

CONSUMER EXPECTATIONS DURING PEAK

94%
of consumers expect to be notified about holiday shipping delays

85%

of shoppers desire shipping timeline visibility before the purchase

51%

of shoppers were concerned about their desired items running out of stock

47%

of holiday shoppers stop buying from a brand after bad experience

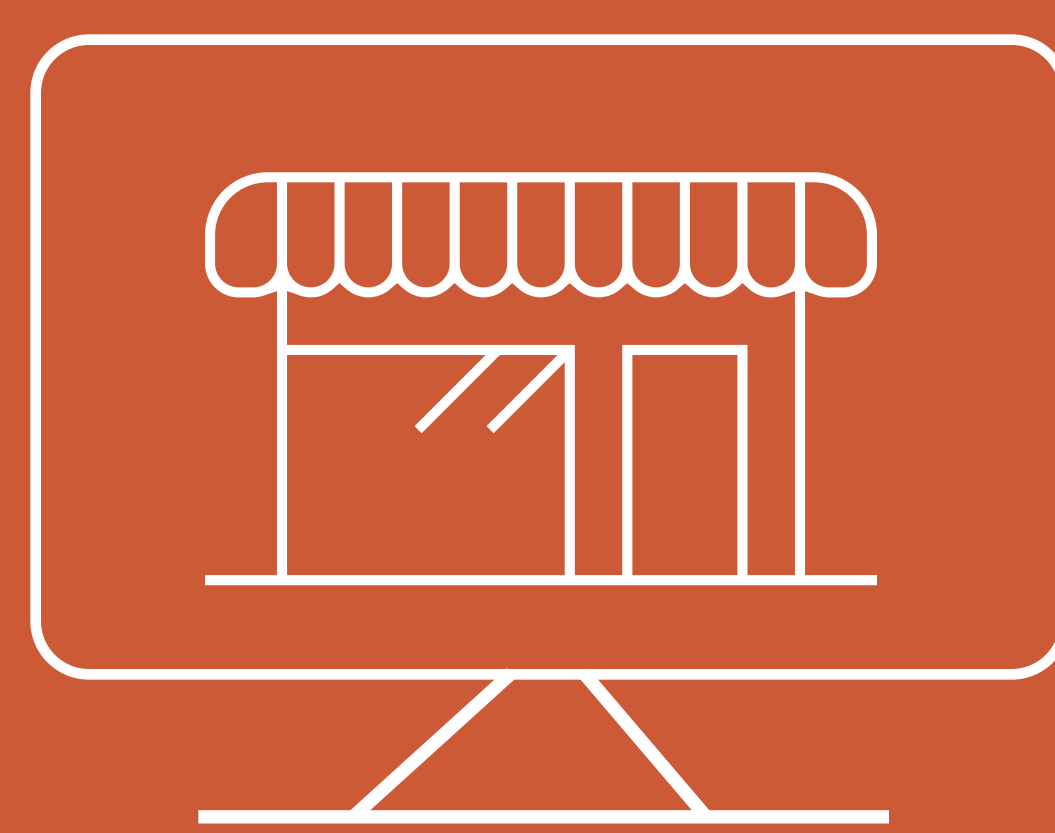
20%

of consumers say free shipping would influence where they buy gifts from



49.6%

Of overall US holiday eCommerce sales is expected to come from mCommerce, reaching \$116.98 billion mark



15.5%

Growth rate can be expected during 2022 US holiday sales through eCommerce clocking in \$235.86 billion

86%

of consumers worry about not getting packages in time for the holidays

78%

of consumers likely to purchase gifts from retailers that offer same-day delivery

