

# HAPPY FACTS-GIVING

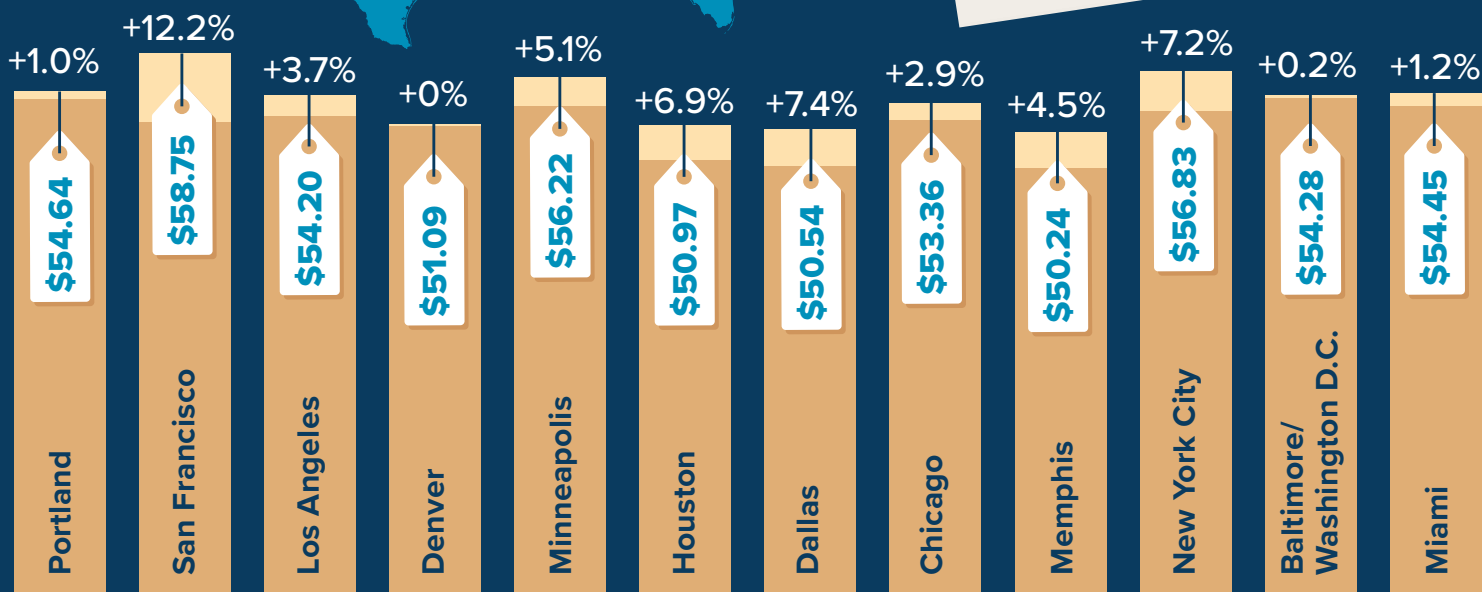
2019

The second annual Advantage Facts-Giving infographic reveals what consumers will buy, when they'll buy it, how they'll be buying it and how much they'll be spending over the Thanksgiving holiday. Let's talk turkey.

## THANKSGIVING DINNER

### AVERAGE COST OF THANKSGIVING DINNER FOR FOUR

% Change

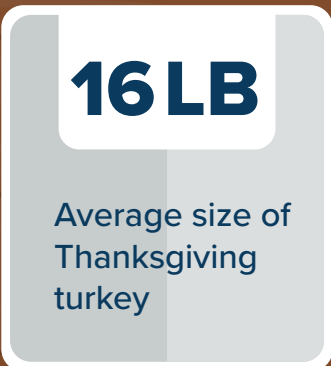
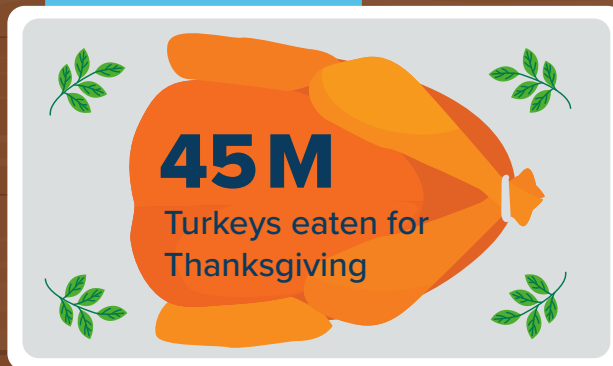


