

FESTIVE SEASON SHOPPING TRENDS

Q4 Retail Snapshot in France

How and what will consumers shop for during peak festive season?

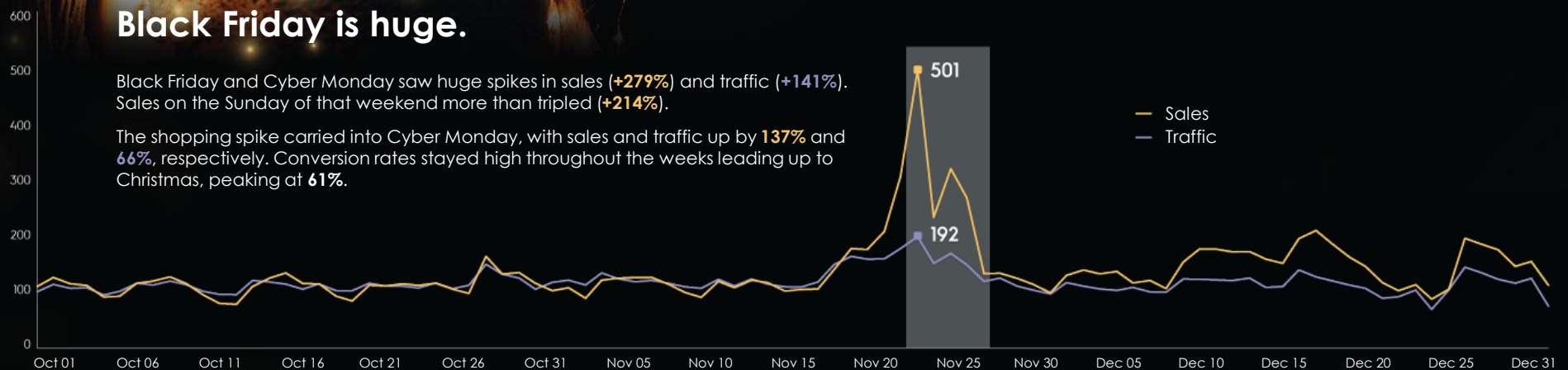
From Black Friday buying patterns to mobile's biggest moments, we analysed our 2018 data to see what we might be able to expect this year. Specifically, we compared shopper activity over the Black Friday period to the month prior (October), and also looked at fluctuations in mobile.

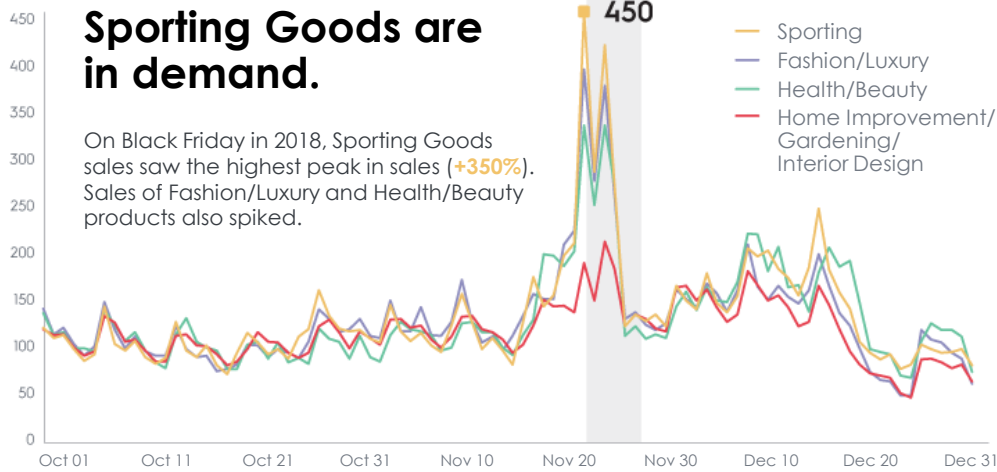
Here's what we found:

Black Friday is huge.

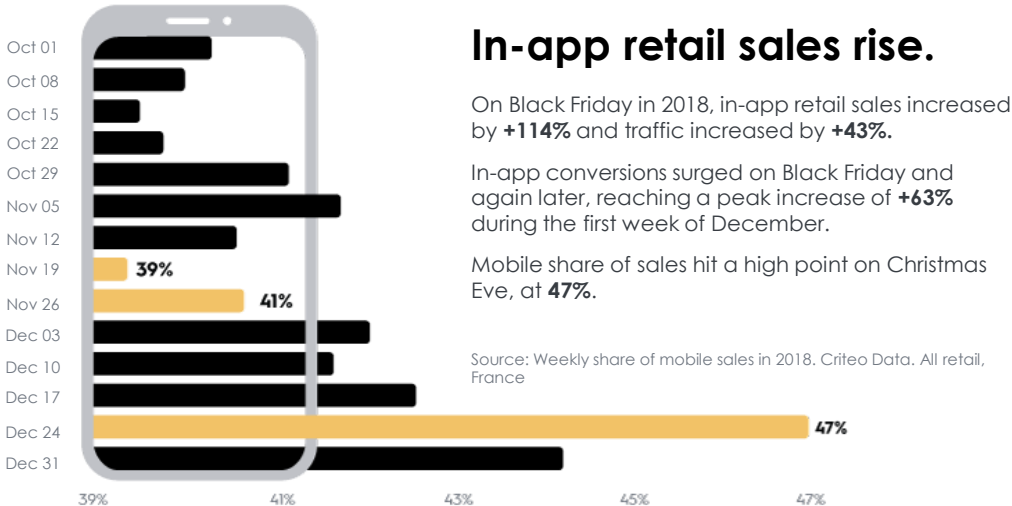
Black Friday and Cyber Monday saw huge spikes in sales (+279%) and traffic (+141%). Sales on the Sunday of that weekend more than tripled (+214%).

The shopping spike carried into Cyber Monday, with sales and traffic up by 137% and 66%, respectively. Conversion rates stayed high throughout the weeks leading up to Christmas, peaking at 61%.





