

# 9 TRENDS FOR RETAIL'S MUST WIN EVENTS IN 2020

MAKE THIS YEAR ANOTHER RECORD-BREAKING RETAIL SUCCESS WITH THESE TRENDS FROM 2019

**1.** *cyber monday shoppers* WERE 23% MORE LIKELY TO RESPOND TO ADS/COUPONS IN THE MAILBOX THAN the average adult in the United States in the past 30 days. (AudienceSCAN, 2019)

**2.** *buy online,* PICK UP IN STORE (BOPIS) WAS BIG IN 2019

Black Friday sales for buy-online-pickup-in-store outperformed non-BOPIS by 64%. (Adobe Analytics 2019)

**3.** AUGUST 12-16 WAS THE *most* COMMON WEEK KIDS RETURNED TO SCHOOL

29% of U.S. students in 2019 returned to school August 12-16. (Pew Research Center, 2019)

**4.** HOUSEHOLDS WITH *children* IN THE MSPARK COVERAGE AREA ARE SHOPPING ONLINE FOR BACK TO SCHOOL

54.2% of households with children in the Mspark coverage area indicated they planned to shop online for back to school purchases. This is higher than those indicating they planned to shop at discount stores (49.8%).

**5.** *consumers* IN MSPARK'S COVERAGE AREA WERE MORE INTERESTED IN CYBER MONDAY THAN THEIR URBAN COUNTERPARTS

41.3% of households with children in Mspark's coverage area indicated they planned to shop Cyber Monday. This is 27% higher than their urban counterparts.

**6.** *back to school* SHOPPERS IN THE MSPARK COVERAGE AREA PLANNED TO MAKE PURCHASES ON THEIR SMARTPHONES

42.6% of back to school shoppers in the Mspark coverage area planned to purchase products for back to school using their smartphones and tablets, 7% higher than their urban counterparts.

**7.** HOLIDAY SHOPPERS IN THE MSPARK COVERAGE AREA WERE UNDECIDED WHEN IT CAME TO PLANS TO SHOP *small business saturday*

55.9% of holiday shoppers in the Mspark coverage area responded "maybe" when asked if they had plans to shop specifically for SBS.

**8.** *coupons influence* BACK TO SCHOOL SHOPPING

35.3% of back to school shoppers in the Mspark coverage area responded that coupons influenced their back to school shopping.

**9.** HOLIDAY SHOPPERS IN THE MSPARK COVERAGE AREA WERE TRACKING DEALS WITH *advertising circulars*

38.7% of holiday shoppers in the Mspark coverage area responded that they planned to keep track of retailers' promotions and sales using advertising circulars.