### SHOPPING LIST

- Dry chicken-flavored stuffing mix, 6 oz. box
- Instant mashed potatoes, 26.6 oz. box
- Turkey gravy, 12 oz. jar
- Fresh corn, 10.8 oz. steam bag
- Frozen green beans, 10.8 oz. steam bag
- Sweet potatoes, 40 oz. can
- Frozen turkey breast, 44 oz.
- Hawaiian dinner rolls, 12 oz. bag
- Sweet cream butter, 1 lb.
- Jellied cranberry sauce, 14 oz. can
- 1 frozen pumpkin pie, 34 oz.
- Aerosol whipped topping, 13 oz.

# ON THE TABLE

## TURKEY TALK



National Turkey Federation 2017

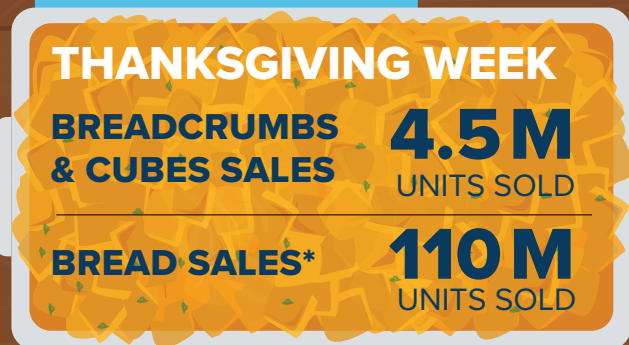
## HOLIDAY ONLINE GROCERY SHOPPING

**49%** Will pick up in-store

**41%** Will have delivered

Accenture 2019

## STUFFING STORY



IRI, week ending November 25, 2018. \*Includes bakery and packaged.

## BREAD

The highest retail sales of bread happen during the summer holidays and Thanksgiving.

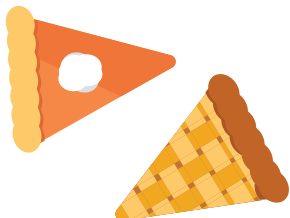
1. Memorial Day
2. July 4
3. Labor Day
4. Thanksgiving