Source: Indexed values based on average daily sales in the first four weeks of October 2018. All Retail, France. Criteo Data.



Source: Weekly share of mobile sales in 2018. Criteo Data. All retail, France

*Criteo Shopper Story, US, UK, FR, DE, JP, BR, 2017, n=9033. **Criteo, "Why We Buy" Survey, France, July 2019, n=1039. ***Based on Nielson US DCR trends, eMarketer, ExchangeWire, IDC.

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Festive Season 2019 Marketing Tips

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Create great product pages.

Global consumers say free return shipping (67%), discounts (64%), quality photos (48%), and reviews (48%) can make or break a purchase on a product page.*

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Create highly relevant ads.

Consumers like online ads that help them discover new products (44%), offer discounts on products (33%), and remind them of products they're interested in (27%).**

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Advertise beyond walled gardens.

You never know where a festive season shopper will find you: Nearly three-quarters (70%) of global ad spend goes to Facebook & Google, but consumers spend 50% of their time on the open internet.***

FESTIVE SEASON SHOPPING TRENDS

Q4 Retail Snapshot in Germany

How and what will consumers shop for during peak festive season?

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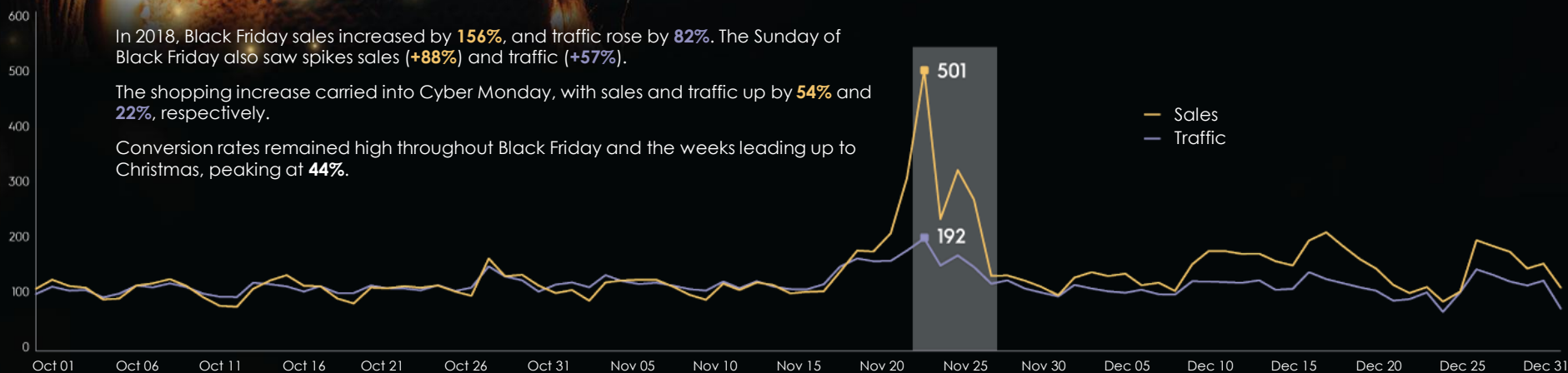
Here's what we found:

Black Friday is huge.

In 2018, Black Friday sales increased by **156%**, and traffic rose by **82%**. The Sunday of Black Friday also saw spikes sales **(+88%)** and traffic **(+57%)**.

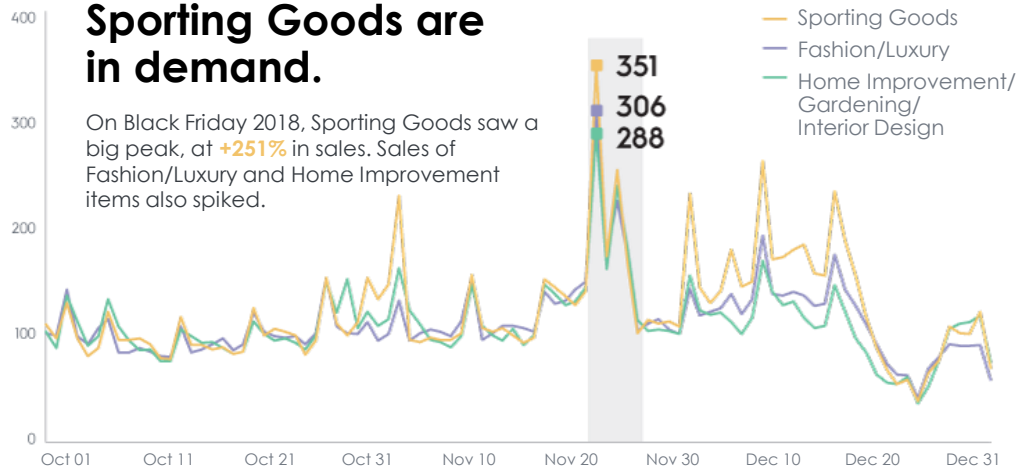
The shopping increase carried into Cyber Monday, with sales and traffic up by **54%** and **22%**, respectively.

Conversion rates remained high throughout Black Friday and the weeks leading up to Christmas, peaking at **44%**.



Sporting Goods are in demand.

On Black Friday 2018, Sporting Goods saw a big peak, at **+251%** in sales. Sales of Fashion/Luxury and Home Improvement items also spiked.

