

Shoppers Expected to Make Last-Minute Push on Super Saturday

Physical Stores Vital Among Deal-Seekers and Those Wanting Items Immediately

Key Takeaways

- More than half (52%) of consumers will shop for holiday merchandise and late-season promotions on Super Saturday.
- On average, shoppers plan to spend \$413 on goods and services during Super Saturday. This includes \$182 that will be spent on holiday gifts.
- Over four-fifths (84%) of Super Saturday shoppers plan to buy goods in physical stores, a percentage that rises to 94% when those buying online from retailers with stores (52%) are included.
- More than two-fifths (44%) of shoppers will utilize click-and-collect on Super Saturday. Among them, 70% will make an additional purchase when picking up their online order.
- Super Saturday shoppers intend to allocate 73% of their goods-related expenditures to retailers with physical stores (either in store or online).
- Discount department, traditional department and electronics stores will be the most popular types of retailers for purchases on Super Saturday.
- Just over half (51%) of consumers will visit shopping centers on Super Saturday to shop and participate in other activities.

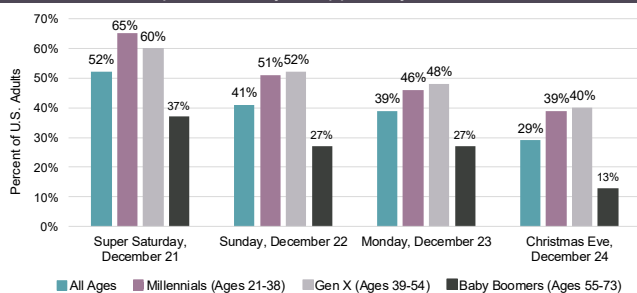
Very early in this holiday season, shoppers made it clear that they would not finish making purchases until just before Christmas. Now, as the final days of the 2019 holiday season approach, that early indication is coming true and U.S. consumers are expected to continue shopping for gifts and other items on “Super Saturday” (December 21) and the few days following, leading up to Christmas.

A Busier End to the Holiday Season This Year

The four days before Christmas are going to be busy with holiday shoppers. **The busiest will be “Super Saturday” with more than half (52%) of consumers planning to shop**—more than the percentage (44%) who shopped on the same day last year.¹ This year, Super Saturday will attract nearly two-thirds (65%) of Millennials, three-fifths of Generation X (60%) and slightly more than one-third of Baby Boomers (37%). (See Chart 1.)

Chart 1

Super Saturday Shoppers by Generation



The most cited reason for shopping on Super Saturday is “wanting to take advantage of deals/promotions” (45%). This is followed by “still having more people to buy gifts for” (42%), “buying additional gifts for people” (29%), procrastination of holiday shopping (29%) and being “too busy beforehand” (24%).

The three days after Super Saturday are going to see significant activity as well. On Sunday, December 22, over two-fifths (41%) plan to shop, while Monday, December 23, will see slightly fewer shoppers (39%). Even on Christmas Eve, over one-quarter (29%) of consumers will still be looking to make purchases—slightly more than in 2018 (24%).

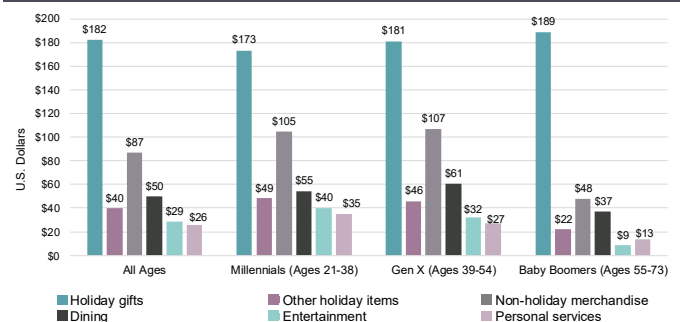
Robust Spending Planned on Goods and Services

Though the largest share of shoppers (83%) are still planning to purchase holiday gifts and other holiday items such as greeting cards and decorations (62%), 60% will buy goods *not* intended for the holidays. Furthermore, Super Saturday shoppers (83%) are also planning to spend on services.

