

ShopperTrak

FESTIVE PEAK SHOPPING 2019/20

PREDICTED BUSIEST
SHOPPER FOOTFALL
DAYS AROUND
THE WORLD



Sensormatic
by Johnson Controls

'TIS THE SEASON TO GO SHOPPING

Retailers are becoming ever more sophisticated when planning for the busiest shopping days of the year. People counting technology and data analytics are the gifts that keep on giving at this magical time of year.

Q4 – 'Golden Quarter' is when shopping reaches a peak in many parts of the world. Western retailers certainly consider this the most lucrative quarter of the year when the bulk of revenue is secured.

It's the season of family gatherings and frantic food and gift buying – for Christmas, Thanksgiving and Hanukkah – closely followed by the start of popular winter sales. All these celebrations and occasions are powerful retail traffic drivers – stores are guaranteed to be packed with shoppers eager to find interesting gifts, delicious food and dazzling decorations. People want to spend, but they need organised stores and helpful assistants as they tackle lengthy shopping lists.

Between the months of November and January, there are rich opportunities for retailers to convert browsers to buyers, simply by having the right numbers of store assistants hired, trained and ready to handle high traffic volumes. It helps enormously if frontline teams know when visitor numbers will reach a peak, so that they can maximise every opportunity, and deliver unique and seamless experiences in-store.

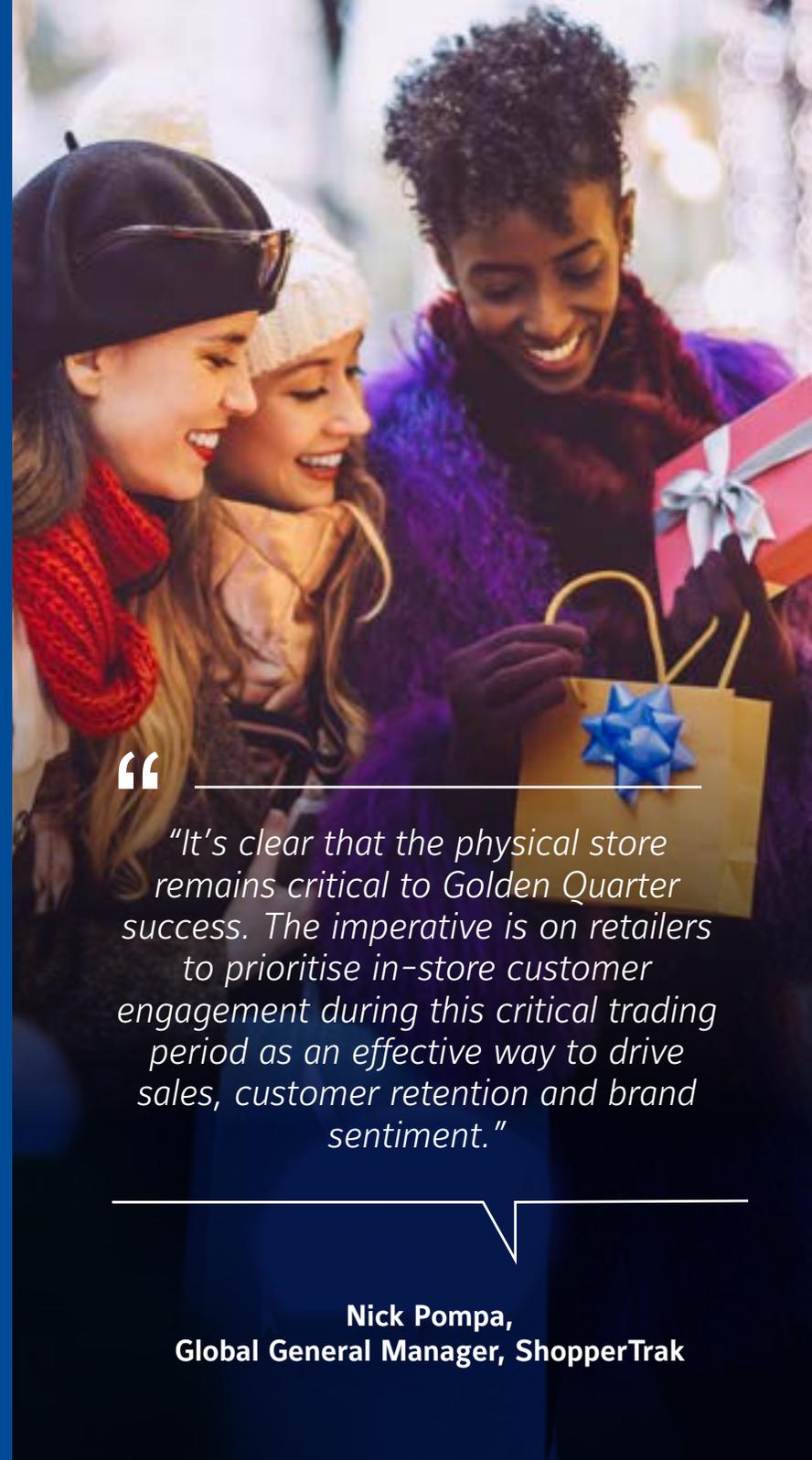
**When exactly will
peak festive shopping
days fall in 2019?**