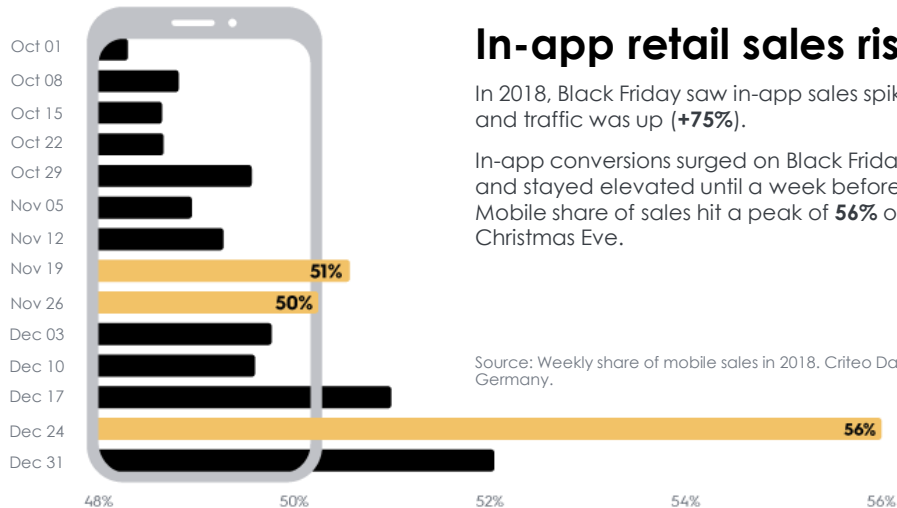


Source: Indexed values based on average daily sales in the first four weeks of October 2018. All Retail, Germany. Criteo Data.

In-app retail sales rise.

In 2018, Black Friday saw in-app sales spike **(+153%)**, and traffic was up **(+75%)**.

In-app conversions surged on Black Friday at **+44%** and stayed elevated until a week before Christmas. Mobile share of sales hit a peak of **56%** on Christmas Eve.



Source: Weekly share of mobile sales in 2018. Criteo Data. All retail, Germany.

*Criteo Shopper Story, US, UK, FR, DE, JP, BR, 2017, n=9033. **Criteo, "Why We Buy" Survey, Germany, July 2019, n=1005. ***Based on Nielson US DCR trends, eMarketer, ExchangeWire, IDC.

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2019 FESTIVE SEASON INSIGHTS

Q4 Retail Snapshot in the United Kingdom

How and what will consumers shop for during peak festive season?

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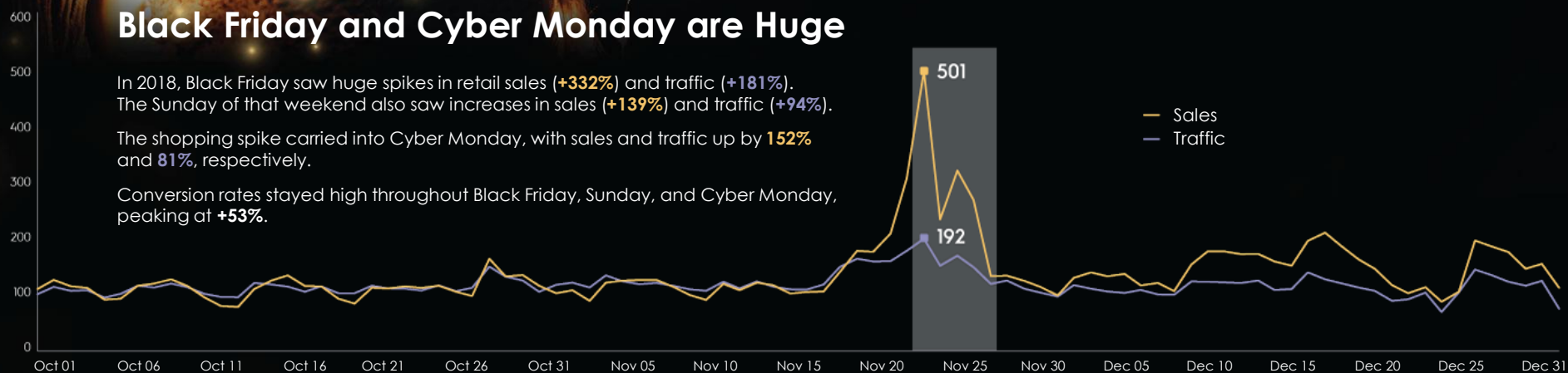
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Black Friday and Cyber Monday are Huge

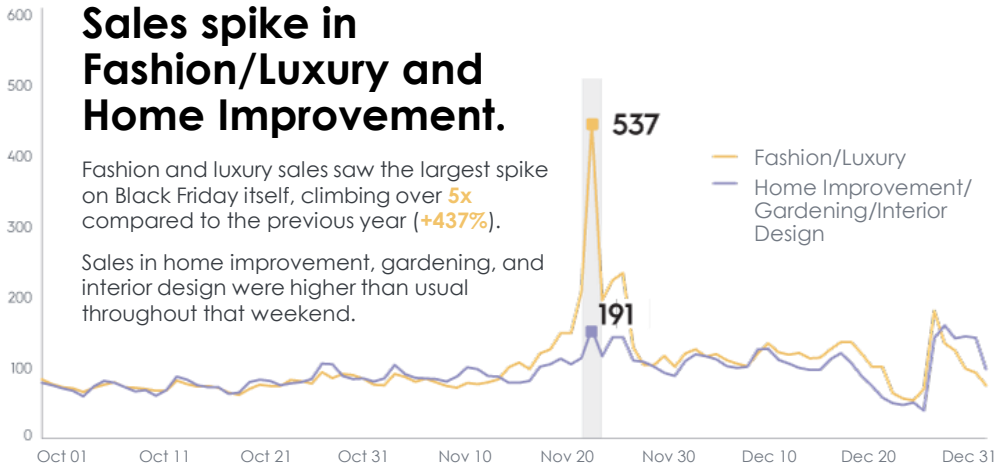
In 2018, Black Friday saw huge spikes in retail sales (+332%) and traffic (+181%). The Sunday of that weekend also saw increases in sales (+139%) and traffic (+94%).

The shopping spike carried into Cyber Monday, with sales and traffic up by 152% and 81%, respectively.

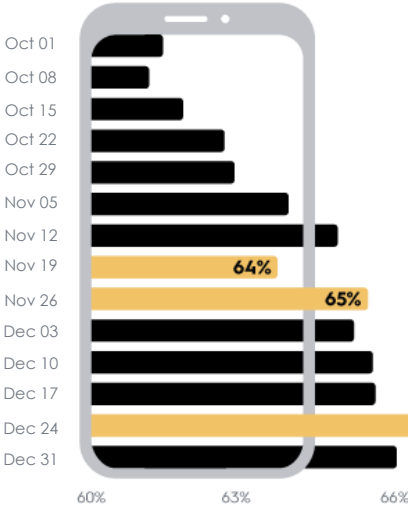
Conversion rates stayed high throughout Black Friday, Sunday, and Cyber Monday, peaking at +53%.



