Eye On Retail 2020
A guide to engaging retail shoppers this holiday season.
For holiday season 2020...

There will be an unprecedented amount of first-time online shoppers, along with seasoned digital buyers, browsing, searching, and purchasing gifts, holiday essentials, and everyday items. With the increase in online purchase activity, brands may need to take a fresh approach to holiday campaign planning by activating more refined audience segmentation strategies to engage with the right desired customers.
Despite the restrictions... A collective **$3.914 trillion** in ecommerce sales is anticipated this year with most countries still expected to experience strong growth.

**Retail Ecommerce Sales** (by region, 2020, billions)

- **EUROPE**: $498.32 Billion
- **AMERICAS**: $749 Billion
- **ASIA-PACIFIC**: $2,448.23 Billion

Note: Includes products or services ordered via the internet using any device. Source: eMarketer 2020
● In 2020 Gen X and Boomers dominate global mobile and ecommerce growth: over 80% of Gen X and Boomers shopping online.¹

● In difficult times, self-gifting and seasonal shopping can be positive outlets: 74% of global Christmas shoppers say they research gifts for themselves. ²

● In 2020, consumers are losing interest in traditional holiday sales periods: with 64% of consumers less inclined to shop on Black Friday and almost 60% losing interest in shopping on Cyber Monday, retailers are planning on extending sales periods throughout the entire holiday season. ³

● Consumer loyalty is value based not price based: 47% of internet users surveyed this year say they’ve switched to a different product or service because a company has violated their personal values. ⁴

This holiday season, brands should consider a data-driven approach to engagement by investing in audience profiles built with diverse consumer attitudes, personas and behaviors.

Household demographic traits, survey-based attitudes and beliefs, past-purchase spending, location-proximity signals and more, can help brands to gain a more holistic understanding of their target customers to strengthen engagement on digital display, mobile and social channels.

Download the Eyeota Retail & Festive Holiday Recommendations
The Eyeota Audience Marketplace
Identify, reach and engage the right holiday consumers

Clothing Shoppers
Toy Shoppers
Video Game Shoppers
Black Friday Spenders
Cyber Monday Spenders
Seasonal Celebrators
Parent Christmas Shoppers
Shops at eBay
Shops at Coles
Tech & Gaming Shoppers
Shops at Woolworths
Festive Food Shoppers
Holiday Decorating Enthusiasts
Sports Gamers
Action/Adventure Gamers
Superhero Gamers

Click here to download our Retail & Festive Holiday Recommendations
Access the Eyeota Audience Marketplace in your chosen platform

Demand Side Platforms

Data Management Platforms (available on request)

Social Networking Platforms (available on request)
Our Audience Specialists can help you build the best audience engagement strategy to meet your campaign goals. Available 24/7, connect with the Eyeota Data Desk team at datadesk@eyeota.com