DATA ON FOOTFALL TRENDS CAN ENSURE THESE SEASONAL OPPORTUNITIES ARE FULLY REALISED

ShopperTrak helps retailers prepare for peak. Historic traffic patterns inform head offices and store managers what to expect and when, taking the guesswork out of staff scheduling. Having optimum levels of sales assistants on hand to advise and serve as shopper traffic rises ensures shoppers can make their purchases with ease.

Global retailers need to plan meticulously if they are to win every sale today and build customer loyalty for the future. The brightest retail groups will be harnessing traffic data insights to fully understand shopper behaviour, to react to local customs and needs, and to ensure their stores are operationally primed to maximise conversions during the festive peak.



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“It’s clear that the physical store remains critical to Golden Quarter success. The imperative is on retailers to prioritise in-store customer engagement during this critical trading period as an effective way to drive sales, customer retention and brand sentiment.”

Nick Pompa,
Global General Manager, ShopperTrak

US TOP 5 PREDICTED PEAK SHOPPING DAYS

1. **29 Nov 2019** Black Friday
2. **21 Dec 2019** Super Saturday
3. **26 Dec 2019** Boxing Day
4. **14 Dec 2019** 2nd last Saturday before Christmas
5. **30 Nov 2019** Saturday after Black Friday

Black Friday reigns supreme in the US. It was the busiest shopping day of the year in 2017 and 2018. Based on our historic data, we predict Black Friday 2019 (29th November) will once again be the highest footfall shopping day as many Americans are off work as part of the Thanksgiving Holiday.



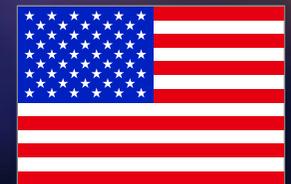
With US shoppers
**keen to bag
bargains ahead
of Christmas
and Hanukkah**

it's not surprising
that the Saturday
immediately after
Black Friday also
features fifth in our
top predicted days
listing – a highpoint
of the Thanksgiving
holiday weekend.

This is backed up
by ICSC research
which found that
last year **45%** of
shoppers planned
to visit stores
on Black Friday,
and another
71% planned to
visit a mall or
shopping centre
over Thanksgiving
weekend.

The last Saturday
before Christmas –
aka Super Saturday
– has also lived
up to its name as
a **super traffic
driver in recent
years**, coming in a
close second in our
predicted top five
busiest holiday days.

It's well known
as the day when
shoppers get
**really serious
about buying the
gifts and food
they need** for
their festivities.