Festive Season 2019 Marketing Tips



Source: Indexed values based on average daily sales in the first four weeks of October 2018. All Retail, United Kingdom. Criteo Data.



In-app retail sales rise.

Last year, in-app shopping surged on Singles Day (11/11), with sales increasing by **+39%** and traffic by **+30%**.

Also in 2018, Black Friday Weekend saw a big in-app sales spike (**+88%**), and traffic was up (**+32%**). Conversions surged too (**+53%**).

Mobile share of sales were higher than usual in the run-up to Christmas, peaking at **70%** in the last week of December 2018.

Source: Weekly share of mobile sales in 2018. Criteo Data. All retail, United Kingdom.

*Criteo Shopper Story, US, UK, FR, DE, JP, BR, 2017, n=9033. **Criteo "Why We Buy" Survey, US, February 2019, n=1003 and Criteo "Why We Buy" Survey, UK, March 2019, n=1020. ***Based on Nielsen US DCR trends, eMarketer, ExchangeWire, IDC.

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FESTIVE SEASON SHOPPING TRENDS

Q4 Retail Snapshot in Spain

How and what will consumers shop for during peak festive season?

From Black Friday buying patterns to mobile's biggest moments, we analysed our 2018 data to see what we might be able to expect this year. Specifically, we compared shopper activity over the Black Friday period to the month prior (October), and also looked at fluctuations in mobile.

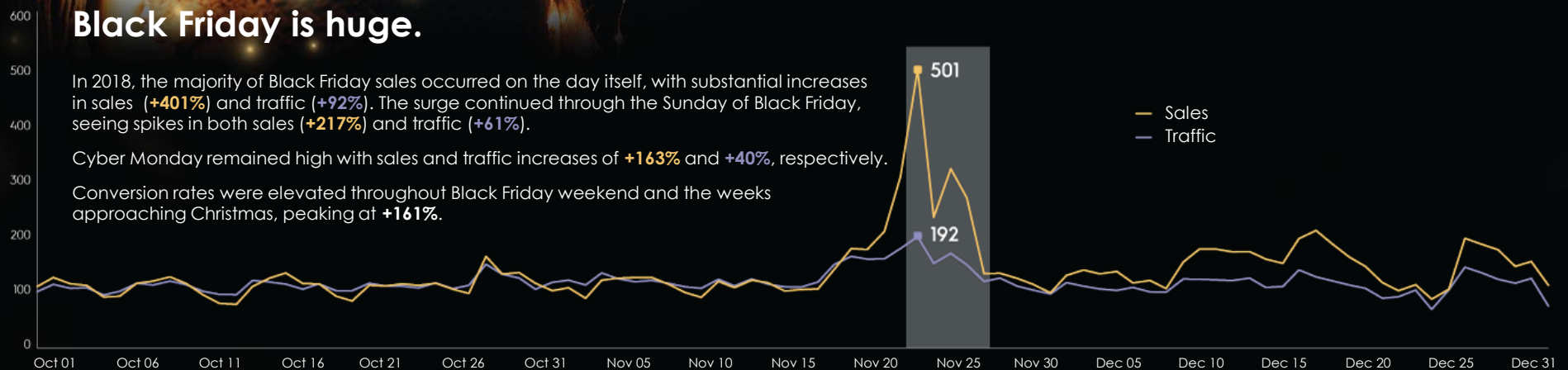
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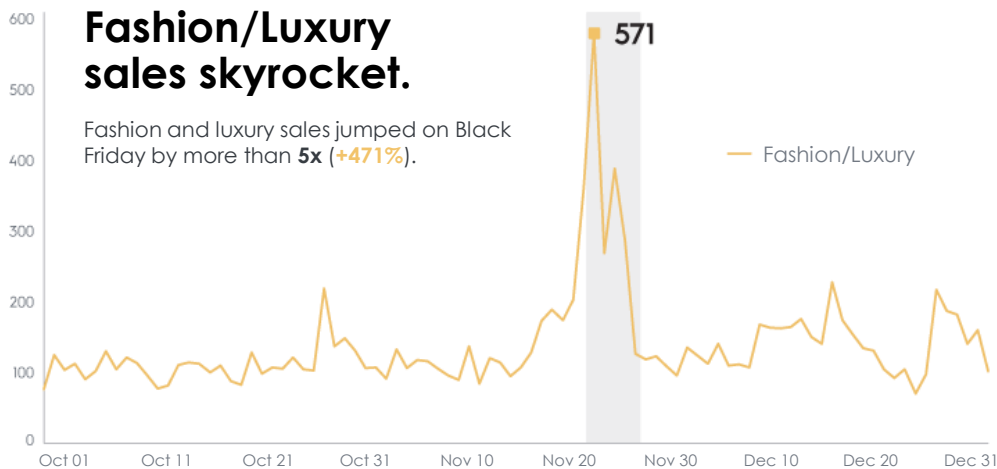
Black Friday is huge.

In 2018, the majority of Black Friday sales occurred on the day itself, with substantial increases in sales **(+401%)** and traffic **(+92%)**. The surge continued through the Sunday of Black Friday, seeing spikes in both sales **(+217%)** and traffic **(+61%)**.

