

4 Retailer Must-Haves for the 2020 Last-Minute Shopper

Are you ready to thrive this holiday season in the wake of disruption?

19%

of consumers prefer to purchase gifts in-store



34%

of shoppers prefer to purchase holiday gifts online

NRF predicts holiday sales for 2020 to increase by

3.5 to 4.1%

over 2019

Our Top 4 Essentials Keep Customers Engaged this Holiday Season:

1

Safety and Convenience are the Kings

79%

say customers and associates wearing masks is important when shopping in-store



71%

would choose a retailer because it offers faster delivery

2

Relevant, Personalized Offers

74%

feel it's absolutely essential to receive compelling promotions or discounts



49%

prefer to shop with retailers who offer a loyalty program

3

Flawless Execution

47%

look for an alternative retailer when items are out of stock



73%

want granular tracking of delivery for shipping and returns

4

Hassle-Free Returns

38%

plan to return a portion of their gifts compared to

77%

of intended returns in 2019



36%

plan to return holiday gifts to the store



43%

say returning products could be easier



27%

intend to purchase gift cards to avoid the hassle



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