Cutting It Close: Strong Holiday Shopping on Super Saturday
For Last-Minute Gift Purchases, Physical Stores Attract the Most Shoppers

Key Takeaways

- Two-fifths (44%) of consumers will shop for the holidays on Super Saturday.
- On average, Super Saturday shoppers plan to spend $173 on gifts that day.
- More than four-fifths (85%) of Super Saturday shoppers plan to purchase gifts in physical stores, a percentage that rises to 92% when those buying online from retailers with stores are included.
- Nearly two-fifths (39%) of shoppers will utilize click-and-collect on Super Saturday. Among them, two-thirds (66%) will make an additional purchase when picking up their online order.
- Super Saturday shoppers intend to allocate nearly eight of every 10 dollars they spend on gifts to retailers with physical stores.
- Discount and traditional department stores will be the most popular types of retailers for purchases on Super Saturday.
- Half (50%) of consumers will visit shopping centers/malls on Super Saturday to shop and participate in other activities.

With the final days of the 2018 holiday season upon U.S. consumers, time is running out to shop for gifts. For last-minute purchases, shoppers are planning to take advantage of the remaining days, particularly this coming Saturday (December 22), otherwise known as “Super Saturday,” according to ICSC’s latest consumer survey.1

A Busy End to the Holiday Season

The three days prior to Christmas are going to be busy with holiday shoppers. The busiest will be “Super Saturday” with more than two-fifths (44%) of consumers planning to shop—more than the percentage (38%) who shopped on the same day last year. This year, Super Saturday will attract more than half (55%) of Millennials and Generation X (52%), while about one-third of Baby Boomers (33%) will shop that day. (See Chart 1.)

The most cited reason for shopping on Super Saturday is “wanting to take advantage of deals/promotions” (43%). This is followed by “still having more people to buy gifts for” (42%), “buying additional gifts for people” (35%), procrastination of holiday shopping (30%) and being “too busy beforehand” (22%).

Additionally, the two days after Super Saturday are going to see significant activity. On Sunday, December 23, more than one-third (35%) plan to shop and on Christmas Eve, about one-quarter (24%) will look to make purchases—about the same as in 2017 (26%).

Significant Gift Expenditures on Super Saturday

Even as the holiday season draws to a close, shoppers plan to spend an average of $173 on gifts on Super Saturday, specifically. Gen X intends to make the most purchases and spend $204, on average. This is roughly 24% more than Millennials ($164) and 42% more than Baby Boomers ($143). (See Chart 2.)

Among the gift purchases Super Saturday shoppers intend to buy, more than two-thirds (67%) are planning to purchase gift cards. On average, they expect to spend $69 on them, or roughly 40% of total Super Saturday gift expenditures.

The Omni-channel Experience on Super Saturday

Shoppers will embrace integrated experiences on Super Saturday. For their gift purchases, an overwhelming share of shoppers (85%) intend to buy at brick-and-mortar locations. (See Table 1.) That share rises to 92% of Super Saturday shoppers purchasing from traditional retailers when taking into account the 47% who will buy online from those companies.

In addition, those planning to order online but collect their items in store—39% of shoppers—will continue buying. Two-thirds (66%) 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.

---

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 13 and 16, 2018, by Engine Insights on behalf of ICSC.
Also shown in Table 1, 78% of Super Saturday gift expenditures will occur in physical stores/establishments or online from retailers that have a physical presence. More specifically, nearly half (49%) of expenditures will occur in store, while 29% will happen online from omni-channel retailers. This latter share is significantly higher than the 16% that shoppers will allocate to buying gifts from pure online retailers.

When asked why they would be visiting stores, unsurprisingly, shoppers cited the ability to physically see, touch and try on the items (48%); better prices/deals available in store (40%); and the ability to get items immediately (38%).

Discount Department Retailers Remain the Most Popular

Nearly eight of 10 (76%) Super Saturday shoppers expect to shop at discounters on that day. (See Chart 3.) Also popular among this group will be traditional department stores (48%), wholesale clubs/supermarkets (39%), electronics/office supply stores (35%) and dollar/variety stores (29%).

Last-Minute Rush at Shopping Centers

Expect shopping centers to be busy on Super Saturday, too. Half (50%) of consumers intend to visit a mall or other shopping center on that day. By generation, 67% of Millennials will visit, followed by 57% of Gen X and 33% of Baby Boomers. (See Chart 4.)

While at these centers, the largest share (63%) of visitors expect to shop. They will also dine at restaurants or other food-service establishments (45%) and engage in other activities such as seeing movies, attending holiday-themed events, or visiting other entertainment venues (57%).

Conclusion

Confirming early indications for a strong and lengthy holiday shopping season, the results of this latest poll demonstrate that consumers will continue to spend significantly through the very end of the holiday season. The key to making their last-minute purchases will be physical stores, where shoppers can ensure that they pick out the perfect gift and that they have everything on time.

While every effort is made to ensure the accuracy and reliability of the information contained in this report, ICSC does not guarantee and is not responsible for the accuracy, completeness or reliability of the information contained in this report. Use of such information is voluntary, and reliance on it should only be undertaken after an independent review of its accuracy, completeness, efficiency, and timeliness. © 2018. This report is included in ICSC’s Albert Sussman e-Library, which is part of Ebsco Publishing’s products.