46%

of customers abandon their shopping cart due to long delivery period

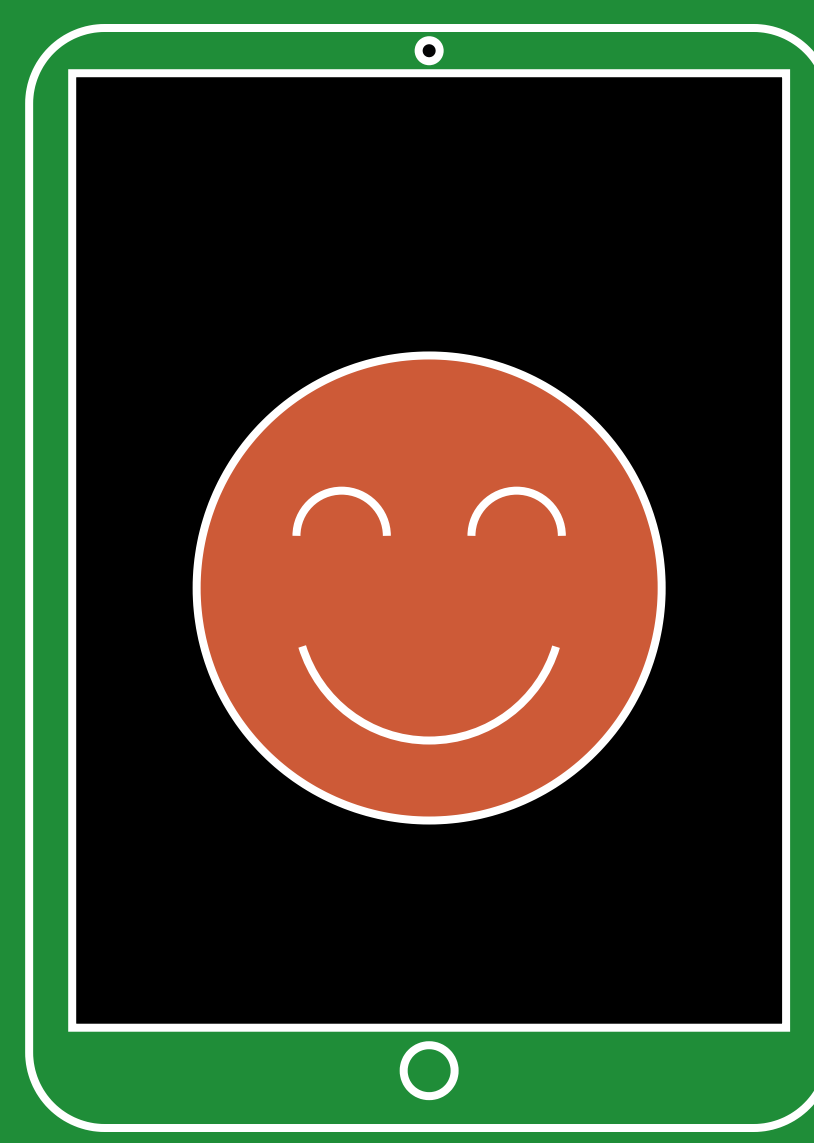
40%

customers start shopping earlier than usual, anticipating shortages, longer shipping times, and unexpected supply-chain challenges

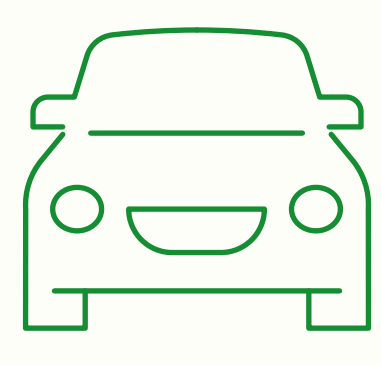


\$12 billion

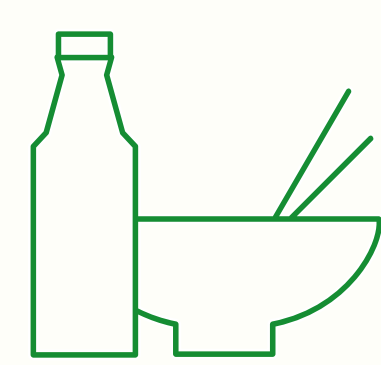
to be spent by consumers every minute during the peak hour of Cyber Monday



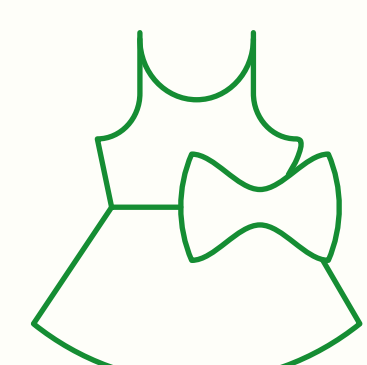
US HOLIDAY SEASON ECOMMERCE GROWTH 2021-2022



30.10%
Auto Parts



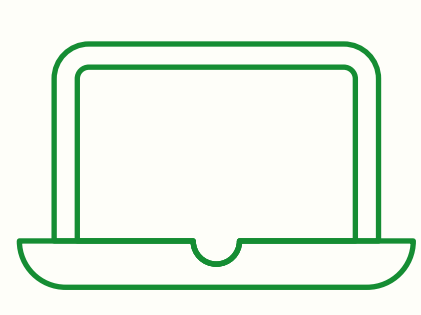
20.70%
Food and Beverages



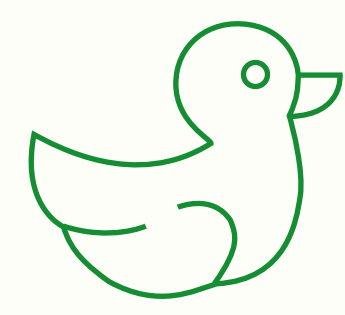
15.40%
Apparel and Accessories



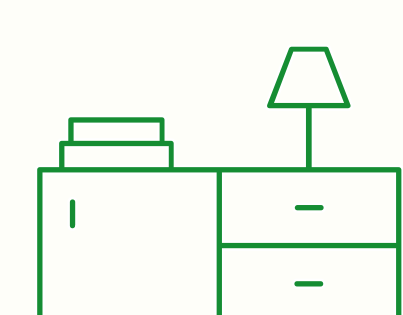
15.10%
Health, Personal Care, and Beauty



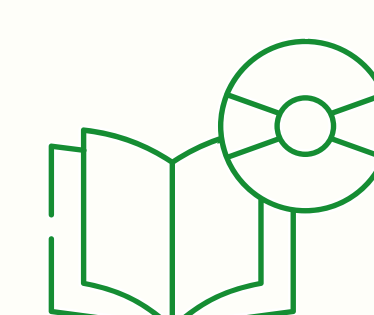
15.0%
Computer and Consumer Electronics



12.0%
Toys and Hobbies



10.30%
Furniture and Home Furnishings



8.40%
Books/Music/Video