IRI, week of holiday

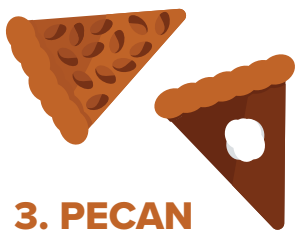
## TOP THANKSGIVING PIE FLAVORS

### THE MEANING OF PIE

### 1. PUMPKIN



### 2. APPLE



### 3. PECAN

### 4. CHOCOLATE (up one spot)

### 5. CHERRY (down one spot)



IRI, week ending November 25, 2018

## CHEERS!

AMERICANS SPEND MORE THAN \$1.2B ON ALCOHOL DURING THANKSGIVING

Share of Sales

**59.2%**

Beer, ale, alcoholic cider



**25.4%**

Wine



**14.6%**

Spirits & liquor

**78.2%**

Domestic

**21.8%**

Imported

**77.4%**

Domestic

**22.6%**

Imported

IRI, week ending November 25, 2018

## DINING OUT AND ORDERING IN



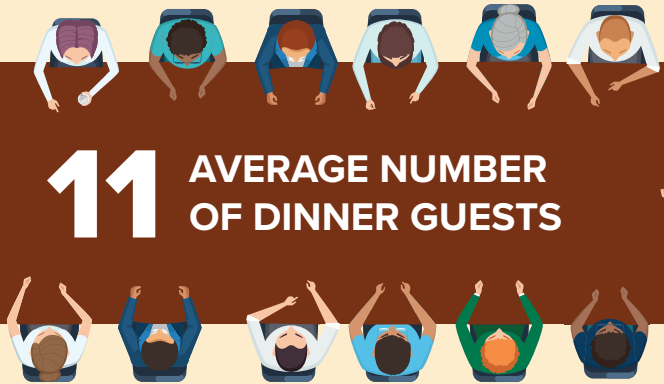
**10%** Families who eat out



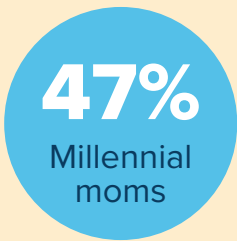
**5%** Families who take out

National Restaurant Association 2017

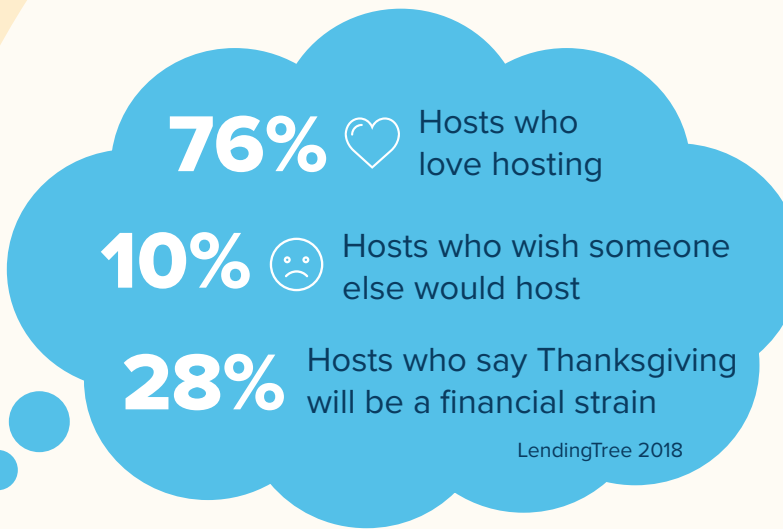
# HOSTING THANKSGIVING DINNER



**THAT'S WHAT FRIENDS ARE FOR**  
Shoppers who attend or host a Friendsgiving



ShopperScape, November 2018



**\$334**

Average amount spent to host Thanksgiving

**28%**

Hosts who will charge credit cards or borrow money to pay for Thanksgiving



LendingTree 2018

# TURKEY DAY TRAVEL



Travelers by car

**48.5 M**

**+5%**  
travelers\*

Travelers by air

**42.7 M**

**+5.4%**  
travelers\*

Travelers by train, bus or cruise ship

**1.48 M**

**+1.4%**  
travelers\*

## PUMP PRICES

**\$2.47**

Forecasted 4Q average price per gallon of gasoline

**-6%**

Decrease in price per gallon\*

\* Compared to 2018  
Kantar, U.S. Energy Administration 2019



\* Compared to 2018, NRIX 2019

# HOLIDAY SHOPPING

 **\$738**

Average amount consumers plan to spend between Black Friday and Cyber Monday

RetailMeNot 2019

## WHY CONSUMERS SHOP IN STORES ON THANKSGIVING

**68%** Do not want to miss the best deals

**55%** Enjoy shopping with family/friends; part of Thanksgiving ritual

**26%** After Thanksgiving celebration, it's something/somewhere to do/go

**20%** To avoid Black Friday crowds or experience



Statista; Deloitte, October 31-November 4, 2018

## ONLINE SPENDING

### THANKSGIVING DAY

**\$3.7B**

**↑ 27.9%** Increase year over year

**8%** Increase in average order value

### BLACK FRIDAY

**\$6.2B**

**↑ 23.6%** Increase year over year

**33.5%**

Transactions made on mobile devices

### CYBER MONDAY

**\$7.9B**

**↑ 19.3%** Increase year over year

**54.3%**

Transactions made on mobile devices

Adobe Analytics 2018

## HOLIDAY RETAIL SALES FORECAST



**14%** Online

**3%** Supermarkets and drug stores<sup>1</sup>

**2.5%** Big box and small box mass<sup>1</sup>

**0.5%** Soft goods and home goods<sup>1,2</sup>

**3.8%** Total retail<sup>3</sup>

<sup>1</sup> Brick-and-mortar channels.

<sup>2</sup> Includes all brick-and-mortar specialty retail and department stores.

<sup>3</sup> Excludes auto dealers and gasoline stations not operated by supermarket and mass retailers. Kantar, U.S. Commerce Department 2019

**SALE**

## BUYING EARLY, BUYING LATE

In 2018 retailers reported a flurry of shopping

- In October and November
- Final days of holiday shopping

Kantar Retail IQ



**ADVANTAGE SOLUTIONS**