Overall, on both goods and services, shoppers intend to spend \$413, on average—of which 75% (\$309) will go to goods and 25% (\$104) to services. (See Chart 2.) Specifically, shoppers plan to spend an average of **\$182 on gifts on Super Saturday**—up 5% over last year (\$173).

Chart 2

Super Saturday Expenditures by Generation



Baby Boomers intend to make the most gift-related purchases on Super Saturday and will spend \$189, on average. This is roughly 9% more than Millennials and 4% more than Gen X. Other noteworthy demographic differences in gift expenditures on Super Saturday include:

- **Males** plan to spend 31% more than females;
- **Consumers in the Northeast** plan to spend 10% more than shoppers in the South, 42% more than those in the Midwest and 55% more than shoppers in the West;
- **Top-income households** (earning \$100K+) will spend 2% more than middle-income households and 76% more than the lowest-income households (earning less than \$50K); and
- **Households with children** are planning to outspend those without children by 20%.

Super Saturday shoppers also intend to add to their overall holiday-related expenditures by spending \$40 on other holiday items. Additionally, because of promotions still available, shoppers plan to buy \$87 worth of merchandise *not* for the holidays.

In the services categories, shoppers intend to spend roughly \$50 on dining, \$29 on entertainment activities such as seeing a movie and \$26 on personal services like getting a haircut or manicure.

¹ These results and others in this report are based on a representative poll of 1,005 adults in the U.S., conducted between December 12 and 15, 2019, by Engine Insights on behalf of ICSC.

Among the gift purchases Super Saturday shoppers intend to buy, **more than two-thirds (68%) are planning to purchase gift cards**. On average, they expect to spend \$60 on them, or roughly 33% of total Super Saturday gift expenditures. Though fewer Baby Boomers (56%) are planning to purchase gift cards on Saturday than Millennials or Gen X (72% and 73%, respectively), they will spend the most (\$77), on average, compared with younger shoppers (Millennials, \$52, and Gen X, \$69).

The Omni-channel Experience on Super Saturday

Shoppers will embrace integrated experiences on Super Saturday. **For their merchandise, 84% of shoppers intend to buy at brick-and-mortar locations**. (See Table 1.) By generation, 84% of Millennials, 91% of Generation X and 77% of Baby Boomers are planning to purchase in stores.

Retail format	Percent of shoppers	Percent of total expenditures on goods	
Physical stores	84%	94%	47%
Online from retailers with stores	52%		26%
Ship to home/office	38%		10%
Pick up in store	44%		16%
Online-focused retailers	49%		22%
Amazon	48%		18%
All other online-focused retailers	20%		4%
Other sources	19%		6%

Excluding the overlap between those who shopped in stores and online from retailers with stores, the share of shoppers buying in physical establishments rises to 94% making purchases from traditional retailers when taking into account the 52% of them (up from 47% in 2018) who bought online from those companies.

As illustrated in nearly all other ICSC holiday season surveys, more shoppers are intending to buy online and pick up their items in store this year (44%) compared to last year (39%). Once in store to gather their online orders, **70% of click-and-collect shoppers expect to make an additional purchase** at that store/tenant, an adjacent establishment, or another unit within the same shopping center. This behavior will be more popular among Millennials (71%) and Gen Xers (71%) than Baby Boomers (60%).

Also shown in Table 1, 72% of Super Saturday gift expenditures will occur in physical stores/establishments or online from retailers that have a physical presence. **More specifically, nearly half (47%) of expenditures will occur in store, while 26% will happen online from omni-channel retailers**. Among other channels, shoppers expect to allocate 22% of their total dollars spent on goods on Super Saturday to retailers mainly selling online—specifically, 18% to Amazon and 4% to all other online-focused retailers.

