

# ARE YOU PREPARED FOR THE 2015 HOLIDAY SHOPPING SEASON?



It's the most wonderful time of the year... for retailers.

The holiday shopping season is what most retailers look forward to and plan for all year long. Each year, consumers' buying habits seem to shift and change. 2014 brought earlier holiday promotions than previous years, and retailers that didn't prepare for this trend lost out to their competitors.

To help you have a holly jolly holiday this year, we pulled together holiday trends from the 2015 Online Retail Survey. The results identify retailers' expectations for the 2015 holiday season and the strategies they're using to ensure shoppers are buying as many of their products as possible.



## Holiday promotions are starting early (and often)

**59%** plan to start their promotions in September or sooner  
**20%** of US respondents plan to start their holiday promotions earlier than last year

*"Offer more holiday promotions than last year" is retailers' top strategy for increasing holiday sales this year*

## The holiday season is critical to retailers

**74%**

OF RETAILERS SAID 20% OR MORE OF THEIR ANNUAL SALES COME DURING THE HOLIDAY SEASON

**43%**

SAID THE HOLIDAY SEASON MAKES UP 20-29% OF THEIR ANNUAL SALES

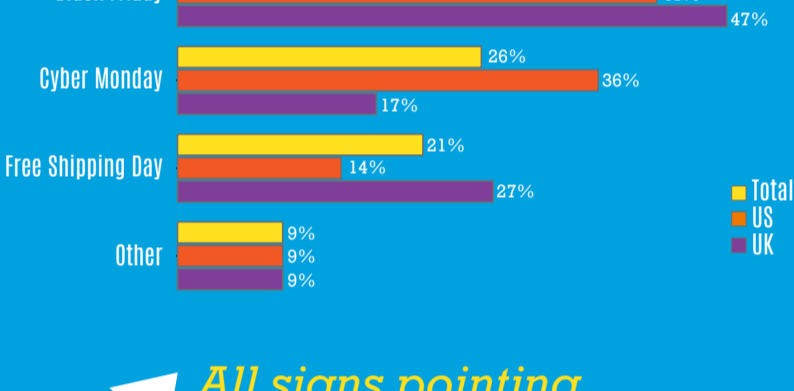
## Amazon outperforms other online channels during the holidays

WHICH ONLINE CHANNEL HISTORICALLY PERFORMS THE BEST FOR YOU DURING THE HOLIDAY / CHRISTMAS SEASON?



## Black Friday and Cyber Monday are pivotal

WHAT IS THE MOST PROFITABLE DAY FOR YOUR BUSINESS THROUGHOUT THE CALENDAR YEAR?



## All signs pointing to another successful holiday

**82%** expect their holiday sales to increase  
**42%** expect their holiday sales to increase between 10-15%  
**21%** 21% expect their holiday sales to increase over 15%

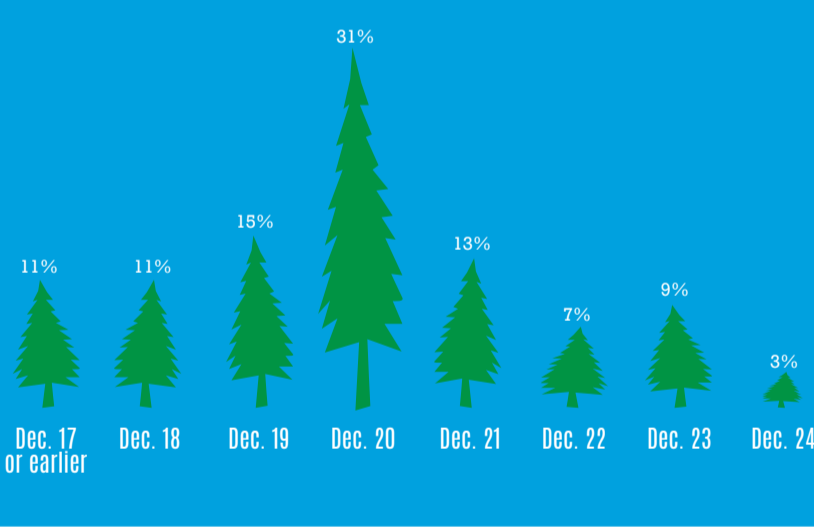


## FULFILLMENT is the largest challenge for retailers during the holiday season



**34%** said fulfilling orders on time is their biggest challenge during the holidays. The second largest challenge was adjusting to competitor activity such as promotions (**27%**)

WHAT DATE WILL BE YOUR CUT-OFF DAY FOR GUARANTEED ON-TIME HOLIDAY / CHRISTMAS DELIVERIES?



## Who We Surveyed

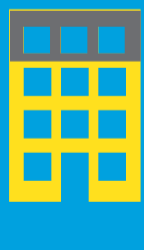
**\$15M+** 35% OF US RESPONDENTS AND 38% OF UK RESPONDENTS MAKE MORE THAN \$30 MILLION ANNUALLY IN ONLINE SALES

**\$29M+** 40% OF US RESPONDENTS AND 35% OF UK RESPONDENTS MAKE MORE THAN \$29 MILLION IN TOTAL ANNUAL SALES



**75%** Privately owned

**100%** MOST RESPONDENTS HAVE BETWEEN 100 AND 999 EMPLOYEES

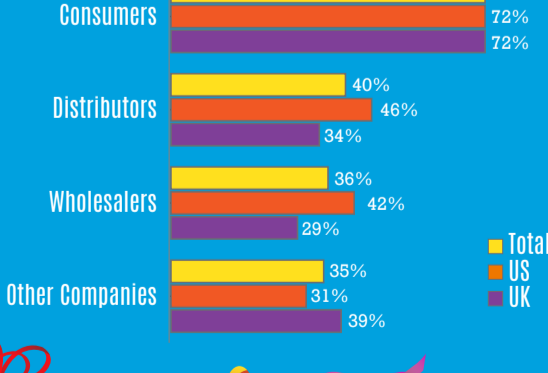


**74%** also have a brick and mortar location



**100%** of respondents sell online

TO WHOM DOES THIS COMPANY SELL PRODUCTS?



ChannelAdvisor commissioned Redshift Research to conduct the 2015 Online Retail Survey. Research was performed using an email invitation and an online survey. All survey respondents were e-commerce decision makers for their respective companies. For a full recap of the 2015 Online Retail Survey results, please visit <http://bit.ly/2015OnlineRetailSurvey>.



866-264-8594 | [www.channeladvisor.com](http://www.channeladvisor.com)

Copyright 2015 ChannelAdvisor Corporation. All rights reserved.