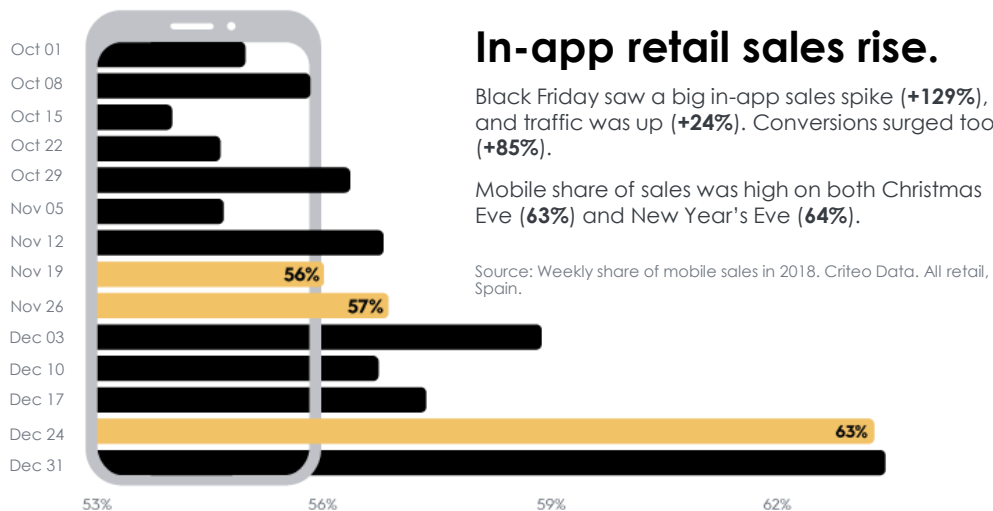
Cyber Monday remained high with sales and traffic increases of **+163%** and **+40%**, respectively.

Conversion rates were elevated throughout Black Friday weekend and the weeks approaching Christmas, peaking at **+161%**.





Source: Indexed values based on average daily sales in the first four weeks of October 2018. All Retail, Spain. Criteo Data.



Source: Weekly share of mobile sales in 2018. Criteo Data. All retail, Spain.

*Criteo Shopper Story, US, UK, FR, DE, JP, BR, 2017, n=9033. **Criteo, "Why We Buy" Survey, Spain, August 2019, n=1004. ***Based on Nielson US DCR Trends, eMarketer, ExchangeWire, IDC.

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FESTIVE SEASON SHOPPING TRENDS

Q4 Retail Snapshot in Sweden

How and what will consumers shop for during peak festive season?

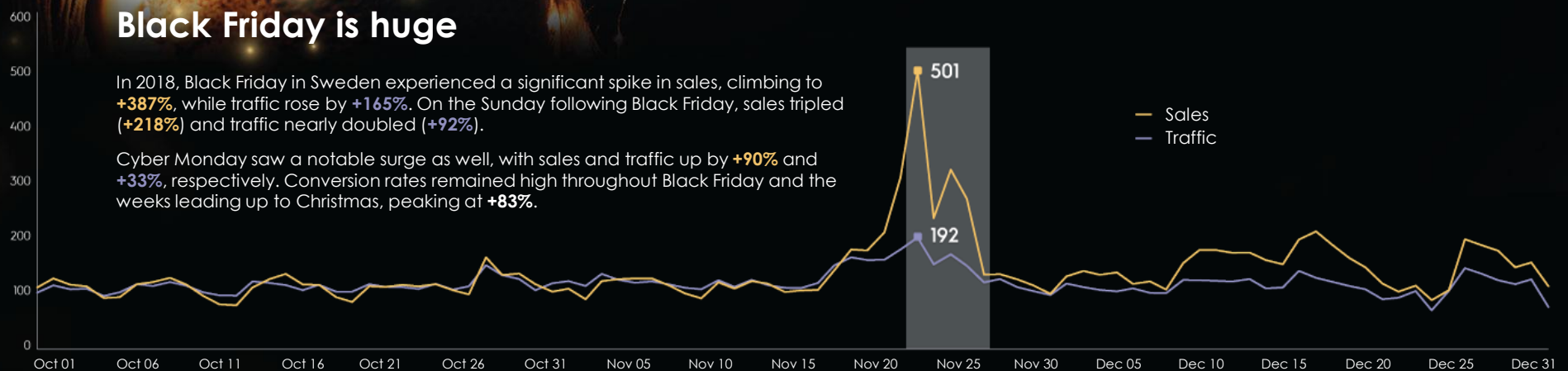
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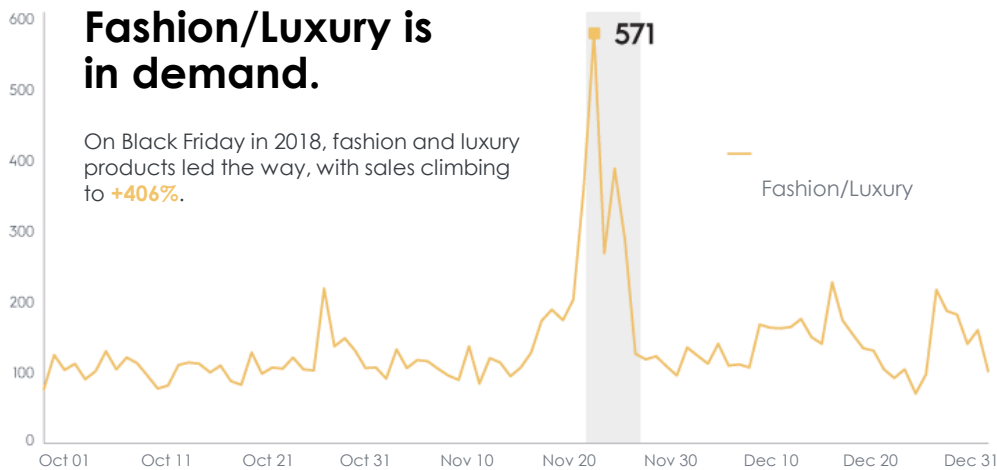
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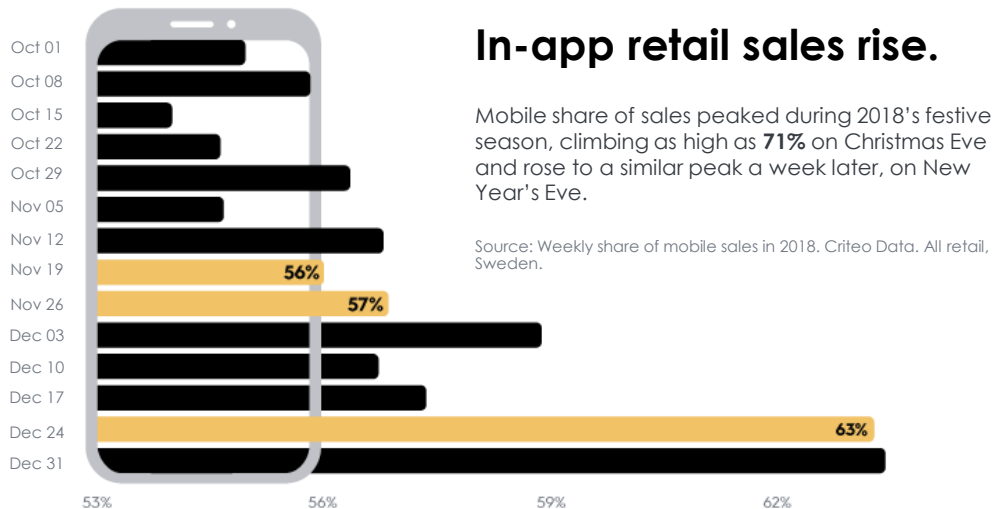
In 2018, Black Friday in Sweden experienced a significant spike in sales, climbing to **+387%**, while traffic rose by **+165%**. On the Sunday following Black Friday, sales tripled (**+218%**) and traffic nearly doubled (**+92%**).

