

# Win the 2022 Holiday Season

## How to Master the Customer Journey and Generate More Sales



### A Wintry Mix of Customer Expectations

<p>Winter holiday sales will range between \$1.45 and \$1.47 trillion—a <b>4% to 6%</b> increase YoY.</p>	<p>The average adult in the U.S. expects to <b>spend \$1,041</b> on holiday gifts.</p>	<p>Financial concerns surged <b>153%</b> in 2022, replacing COVID as the number one issue for consumers.</p>	<p><b>87%</b> of Gen Z shoppers expect social media to inspire their holiday shopping.</p>
<p><b>25%</b> of U.S. shoppers and <b>42%</b> of U.K. shoppers will leave a site if shipping options are limited and/or BOPIS is unavailable.</p>	<p><b>82%</b> of logistics professionals worry about missing delivery windows, while <b>60%</b> worry about inventory shortages.</p>	<p>E-commerce sales are expected to grow by <b>12.8% to 14.3%</b>, thanks to budget-focused consumers looking for deals.</p>	<p>Mobile sales, affectionately deemed "m-commerce," are expected to grow <b>19.5%</b>.</p>



### 4 Holiday Trends to Watch

<p><b>Trend 1</b> Many consumers plan to shop earlier than before to avoid potential supply issues. Retailers should prepare ASAP.</p>	<p><b>Trend 2</b> Consumers are willing to search for the best deals and shopping experiences, leading them to utilize both online and in-store channels.</p>	<p><b>Trend 3</b> Retailers who invested in technology will be better positioned to adapt to changing consumer demands and concerns.</p>	<p><b>Trend 4</b> Consumers will look to "normalize" their holidays and re-establish old traditions. Retailers should appeal to this desire.</p>
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### Holiday Shoppers Love a Frictionless Experience

To win this season, create a frictionless experience across each phase of the customer journey.



**FIND**

Consumers will spend money this holiday season. Make sure they spend it with you by supporting search and discovery across channels, including social media. Provide highly personalized recommendations and consider publishing themed guides and product bundles, too.

**GET**

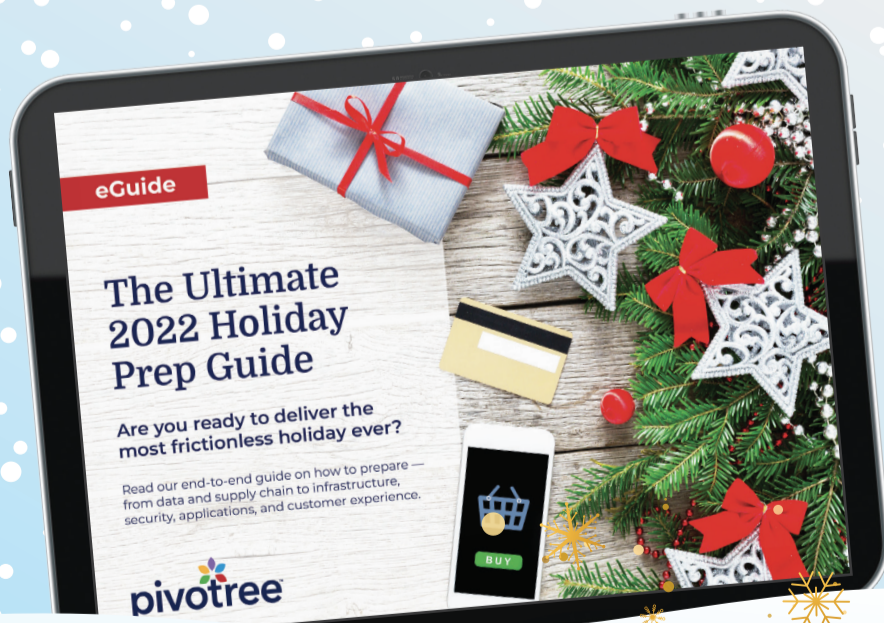
How many ways can you get customers' purchases into their hands? The more, the better! Offer fast shipping options and the chance to pick up products curbside or in-store. The cycle continues as you keep your delivery promises – helping build loyalty that keeps customers returning even after the holidays.

**BUY**

Helping your customers find products is only half the battle. Now you need to seal the deal. Entice customers to purchase by clearly stating which products are in stock, giving them multiple ways to buy, and providing flexible and secure payment options.

**TRUST**

Trust is core to the customer journey. Without it, you can't consistently grow sales. Fortunately, you can foster trust with exceptional, reliable customer service. Be sure to deliver on your promises, offer transparency, and provide clear and easy returns.



Download Your Complimentary "Holiday Readiness Guide" For 2022

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### Your Partner for Frictionless Commerce

Pivotree designs, builds, and manages complex commerce ecosystems for market-leading brands. We empower frictionless commerce experiences for our clients' customers across the entire buyer journey, from building trust, to finding the right item, to buying it, to getting it fast.

Pivotree also helps integrate business operations to achieve true scalability prior to and during peak seasons, such as the Winter Holiday season, with limited disruption to ensure supply chain operations run seamlessly and meet evolving customer needs.

Learn more at [www.pivotree.com](http://www.pivotree.com).

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