

4 Must-Haves for the 2019 Modern Black Friday Shopper

Are you ready to support infinite shopper journeys this holiday season?



74%
of consumers prefer to
purchase gifts in-store



55%
of shoppers prefer to
purchase holiday gifts online

NRE predicts holiday sales for 2019 to increase by

3.8 to 4.2%
over 2018

Our Top 4 Essentials to Keep Customers Coming Back All Season Long:

Convenience is King

1

68%

would choose a retailer because it offers **faster delivery**



51%

associate convenience with a **great shopping journey**

Relevant, Real-Time Offers

2

48%

feel it's absolutely essential to receive offers/discounts **based on purchase history**



68%
prefer **email offers**

vs.

31%
prefer **mobile notifications**

Flawless Execution

3

50%

look for an alternative retailer when items do not arrive on time



66%

expect immediate notification if a recall is issued on a purchased product

Hassle-Free Returns

4

77%

plan to **return a portion of their gifts**, with nearly

20%

expecting to **return more than half of their presents**



66%

plan to return holiday gifts **to the store**



38%

say returning products **could be easier**



16%

say returning products is a **complete hassle**



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