Cyber Monday saw a notable surge as well, with sales and traffic up by **+90%** and **+33%**, respectively. Conversion rates remained high throughout Black Friday and the weeks leading up to Christmas, peaking at **+83%**.





Source: Indexed values based on average daily sales in the first four weeks of October 2018. All Retail, Sweden. Criteo Data.



Source: Weekly share of mobile sales in 2018. Criteo Data. All retail, Sweden.

*Criteo Shopper Story, US, UK, FR, DE, JP, BR, 2017, n=9033. **Criteo, "Why We Buy" Survey, Sweden, August 2019, n=1036. ***Based on Nielson US DCR trends, eMarketer, ExchangeWire, IDC.

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FESTIVE SEASON SHOPPING TRENDS

Q4 Retail Snapshot in the Netherlands

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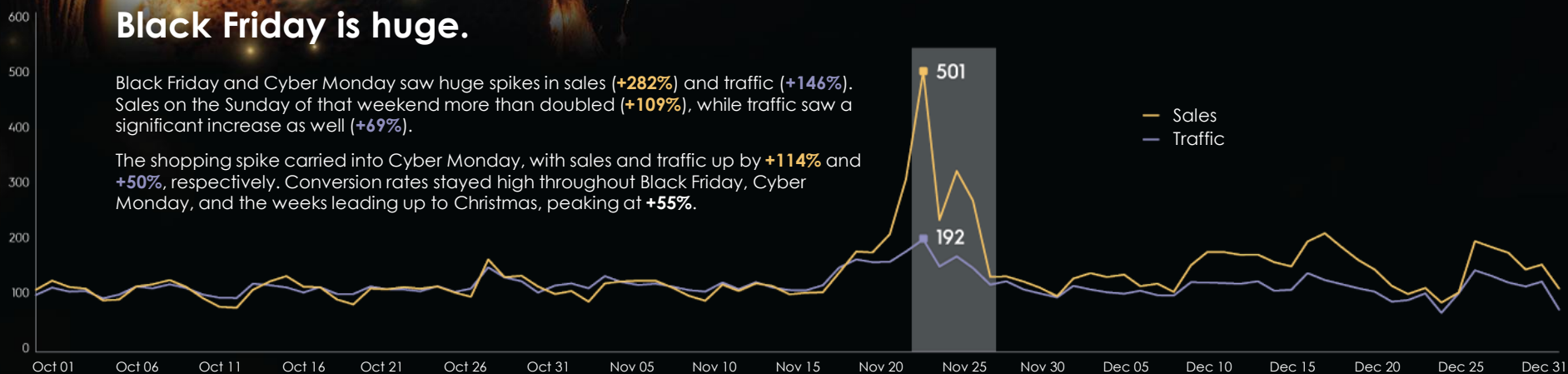
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Here's what we found:

Black Friday is huge.

Black Friday and Cyber Monday saw huge spikes in sales (+282%) and traffic (+146%). Sales on the Sunday of that weekend more than doubled (+109%), while traffic saw a significant increase as well (+69%).

The shopping spike carried into Cyber Monday, with sales and traffic up by +114% and +50%, respectively. Conversion rates stayed high throughout Black Friday, Cyber Monday, and the weeks leading up to Christmas, peaking at +55%.



Fashion/Luxury is in demand.

On Black Friday in 2018, fashion and luxury goods saw a super high sales lift (+328%). Sales of Home Improvement sales also increased that weekend, by up to +86%.

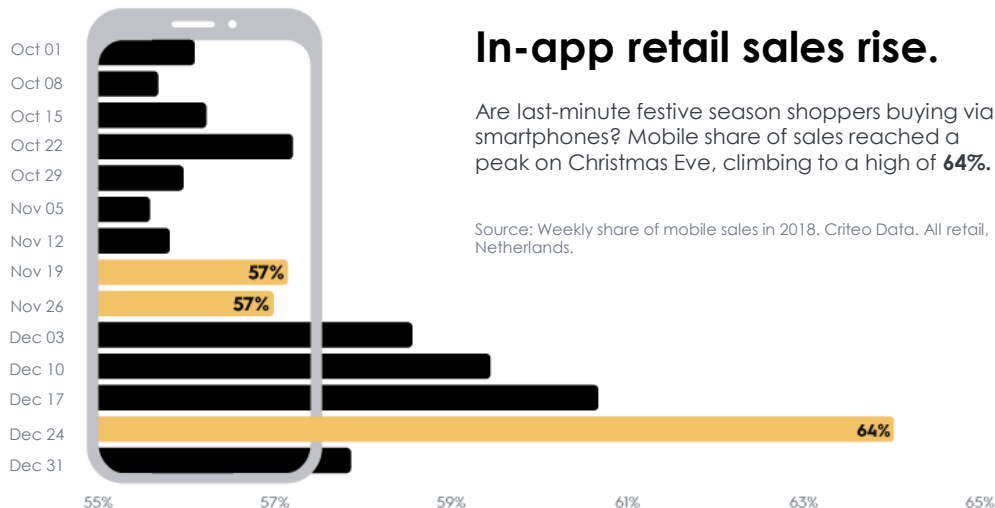


Source: Indexed values based on average daily sales in the first four weeks of October 2018. All Retail, Netherlands. Criteo Data.

