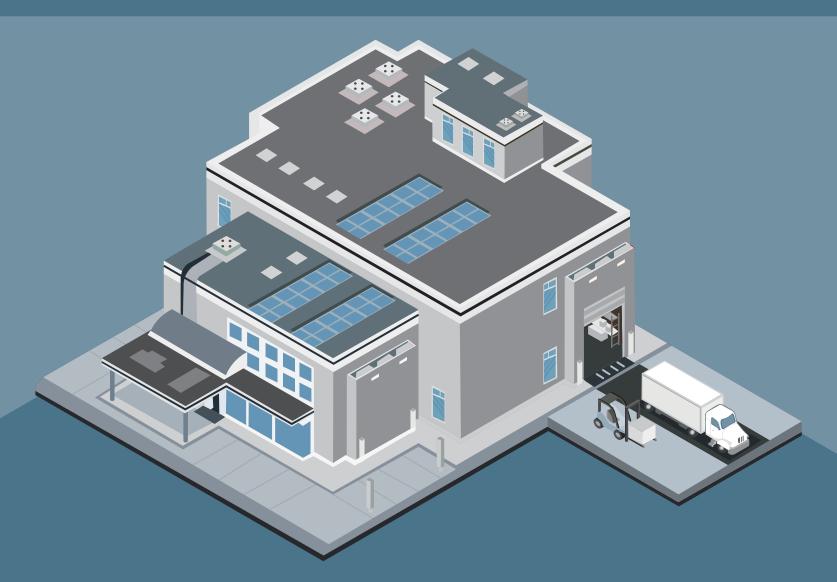
## HOLIDAY SHOPPING



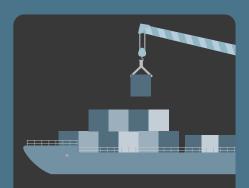
## **HOLIDAY SHIPPING STATISTICS**



Retail shipping is highest from late summer through early fall and includes manufacturer imports and retail distribution for the holidays



Container
shipping volume
increased by
more than
1196
in November
2016 compared to
the previous year



U.S.-bound ocean shipments increased

8 9 6
in December 2016 compared to December

2015



2016 imports
reached peak
volumes in August
& October, with 1.71
million Twenty-Foot
Equivalent Units
(TEU) and 1.67 million
TEU imported
respectively

## **HOLIDAY SHOPPERS DRIVE PROFITS**

2016 shoppers spent over

\$650 billion

in November and December alone

Holiday sales increased more than from 2015 to 2016

Americans spent 8% more on gifts in 2016 compared to 2015



On average, U.S. adults budgeted more than

\$900 on presents

in 2016

Affluent consumers planned to spend over \$1,500

## **RETAIL HIGHS AND LOWS**



Among the S&P 1500, the top 10 retailers account for more than 66% of total fourth-quarter revenue each year







Department store sales fell 7% in 2016



Online shopping significantly impacts brick-and-mortar stores: 60% of consumers prefer to buy online

- http://www.joc.com/content/qa-peak-shipping-season-behind-us
   https://nrf.com/news/holiday-retail-sales-increased-4-percent-2016
- https://nrf.com/news/holiday-retail-sales-increased-4-percent-2016 https://nrf.com/media/press-releases/retailers-imported-more-expected-during-holidays
- http://about.americanexpress.com/news/sst/report/2016-11\_Spend-and-Save-Tracker.pdf
- https://www.wsj.com/articles/container-cargo-imports-surged-at-end-of-2016-1484240897 https://dupress.deloitte.com/dup-us-en/industry/retail-distribution/holiday-retail-sales-consumer-
- https://dupress.defoitte.com/dup-us-en/industry/retail-distribution/noilday-retail-salessurvey.html?id=us:2em:3na:holiday:dup3524:awa:cip:102616



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