CANADA

TOP 5 PREDICTED PEAK SHOPPING DAYS

1. **26 Dec 2019** Boxing Day
2. **29 Nov 2019** Black Friday
3. **30 Nov 2019** Saturday after Black Friday
4. **21 Dec 2019** Super Saturday
5. **14 Dec 2019** 2nd last Saturday before Christmas

Boxing Day is when stores will be busiest during the festive peak in Canada. This confirms the significance of the winter sales as a traffic driver. Our data also shows that, although it's now hugely influential, Black Friday isn't yet the biggest shopping day in the country.



The Saturday immediately after Black Friday has taken the number three position for several years in Canada.

This confirms that, as part of the Thanksgiving Holiday, the popular promotional event **helps retailers generate footfall and sales well in advance of Christmas.**

Reassuringly, the tradition of gift buying in-stores on the Saturdays before Christmas is still strong in Canada, with the 14th and 21st December both vital days in the festive calendar.

Retailers well prepared for these peaks will deliver superior customer experiences resulting in **significant bumps in sales.**



UK AND IRELAND TOP 5 PREDICTED PEAK SHOPPING DAYS

1. **21 Dec 2019** Super Saturday
2. **30 Nov 2019** Saturday after Black Friday
3. **14 Dec 2019** 2nd last Saturday before Christmas
4. **7 Dec 2019** 1st Saturday in December
5. **27 Dec 2019** Day after Boxing Day

The jewel in the UK and Ireland's Christmas shopping crown will be Super Saturday (21st December) this year. It's the last Saturday trading day before Christmas, which last year represented a £1.4bn sales opportunity for UK retailers and saw footfall on the High Street surge by 45% on the daily average.



While Black Friday (29th November) itself doesn't rank in the top five busiest days, **30th November** (the Saturday after Black Friday) is expected to be the **second busiest shopping day of the entire Christmas period.**

This demonstrates the **continued importance of the discount** day in driving in-store footfall and building momentum into the peak season.

Historical analysis also suggests that with only three Saturdays in December before Christmas, **footfall in-store on these days will be more pronounced.**

This means Saturday 14th December and Saturday 7th December make the **top 5 busiest days**, at third and fourth place respectively.



FRANCE

TOP 5 PREDICTED PEAK SHOPPING DAYS

- 1. 11 Jan 2020** 1st Saturday of Les Soldes D'Hiver
- 2. 21 Dec 2019** Super Saturday
- 3. 18 Jan 2020** 2nd Saturday of Les Soldes D'Hiver
- 4. 14 Dec 2019** Penultimate Saturday before Christmas
- 5. 30 Nov 2019** Saturday after Black Friday

The month-long winter sales season in France begins on Wednesday 8th January and ends on Tuesday 4th February 2020. The first Saturday of 'Les Soldes D'Hiver' (11th January) is predicted to be France's busiest shopping day of the festive period. Consistently the busiest in-store day for French retailers for the last five years, in 2018 shopper traffic surged by 15% on the daily average on the first Saturday of the post-Christmas sales.



According to our shopper traffic predictions for France, the second Saturday of Les Soldes D'Hiver also makes the **top 5 busiest days, ranked third.**

This demonstrates **the importance of the discounting** period in creating trading opportunities for retailers.

The Saturday after Black Friday (30th November) is expected to be the **fifth busiest shopping day of the entire Christmas period.**

It shows **Black Friday's continued importance in driving in-store footfall** in France, particularly for click and collect, and extending the peak trading period.



GERMANY

TOP 5 PREDICTED PEAK SHOPPING DAYS

1. **14 Dec 2019** 2nd last Saturday before Christmas
2. **21 Dec 2019** Super Saturday
3. **7 Dec 2019** 1st Saturday in December
4. **30 Nov 2019** Saturday after Black Friday
5. **28 Dec 2019** Saturday after St Stephen's Day

In Germany, it's the penultimate Saturday before Christmas (14th December) that's set to be the top shopping day of the forthcoming festive period. This has taken the highest slot for German retailers for the last three years, and in 2018 shopper traffic surged by 75% on the daily average on the penultimate Saturday before Christmas.