In-app retail sales rise.

Are last-minute festive season shoppers buying via smartphones? Mobile share of sales reached a peak on Christmas Eve, climbing to a high of 64%.

Source: Weekly share of mobile sales in 2018. Criteo Data. All retail, Netherlands.



*Criteo Shopper Story, US, UK, FR, DE, JP, BR, 2017, n=9033. **Criteo, "Why We Buy" Survey, Netherlands, May 2019, n=1002. ***Based on Nielsen US DCR trends, eMarketer, ExchangeWire, IDC.

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FESTIVE SEASON SHOPPING TRENDS

Q4 Retail Snapshot in Poland

How and what will consumers shop for during peak festive season?

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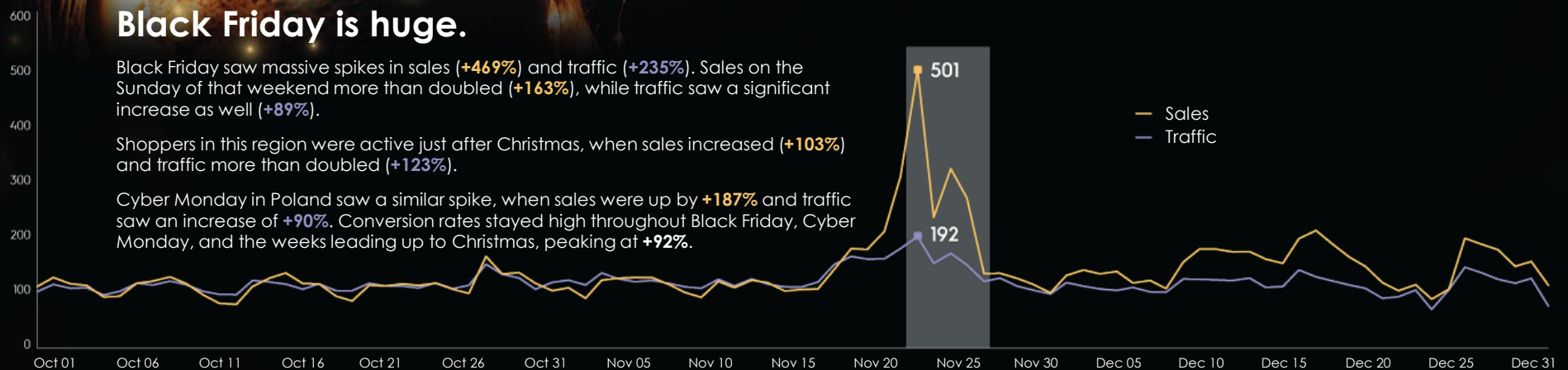
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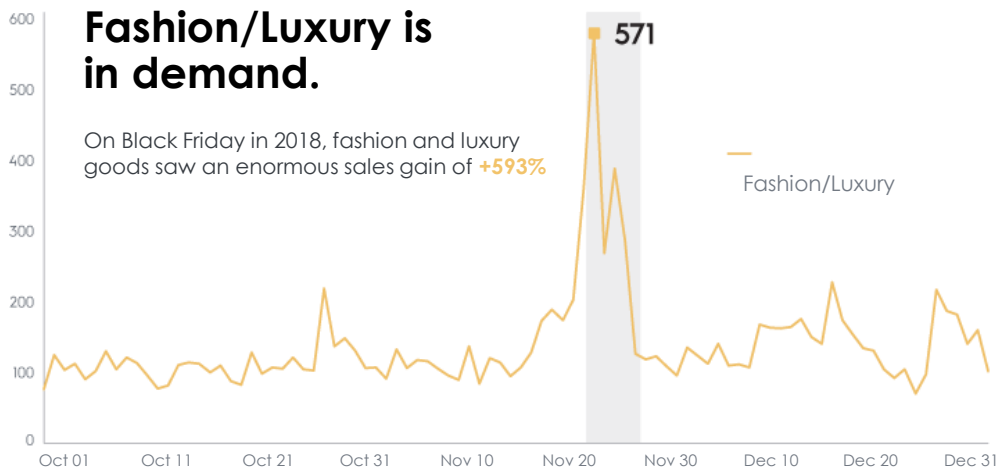
Black Friday is huge.

Black Friday saw massive spikes in sales (+469%) and traffic (+235%). Sales on the Sunday of that weekend more than doubled (+163%), while traffic saw a significant increase as well (+89%).

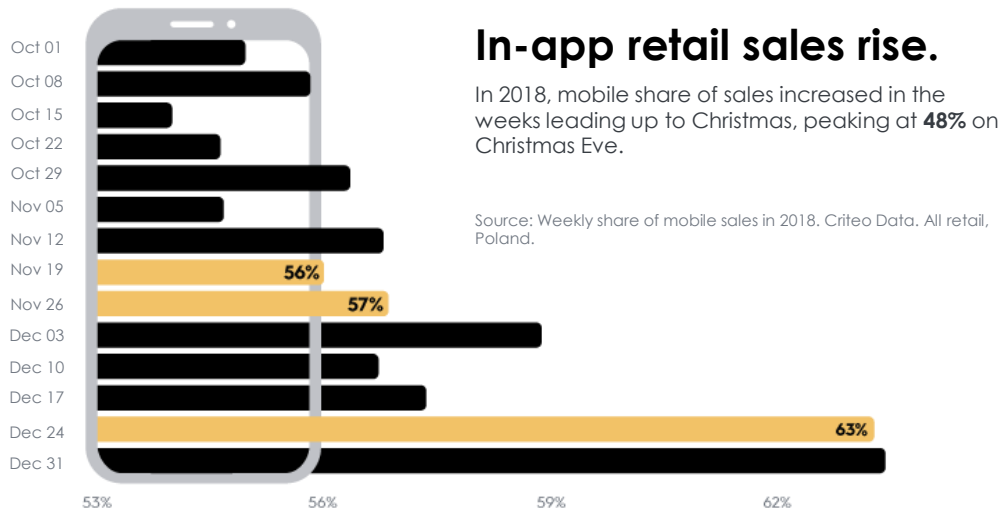
Shoppers in this region were active just after Christmas, when sales increased (+103%) and traffic more than doubled (+123%).

