

RESEARCH

9 trends for Super Saturday, Dec. 21, US' biggest shopping day of the year

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Retailers must prepare for the store and online onslaught Dec. 21 as the U.S. economy ends the year on a strong note and celebrates over the holidays. Image credit: ICSC

By STAFF REPORTS

A new survey by U.S. shopping center association ICSC found that an estimated 132 million consumers will shop either in-store or online on Super Saturday, which is the last Saturday before Christmas and falls this year on Dec. 21.

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The ICSC estimate is more conservative than a [similar survey from the National Retail Federation](#) that showed Super Tuesday will attract an estimated 147.8 million U.S. consumers to shop in-store or online, up from 134.3 million last year.

Nine best

That said, there were nine takeaways based on the ICSC survey conducted Dec. 12-15 with a representative U.S. sample of 1,005 respondents, per a piece by [ICSC's](#) Brannon Boswell, executive editor of the organization's SCT newsletter. Here they are:

1. More than half of adults plan to visit a mall or shopping center on Super Saturday, including 67 percent of millennials. That is significantly more than older demographics
2. On average, shoppers plan to spend \$413 on Super Saturday
3. Ninety-four percent of shoppers will spend with retailers that have physical presences, representing 73 percent of total expenditures that day
4. Forty-nine percent percent of shoppers will spend with retailers that operate in only one channel, representing 22 percent of total expenditures
5. Forty-four percent of Super Saturday shoppers will use click-and-collect, and 70 percent are likely to spend additional money when picking up their purchases
6. Ninety-one percent of Super Saturday shoppers will spend on goods, and 83 percent will spend on services
7. The majority, 83 percent, will buy holiday gifts, but 60 percent will buy goods not intended as holiday gifts

8. Deals drive Super Saturday shopping: 45 percent of Super Saturday shoppers say deals/promotions form the reason for shopping that day
 9. Twenty-nine percent intend to shop on Christmas Eve
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