As 2019's calendar has only three Saturdays in December before Christmas Day, **footfall in-store on these days is expected to be heavier** than last year when there were four pre-Christmas Saturdays to shop.

This explains the top three festive shopping days in Germany. **With Germans typically spending €200 each on Christmas gifts**, according to Statista, this represents a major sales opportunity for stores.

Discount day Black Friday (29th November) **has grown in popularity in Germany** over the past three years but it doesn't rank in the top five busiest days.

However, **30th November** (the Saturday after Black Friday) **is expected to be the fourth busiest shopping day** of the entire Christmas period.



SPAIN

TOP 5 PREDICTED PEAK SHOPPING DAYS

- | | | |
|----|--------------------|-----------------------------|
| 1. | 11 Jan 2020 | Saturday after Epiphany |
| 2. | 4 Jan 2020 | Saturday before Epiphany |
| 3. | 5 Jan 2020 | Sunday before Epiphany |
| 4. | 21 Dec 2019 | Super Saturday |
| 5. | 30 Nov 2019 | Saturday after Black Friday |

The Saturday after Epiphany takes the number one predicted shopping spot, while the build up to Epiphany (Monday 6th January, also a public holiday) will create two out of the five top busiest shopping days of the festive period.



Epiphany has consistently been the busiest in-store event for Spanish retailers for the past four years. During last season (the week ending January 5th, 2019), shopper traffic surged by 62% higher than the average 2018 week.

This demonstrates **the importance of the holiday in driving footfall** and creating trading opportunities for retailers during peak.

The other key day for shopper traffic during the festive period in Spain is **Super Saturday** – the last Saturday before Christmas (21st December).

In our forecast for Spain it is ranked fourth. Last year, **Super Saturday saw a 36% surge in footfall on the daily average.**



ITALY

TOP 5 PREDICTED PEAK SHOPPING DAYS

- | | | |
|----|--------------------|-------------------------------------|
| 1. | 6 Jan 2020 | Epiphany |
| 2. | 5 Jan 2020 | Sunday before Epiphany |
| 3. | 12 Jan 2020 | Sunday after Epiphany |
| 4. | 22 Dec 2019 | Super Sunday |
| 5. | 15 Dec 2019 | Penultimate Sunday before Christmas |

Epiphany on Monday 6th January 2020 is a national holiday marking the end of Christmas. It is predicted to take the top slot as Italy's busiest shopping day of the 2019/20 festive period. Epiphany has been the busiest in-store day in Italy in three of the past four years, according to ShopperTrak data.



The footfall '**halo effect**' can also be seen on the Sunday before and Sunday after Epiphany, ranked as the second and third busiest in-store shopping days of the festive period.

Nationwide winter sales will start on Sunday 5th January which also accounts for the expected peak on this date and the following Sunday.

Over 15 million families will look for bargains, spending an average of €325 per household and €140 per capita, with overall estimated turnover of €5.1 billion, according to the Confcommercio retailers' association.

Super Sunday – the last Sunday before Christmas (22nd December) – also features as a key in-store date for retailers, ranked fourth. Last year, Super Sunday saw a **57% surge in footfall on the daily average.**



AUSTRALIA

TOP 5 PREDICTED PEAK SHOPPING DAYS

1. **26 Dec 2019** Boxing Day
2. **21 Dec 2019** Super Saturday
3. **19 Dec 2019** Thursday before Christmas
4. **20 Dec 2019** Friday before Christmas
5. **22 Dec 2019** Sunday before Christmas

Boxing Day (26th December) is when the much-loved Australian winter sales kick off, and this has long been the busiest shopping day of the entire year in Australia. The second busiest of the forthcoming festive season will be Super Saturday on 21st December.



Perhaps uniquely, Australians love to hit the shop for Christmas shopping on the last Thursday before Christmas.

