

# Seasonal Success



A closer look at e-commerce trends and statistics from the 2017 holiday season

## HOLIDAY SPENDING



### ONLINE REVENUE EXCEEDED EXPECTATIONS

**\$108.2 BILLION**

was spent online during the holidays<sup>1</sup> (up 14.7% from last year)

## CUSTOMERS STARTED SHOPPING EARLIER — AND SPENT MORE



Between **NOV. 1 AND NOV. 24**, more than \$1 billion in online sales were generated daily<sup>2</sup>

### BLACK FRIDAY

generated a record-setting **\$5 billion** in online sales<sup>1</sup>



**16.9%**  
year-over-year increase



### CYBER MONDAY

made history as the first day to generate **\$2 billion** in mobile revenue<sup>1</sup>

## TECHNOLOGY IS MORE IMPORTANT THAN EVER

### MOBILE SALES SAW HUGE GROWTH

**\$35.9 BILLION**

was spent on mobile devices<sup>1</sup> (up 28% from \$28.43 billion last year<sup>3</sup>)



#### Share by device:

53.8% from desktop and 46.2% from mobile devices (34.4% from smartphones and 11.8% from tablets)<sup>4</sup>

### RETAILERS INTEGRATE AUGMENTED REALITY (AR)

**30.1%**

of consumers have used an augmented reality tool on their smartphone to visualize how an object would look in the real world<sup>5</sup>

**46.1%**

are interested in using that type of technology within the next six months<sup>5</sup>

Major retailers are investing in AR as a product discovery tool — via in-store navigation and three-dimensional renderings of products in the real world

## VOICE SEARCH CONTINUES TO GROW



Sales of voice assistants grew **103%** year-over-year<sup>6</sup>

According to Amazon, sales of voice assistants like the Amazon Echo and Echo Dot were in the “tens of millions” this past holiday season<sup>7</sup>

**38%**  
OF SHOPPERS

considered using digital assistants for holiday shopping (up 11% from 2016)<sup>8</sup>

Overall, **55%** of consumers who own a smart speaker have used it to search for a product, while **44.2%** have made an online purchase<sup>5</sup>

## WHAT DO HOLIDAY SHOPPERS WANT?

### BETTER DEALS

**70%**

OF SHOPPERS

indicated a relevant discount would make them more likely to visit or shop on a website during the holidays<sup>9</sup>

### MORE CONVENIENCE

**58%**

OF CONSUMERS

planned to use the “buy online, pick up in store” fulfillment option this past holiday shopping season (up 25% from 2016)<sup>9</sup>

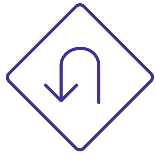
### SEAMLESS OMNI-CHANNEL SHOPPING

**81%**

OF SHOPPERS

planned to make additional purchases when collecting “buy online, pick up in store” items<sup>10</sup>

## HOW DOES E-COMMERCE GROWTH AFFECT RETURNS?



### ONLINE RETURN RATES SPIKE TO

**\$32 BILLION**

(up about 14% from the 2016 holiday season)<sup>11</sup>

### BUT IN-STORE RETURNS OF ONLINE PURCHASES CAN INCREASE SALES

**54%** of shoppers made an additional purchase when returning an item in the store<sup>12</sup>

## TRENDS TO EMBRACE IN 2018

- 1 MOBILE GROWTH**  
Make your online experience easy for customers, especially on mobile devices.
- 2 OMNI-CHANNEL**  
Look for opportunities to create a seamless experience for online and offline shoppers.
- 3 AUGMENTED REALITY AND VOICE SEARCH**  
Tap into the potential of new technology to create new touchpoints and augment the overall shopping experience.
- 4 IN-STORE EXPERIENCES**  
Consider how, when, and why customers shop in-store — and identify opportunities to enhance the experience.
- 5 STRATEGIC ALLIANCES**  
Find another business who provides products and services that complement your brand or solve your customers' needs.
- 6 PREDICTIVE MARKETING AND PERSONALIZATION**  
Use predictive marketing to anticipate customers' needs and deliver relevant messaging to the right audience at the right time.
- 7 CUSTOMER-CONTROLLED DELIVERIES**  
Explore fulfillment strategies that make products available when, where, and how customers want them.
- 8 MORE RETURNS**  
Make it easy for customers to return products to increase conversion rates and customer loyalty.

Find new ways to boost your online business year-round at [smallbusiness.fedex.com/ecommerce-resources](https://smallbusiness.fedex.com/ecommerce-resources).

<sup>1</sup> 2017 Adobe Digital Insights Holiday Recap Report. Adobe. 2017.

<sup>2</sup> Holiday weekend in review: Online shopping is off to a record-breaking start. Internet Retailer. 2017.

<sup>3</sup> Holiday e-commerce sales slightly exceed expectations. Internet Retailer. 2017.

<sup>4</sup> Black Friday mobile sales hit record highs, driving more than 46% of revenue. Internet Retailer. 2017.

<sup>5</sup> What technologies do consumers use to shop? Internet Retailer. 2018.

<sup>6</sup> The Future of Consumer Electronics Is Voice-Activated. CMO. 2018.

<sup>7</sup> Amazon Celebrates Biggest Holiday; More Than Four Million People Tried Prime In One Week Alone This Season. Markets Insider. 2017.

<sup>8</sup> How retailers can participate in the rapid growth of voice shopping. Internet Retailer. 2018.

<sup>9</sup> Free Shipping and In-Store Pickup Essential for Holiday Marketing in 2017. Inc. 2017.

<sup>10</sup> ICSC Forecasts Strong Consumer Spending This Holiday Season. Business Wire. 2017.

<sup>11</sup> CBRE Report: Holiday E-Commerce Returns Could Reach \$32 Billion As Online Sales Surge. CBRE. 2017.

<sup>12</sup> E-retailers can expect a sharply higher volume of holiday returns. Internet Retailer. 2018.