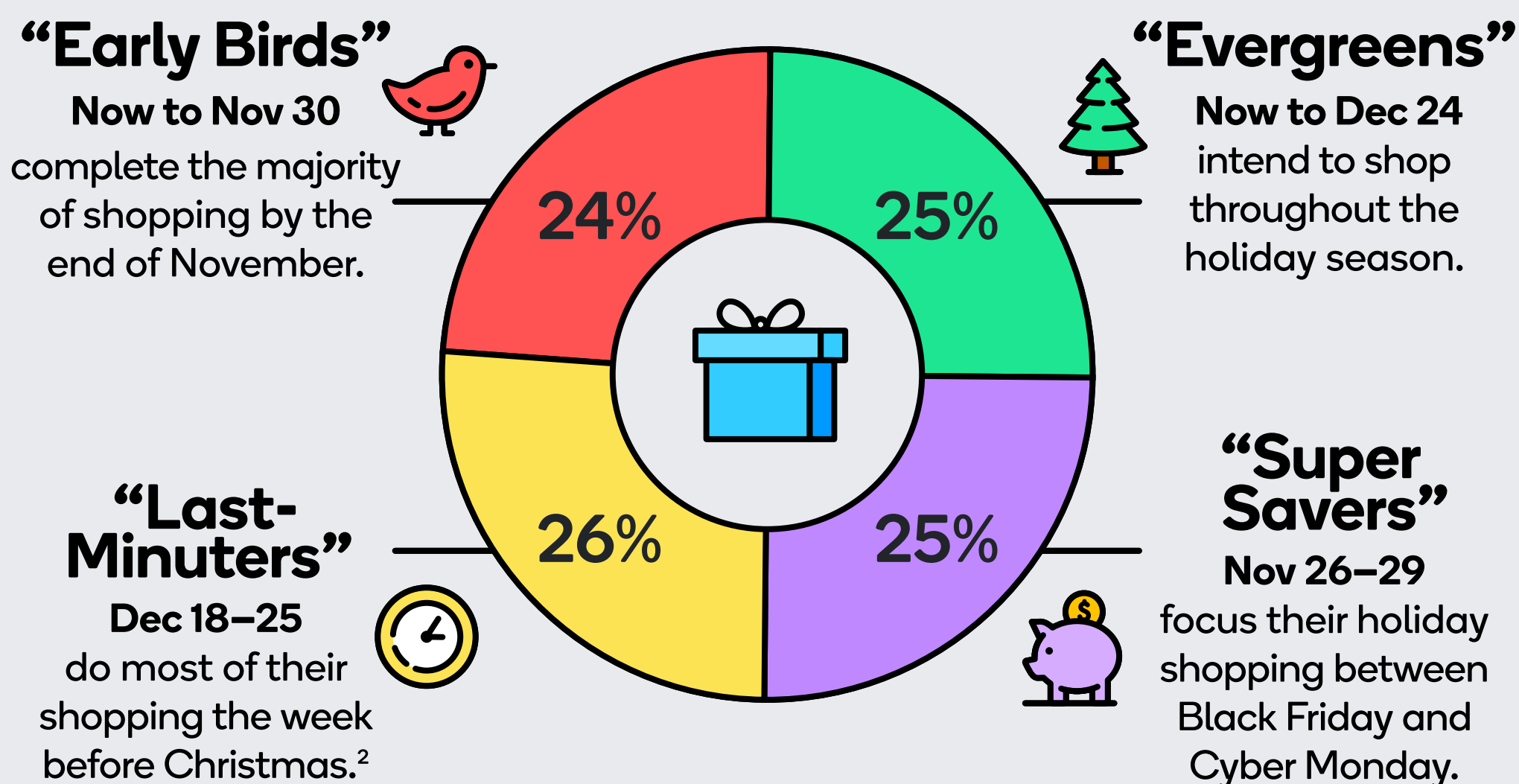


## Four trends for the 2021 shopping season



Pent-up demand means shoppers are ready — now!

Shoppers are ready to spend, so savvy retailers will plan their messaging to reach consumers during their moments of decision-making. Waze has identified **four distinct holiday shopping personas** based on their navigations to retail during pivotal holiday time periods on Waze.

