

Super Saturday to Draw Record 158M Shoppers



More than 158 million US consumers plan to shop on the final Saturday before Christmas, a rise of approximately 10 million people from 2021, according to a National Retail Federation (NRF) survey.

The figure is also the highest estimate since the NRF began tracking the data in 2016 in partnership with Prosper Insights & Analytics, it said Tuesday. Of the respondents who intended to shop for the holidays on Super Saturday, 28% expected to do so only in physical locations, while 27% will buy exclusively online. A further 46% said they would do both.

Some 53% of consumers indicated they had completed about half of their holiday purchases by early December. Of those, 47% planned to finish buying online, while 37% will shop at department stores, 27% at discount stores, and 24% at clothing and accessories stores.

The top gifts shoppers have bought so far are clothing, by 50% of those surveyed; toys, at 34%; and gift cards, with 28% picking those. Books and media were the most popular choice for 26% of respondents. This year, a record 28% of holiday shoppers will give their loved ones a gift of experience, such as tickets to a concert or sporting event, a gym membership, spa service, or an art class, NRF noted.

Consumers also intend to continue shopping after December 25, with 70% of respondents noting they would still be purchasing post-holiday.

“Strong shopping is expected after Christmas as holiday shoppers aim to take advantage of retailers’ sales and promotions,” said Phil Rist, executive vice president of strategy for Prosper. “In the week following Christmas Day, we expect to see consumers maximize holiday sales and promotions, use gift cards, and return or exchange unwanted gifts.”

Total holiday sales for the November-to-December period will grow 6% to 8% year on year to between \$942.6 billion and \$960.4 billion, the NRF forecast. The federation surveyed 7,857 consumers from December 1 to 7.

Image: A shopping mall during the holidays. (Shutterstock)