ShopperTrak data shows this is consistently the second or third **busiest festive shopping day.**

Australian retailers will see the shops heaving on the Friday and the Sunday before Christmas **as customers get serious about gift and food** buying.

Research by Commonwealth Bank found the average **Australian will spend Aus \$573 (€353) on gifts for their family and friends** creating a national gift expenditure of Aus \$10.7 billion (€6.6 billion).



SOUTH AFRICA TOP 5 PREDICTED PEAK SHOPPING DAYS

1. **29 Nov 2019** Black Friday
2. **21 Dec 2019** Super Saturday
3. **23 Dec 2019** Monday before Christmas
4. **14 Dec 2019** 2nd December Saturday
5. **30 Nov 2019** Saturday after Black Friday

Our data confirms the success of Black Friday discounting day in South Africa in recent years. Our prediction for the festive season 2019 is that this will be the busiest day in South African stores and malls. The Saturday immediately after will be the fifth busiest day as price deals continue and click and collect pick-ups drive traffic into stores.



Brick-and-mortar stores are expected to attract consumers with specials on everyday products.

Previous surveys have shown that **PC hardware, electronics, and clothing** were the most popular purchases on Black Friday.

Historic traffic data shows that pre-Christmas weekdays are big shopping days in South Africa. This explains why Monday **23rd December is predicted to be the third busiest festive shopping day.**

The first December Saturday will be the fourth busiest festive traffic day. It's estimated that **South Africans spent over 200 billion rand (€12 billion) last festive season**, with an average of nearly 6,000 rand (€369) each, according to research by Wonga.



MEXICO

TOP 5 PREDICTED PEAK SHOPPING DAYS

1. **17 Nov 2019** Sunday before Revolution Day
2. **16 Nov 2019** Saturday before Revolution Day
3. **18 Nov 2019** Revolution Day Memorial holiday
4. **22 Dec 2019** Super Sunday
5. **23 Dec 2019** Monday before Christmas

Mexico's Revolution Day Memorial is an important public holiday – a day off for the general population, when schools and most businesses are closed. Falling on Monday 18th November this year, it will be a busy shopping day – the third busiest of the peak season for Mexican retailers.



The weekend prior to the Revolution Day Memorial holiday is when shops are **most filled with shoppers preparing for family celebrations.**

Sunday 17th November and Saturday 16th November are **the first and second busiest festive days** respectively across Mexico.

Super Sunday (as opposed to Super Saturday) is the fourth most significant shopper traffic day.

With the Monday before Christmas coming in as the **fifth busiest predicted day** in-stores of the Mexican festive season.





ATTRACT AND CONVERT

How to optimise stores for peak.

The top shopping days of Christmas, Thanksgiving, and other winter festivals represent key sales opportunities for retailers around the world, broadly falling into Q4.

By leveraging insight from shopper traffic trends, retailers can optimise staff scheduling decisions, merchandise floor sets, inventory fulfilment and even loss prevention awareness, in order to make the most of the sales opportunities presented by the busiest days of peak trading.

LABOUR OPTIMISATION

Retailers can leverage traffic insights to make data-based staffing decisions in order to capitalise on potential sales and deliver an unparalleled shopper experience.

Understanding peak days and 'power hours' allows individual stores to identify the best times for converting shoppers, when stores are full and high numbers of shoppers need plenty of assistance. Traffic data also helps store managers know when the quieter times will come – ideal for restocking festive inventory, updating the season's displays and managing other customer fulfillment options, such as organising click and collect, which is now so vital at peak. By using traffic data to identify less busy times in-stores, sales staff can complete all these essential tasks during the traffic lulls, leaving more time during busy periods to focus on delivering the optimal customer experience.



MARKETING OPTIMISATION

Festive marketing initiatives can be fine-tuned in line with measured traffic trends.

Marketing campaigns around the launch of top-selling product lines that have been heavily promoted in Christmas TV campaigns, for example, and seasonal sales promotions are vital traffic drivers in peak retailing.