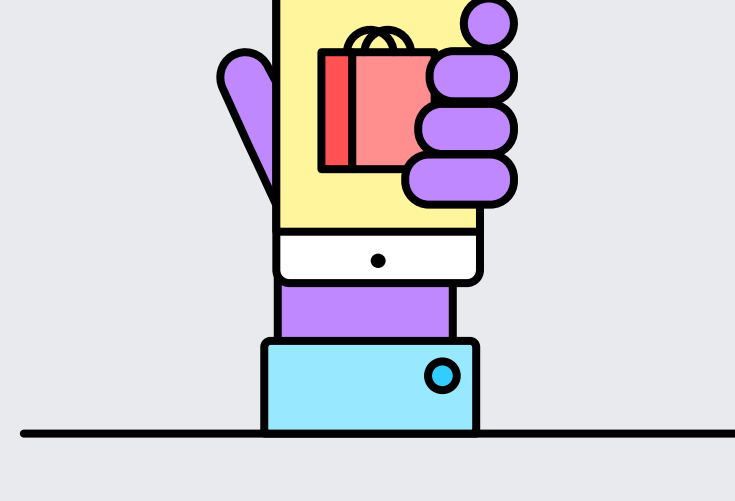


## Omnichannel shopping will drive purchases

Consumers will continue to shop at their convenience at any given moment. Out-of-home messaging lets them know the options available as they navigate around town.



**Brick-and-mortar will remain the channel of choice:** Even in 2020, 83% of holiday sales occurred in-store.<sup>3</sup>



**Consumers embraced click-and-collect:** Buy-online, pick up in-store made up 25% of 2020 holiday purchases, an increase of 40% from 2019 holiday levels.<sup>4</sup>



**Click-and-collect will stay strong:** 69% of consumers say they anticipate using it at the same or higher levels, even once the pandemic subsides.<sup>5</sup>

## A community-conscious spirit tops shoppers' lists

Consumers are viewing purchases through a more altruistic lens, and retailers can use messaging to tout their values.



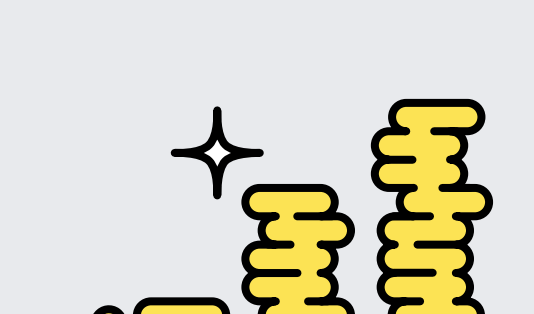
**67%** of Americans say they would avoid buying certain brands based on the organizations' stance on political or social positions.<sup>6</sup>

**77%** of Americans say it's important that companies take environmentally responsible actions.<sup>7</sup>

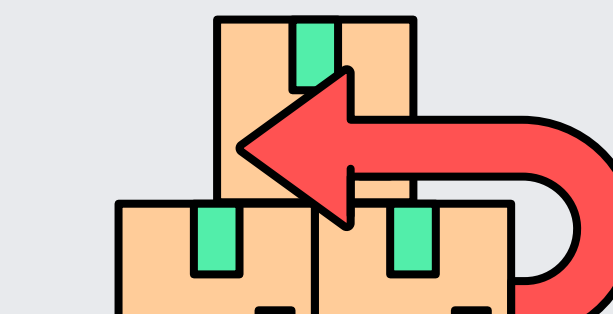
**57%** of buyers say they seek out local, independently owned businesses, including 63% of those ages 18 to 34 and 64% of parents.<sup>8</sup>

