



## HECTIC HOLIDAYS: A global look at 2023 holiday shopping

This holiday season, consumers are shopping earlier than ever, with total retail sales projected to reach as high as **\$1.56 trillion**.<sup>1</sup> To ensure your business stays ahead of the game, we've gathered crucial insights to empower your decision-making during these hectic holidays.



**Black Friday**  
November 24  
**\$9.12B** online sales in 2022<sup>2</sup>

**Cyber Monday**  
November 27  
**\$11.3B** in sales in 2022<sup>3</sup>

**Last Minute Holiday Rush**  
December 24  
Globally growing at **23% YoY**<sup>4</sup>

**66%** planning to shop between Black Friday and Cyber Monday in **2023** versus **49% in 2022**.<sup>5</sup>



### Consumers are ready to spend

**\$1.3<sup>T</sup>**

Amount global spend is likely to rise this holiday season<sup>6</sup>

**\$1.19<sup>T</sup>**

Global digital sales between November and December<sup>7</sup>

**\$278-284<sup>B</sup>**

2023 projected e-commerce holiday sales<sup>8</sup>

### Mobile Commerce an Emerging Touchpoint for Holiday Sales



**\$129.24B**  
Projected 2023 mobile commerce holiday sales<sup>9</sup>

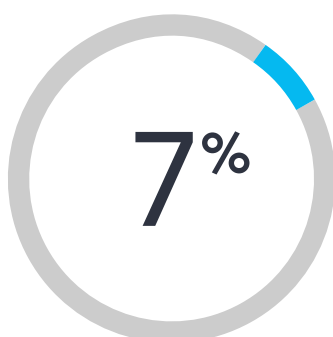


**\$2.9T<sup>10</sup>**  
Estimated US mobile commerce sales by 2025

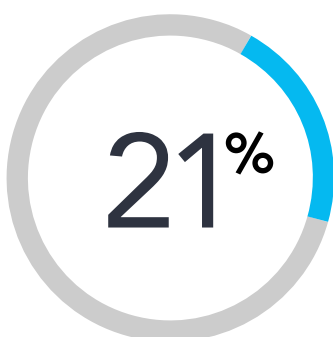
#### Key Outlook

Worldwide digital buyers will reach **2.89 billion in 2023**, which equates to **36% of the global population**. This holiday season, it's important that retailers invest or broaden their online touchpoint capabilities to create a seamless purchasing experience.<sup>11</sup>

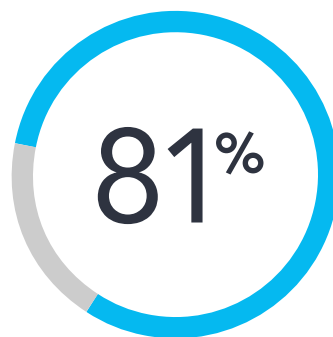
### Gift Returns Can Make or Break a Brand



Fewer retail sales between October and November when the return window is 30 days or less<sup>12</sup>



Online orders at risk due to poor returns experience<sup>13</sup>



Shoppers who have stopped buying from a brand after one bad return experience<sup>14</sup>

#### Key Outlook

Returns are no longer a cost of doing business, but a brand differentiator. With e-commerce being a main shopping touchpoint this holiday season, ensuring efficient returns management is of the utmost importance to not only winning sales, but also to growing brand loyalty and trust beyond the holidays.



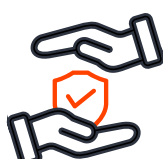
### Parcel Lockers the Key for Seamless Holiday Shopping

During the holiday season, Parcel Lockers become an invaluable asset for retailers, offering customers a sleigh-full of options to ensure their holiday orders arrive at the right place and time and that returns can be made easily and seamlessly.

With Parcel Pending by Quadient lockers, your customers will enjoy:



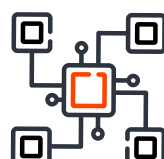
**More convenience**  
24/7 availability to collect orders or make returns



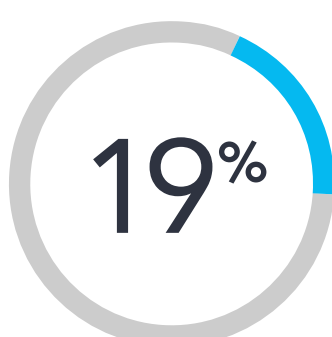
**More security**  
Full protection from theft, keeping holiday orders safe



**Simplified returns**  
Returns made directly to the lockers



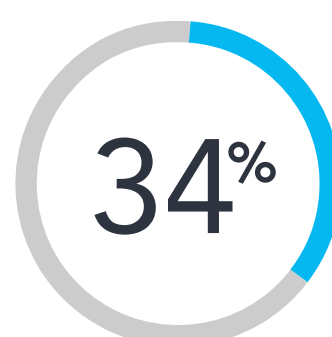
**More availability**  
Deliveries and returns accepted from any carrier



Of customers who made an additional purchase when collecting an online order in-store\*



Of customers made an additional purchase when completing an in-store return for products bought online\*



Of customers would frequent businesses more often that provide parcel lockers<sup>15</sup>

\*Based on customer experience. Your results may vary