The simple measurement of traffic uplift as a result of marketing activity can help retailers improve campaigns over time. Retailers can be fully prepared for known traffic peaks, and able to focus on boosting conversions and average transaction values on key dates, in line with planned marketing activities.

Traffic data can also help provide quick reads on the influence of promotions on in-store traffic. With social marketing becoming increasingly important in promoting brands, Instagram, YouTube and influencer promotions can be measured in terms of footfall, dwell time and conversions achieved.

STORE LAYOUT OPTIMISATION

Thanks to people counting technology and interior analytics, it becomes clear when and where customers are spending time, and their patterns of travel throughout the shop floor.

Store managers can identify the seasonal shopper hotspots, blocked areas and under-utilised zones of the store. Interior analytics – tracking instore use of space by shoppers – allows for merchandising and planogram adjustments to be actioned during the peak season. In some cases, retailers can spot issues early on, leaving plenty of time to iron out bottlenecks and queues before damage to sales conversion is done.

These insights enable retailers to refine their store layouts and space offerings to capitalise on these concentrations and build on lucrative sales opportunities. Upselling and cross-selling should be a big focus here during peak trading. Past data will reveal which key festive shopping days, or times of day, have previously proved the best for spending time with store visitors in hotspots, to recommend add-on products and seasonal accessories and essentials.

A photograph of a crowded street at night, likely during a festive season. The street is filled with people, and the buildings are illuminated with warm lights. Large, glowing arches of lights span across the street, and a large star-shaped light fixture is visible in the distance. The overall atmosphere is festive and busy.

BE PEAK-READY WITH SHOPPERTRAK'S MARKET INTELLIGENCE TOOL

ShopperTrak's global Market Intelligence tool gives unparalleled insights into shopper traffic trends around the world. It provides benchmarking, so a retailer can compare their in-store footfall with like stores in a selected town or city. Throughout the year, and particularly in the run-up to peak, retailers and shopping centres can tap into this rich data resource, make better-informed strategic decisions, and significantly boost performance in their enterprises.

The largest retail data lake in the market landscape with unmatched global reach.

The tool features a set of indices designed to benchmark shopper traffic performance and provide reliable data for staff and operational planning. Visibility into worldwide data allows retailers and shopping centres to recognise evolving shopper trends and benchmark their performance on a local, regional, national and global scale, and to make vital decisions where and when it counts.

MAXIMISE THE BENEFITS

The ShopperTrak Market Intelligence index is an integral part of the ShopperTrak solution suite for retailers and shopping centres. The data and insights come to life in the web-based reporting portal – ShopperTrak Analytics – a one-stop shop for all retail store and shopping centre traffic data needs.

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Our Market Intelligence solution provides retailers and shopping centres with an holistic view of shopper traffic trends to improve marketing campaign effectiveness, attract more shoppers, make better real estate decisions and create meaningful customer experiences.

Nick Pompa, Global General Manager at ShopperTrak

A hand is holding a smartphone. The screen of the phone is a solid blue color with white text. The background of the entire image is a blurred bokeh of warm, golden lights, suggesting a festive or holiday setting.

If you're ready
to **embrace the
benefits of
in-store
analytics** to
**maximise sales
opportunities**
in line with local
needs and peak
trading days, **visit
ShopperTrak
today.**



About ShopperTrak

ShopperTrak is part of Sensormatic Solutions. Sensormatic Solutions powers retail operations and creates unique shopping experiences. Retail today is about achieving success through informed moments of truth. Those moments between customers, stores, associates and inventory are opportunities for retailers to positively impact the shopping experience and execute secure, seamless unified commerce. They are opportunities to deepen our understanding of what customers want with every interaction.

Sensormatic Solutions helps retailers deliver frictionless, secure, personalised experiences by powering accurate decision-making across the enterprise.

Contact ShopperTrak if you'd like to improve the performance of your stores, using traffic data insights.

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