Cyber Monday in Poland saw a similar spike, when sales were up by +187% and traffic saw an increase of +90%. Conversion rates stayed high throughout Black Friday, Cyber Monday, and the weeks leading up to Christmas, peaking at +92%.





Source: Indexed values based on average daily sales in the first four weeks of October 2018. All Retail, Poland. Criteo Data.



Source: Weekly share of mobile sales in 2018. Criteo Data. All retail, Poland.

*Criteo Shopper Story, US, UK, FR, DE, JP, BR, 2017, n=9033. **Criteo, "Why We Buy" Survey, Poland, August 2019, n=1040. ***Based on Nielsen US DCR trends, eMarketer, ExchangeWire, IDC.

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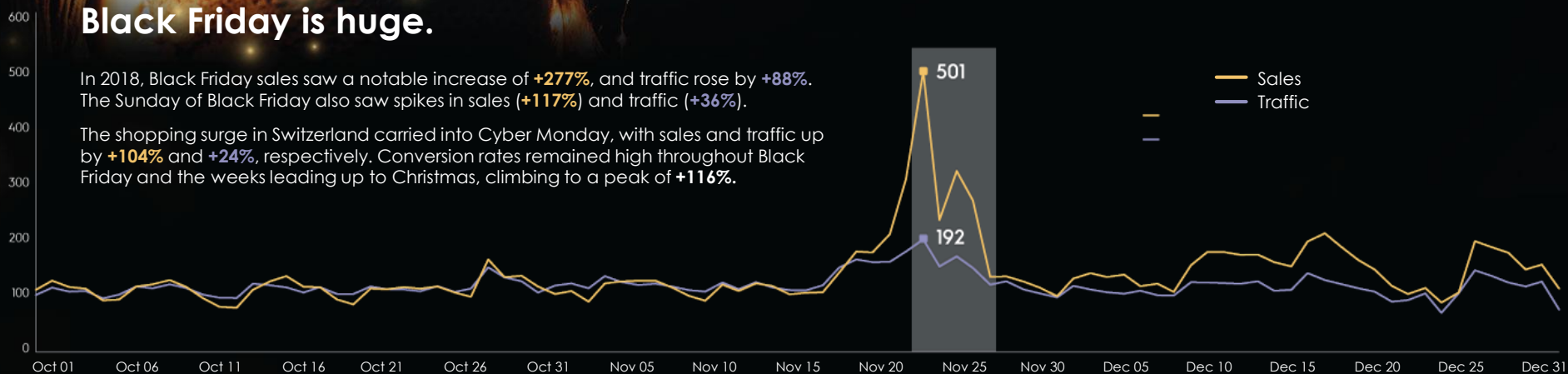
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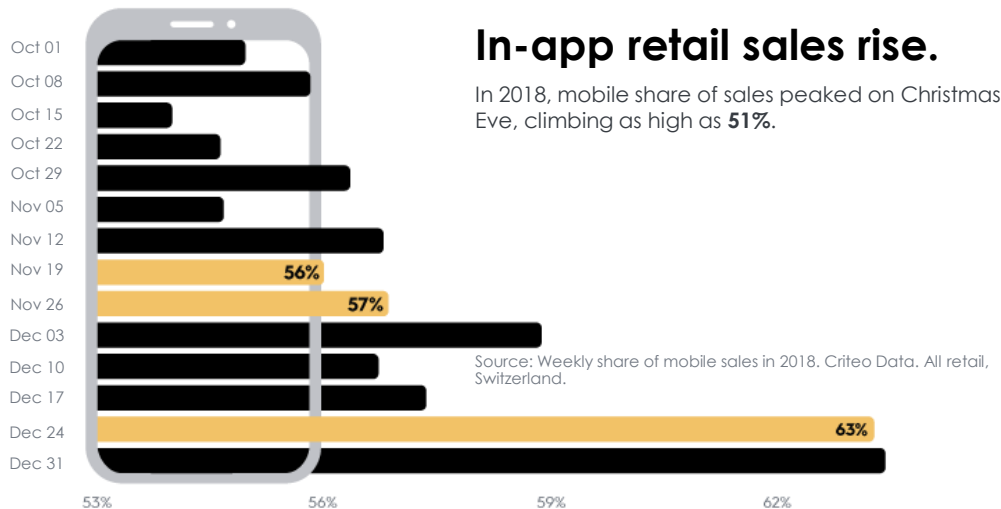
In 2018, Black Friday sales saw a notable increase of **+277%**, and traffic rose by **+88%**. The Sunday of Black Friday also saw spikes in sales (**+117%**) and traffic (**+36%**).

The shopping surge in Switzerland carried into Cyber Monday, with sales and traffic up by **+104%** and **+24%**, respectively. Conversion rates remained high throughout Black Friday and the weeks leading up to Christmas, climbing to a peak of **+116%**.





Source: Indexed values based on average daily sales in the first four weeks of October 2018. All Retail, Switzerland. Criteo Data.



Source: Weekly share of mobile sales in 2018. Criteo Data. All retail, Switzerland.

*Criteo Shopper Story, US, UK, FR, DE, JP, BR, 2017, n=9033. **Criteo "Why We Buy" Survey, US, February 2019, n=1003 and Criteo "Why We Buy" Survey, UK, March 2019, n=1020. ***Based on Nielsen US DCR trends, eMarketer, ExchangeWire, IDC.

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