When asked why they would be visiting stores, shoppers cited:

- The ability to see, touch or try on the merchandise (44%);
- The ability to get items immediately (44%);
- Avoiding shipping costs (37%);
- Better prices and/or in-store promotions (35%); and
- The convenience of one-stop shopping (33%).

Lengthy Store Visits Directly Correlate With More Sales

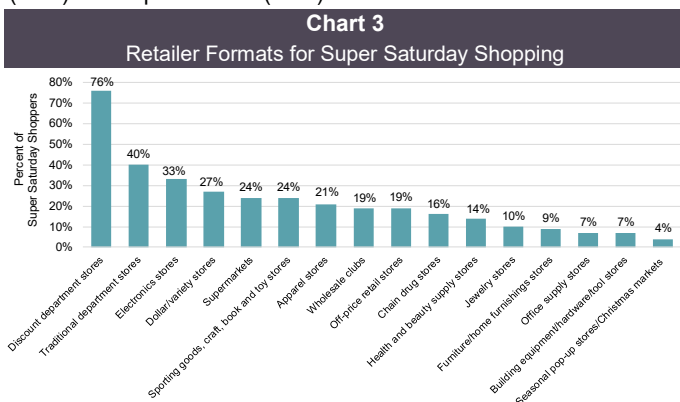
Though having only a few days before Christmas with still plenty to do, Super Saturday shoppers are expecting to take their time in stores. About 90% of shoppers intend to spend over an hour in

store. Specifically, about half (51%) will spend between one and two hours, while 38% are going to spend more than two hours. Only 10% will spend less than one hour.

Even more critical is that the longer shoppers linger in store, the more they will buy. Looking at gift expenditures only, those spending over two hours in store will purchase the most—76% more than those who stay between one and two hours and three times as much as those staying for the shortest amount of time.

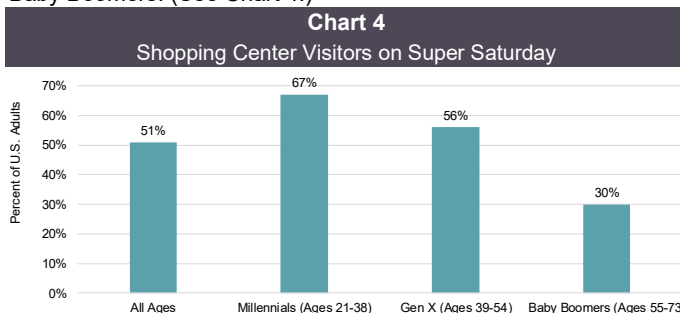
Shoppers Flock to Discount Department Retailers

Like last year, nearly eight of 10 (76%) Super Saturday shoppers expect to shop at discount department stores on that day. (See Chart 3.) Also popular among this group will be traditional department stores (40%), electronics stores (33%), dollar/variety stores (27%), sporting goods, hobby/craft, book and toy stores (24%) and apparel stores (24%). Wholesale clubs (21%), off-price retail stores (19%), chain drug stores (16%), health and beauty supply stores (14%), jewelry stores (10%), furniture/home furnishings stores (9%), office supply stores (7%), building equipment/retail stores (7%) and seasonal pop-up stores/Christmas markets (4%).



Last-Minute Rush at Shopping Centers

Expect shopping centers to be busy on Super Saturday, too. **Over half (51%) of consumers intend to visit a mall or other shopping center on that day**. This is slightly higher than the 50% who had planned a shopping center trip in 2018. By generation, 67% of Millennials will visit, followed by 56% of Gen X and 30% of Baby Boomers. (See Chart 4.)



While at these centers, the largest share (57%) of visitors expect to shop. They will also dine at restaurants or other food-service establishments (46%), see movies (25%) and attend holiday-themed events (18%). Overall, nearly two-fifths (39%) of shopping center visitors intend to combine shopping with at least one other activity during their trip.

Conclusion

As the holiday shopping season draws to a close, determined shoppers will continue to spend through all available purchasing channels. However, the key to making their last-minute purchases will be physical stores, where shoppers can ensure that they pick out the perfect gift and are not waiting for deliveries.

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