## In-store shopping has exciting benefits

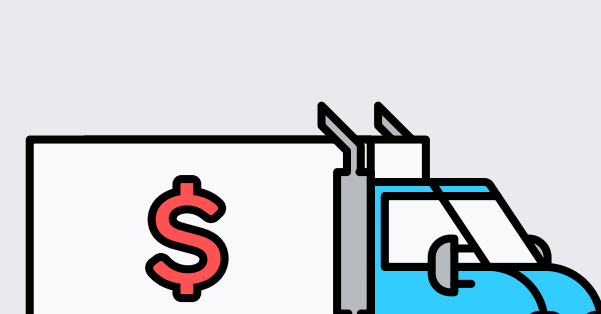
### Brick-and-mortar brings benefits



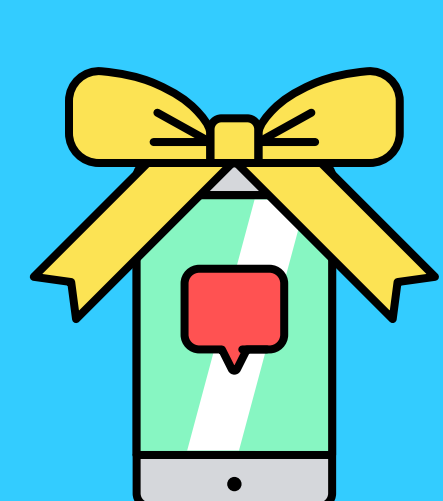
**Spurs incremental revenue:** One-third of holiday purchases are made on impulse.<sup>9</sup>



**Minimizes the expense and hassle of returns:** Only 8% of purchases bought in-store are returned, compared with 25% online.<sup>10</sup>



**Eliminates exorbitant shipping fees:** Retailers often shoulder costs to please the 75% of shoppers who expect free shipping.<sup>11</sup>



## Retailers can use out-of-home messaging to wrap up success

Ready to get out-and-about shoppers to your front door? Join the 77% of retail marketers who expect digital out-of-home to increase sales volume, and use the magic of Waze to drive in-store traffic all season long.<sup>12</sup>



For more information on how Waze can support your 2021 season, [contact us today](#).

<sup>1</sup> "Retail Sales to Now Exceed \$4.44 Trillion in 2021, as NRF Revises Annual Forecast," National Retail Federation, 9 June 2021, <https://nrf.com/media-center/press-releases/retail-sales-now-exceed-444-trillion-2021-nrf-revises-annual-forecast> Accessed June 20, 2021.

<sup>2</sup> Internal Waze Data, 2019 - 2021

<sup>3</sup> eMarketer, February 2021; RetailNext & MasterCard SpendingPulse, January 2021

<sup>4</sup> "5 e-commerce trends for 2021: What we learned from the 2020 holiday season," Adobe Blog, 12 January 2021, <https://blog.adobe.com/en-us/news-polls/New-Study-From-Ipsos-Unveils-Brands-Best-Adopting-In-Store-Pickup-Curbside-and-Delivery-Offers> Accessed June 20, 2021

<sup>5</sup> "New Study From Ipsos Unveils Brands Best Adopting In-Store Pickup, Curbside, and Delivery Offerings," Ipsos, 13 October 2020, <https://www.ipsos.com/en-us/news-polls/New-Study-From-Ipsos-Unveils-Brands-Best-Adopting-In-Store-Pickup-Curbside-and-Delivery-Offers> Accessed June 20, 2021

<sup>6</sup> "Divided We Stand," NRF and GfK, 2021, <https://cdn.nrf.com/sites/default/files/2021-06/NRF%20and%20GfK%20-%20Divided%20we%20stand%202021.pdf> Accessed June 20, 2021

<sup>7</sup> Ibid

<sup>8</sup> "5 Pandemic Buying Habits That Are Here to Stay—According to Shopify Research," Shopify Blog, 10 September 2020, <https://www.shopify.com/blog/consumer-trends#2> Accessed June 20, 2021

<sup>9</sup> "Think with Google," Forrester, April 2020

<sup>10</sup> "Shoppers go back to stores, but retailers face challenges," AP News, 27 May 2021, <https://apnews.com/article/lifestyle-health-coronavirus-pandemic-business-d661f64b760c5595eba5ab57e6c7cbc9> Accessed June 20, 2021

<sup>11</sup> "NRF study says more online shoppers want free shipping," National Retail Federation, 15 January 2019, <https://nrf.com/media-center/press-releases/nrf-study-says-more-online-shoppers-want-free-shipping> Accessed June 20, 2021

<sup>12</sup> The Total Economic Impact™ of Waze, Cost Savings and Business Benefits Enabled by Waze, Digital Out-of-Home Delivers In-Store Shoppers: A Spotlight on Retail, commissioned