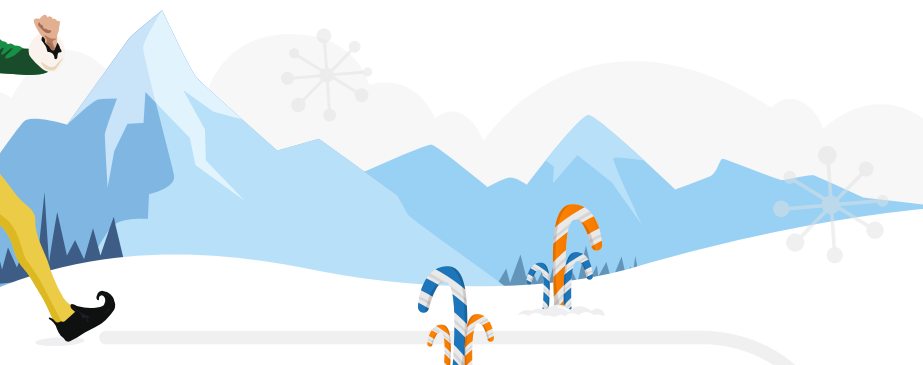




## 2022 Holiday Online Shopping Trends to Help Elves Navigate the Winter Wonderland

Retailers and shoppers are adjusting to the changing economy, state of the pandemic and technology. But, after two years of upheaval, many buyers are expected to seek solace in the tradition of buying gifts for the holidays.

This year, to stay ahead of the competition, retailers need to understand the latest consumer shopping behaviors and expectations – and capitalize on them. Here are some of the top trends to watch to make the most of this holiday season.



### How Big of a Present Can Retailers Expect This Year?

**\$910B**

Global online spending 2022, up 11% YoY<sup>1</sup>

**\$235.86B**

US eCommerce sales, up 15.5% YoY<sup>2</sup>

**29%**

Holiday shoppers plan to spend more this year than last year<sup>3</sup>



### Mark Your Calendars

In 2021, shoppers began their holiday shopping earlier than before, getting started in October and finishing up before December.<sup>4</sup>

**51%**

Concerned about a potential lack of availability<sup>5</sup>

**Cyber Monday**

Is when you can expect to have the most online sales<sup>6</sup>

**45%**

Worried about slow shipping<sup>7</sup>



### Where to Find Your Shoppers

**58%**

Shoppers influenced by social media<sup>8</sup>

**42%**

Online holiday spending will be from mobile devices<sup>9</sup>



### Holiday Trends We Expect to See Again in 2022

Orders picked up curbside<sup>10</sup>

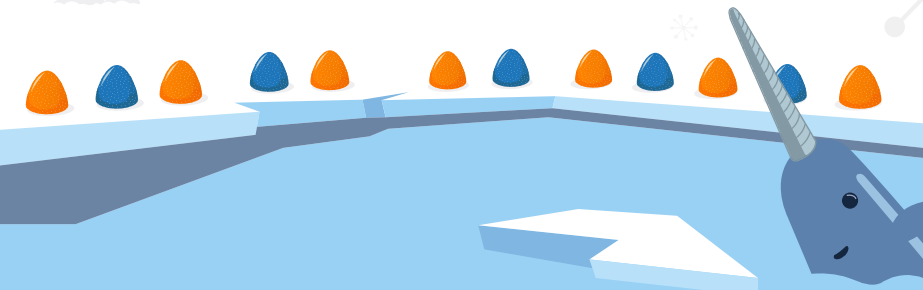
**25% in 2020**  
**40% in 2021**

Buy Now, Pay Later revenue<sup>11</sup>

**+45% in 2020**  
**+10% in 2021**

Shoppers used a digital wallet<sup>12</sup>

**58% in 2020**  
**68% in 2021**



## Make Your List & Check It Twice

For retailers, the holiday shopping season is make-or-break time. You need to be sure you are ready to get the most out of selling online. Here are some things to add to your list this year:

- ✓ Get ready for increased traffic to your website now
- ✓ Make sure your customer service and support teams are ready and trained
- ✓ Be sure your payments are set up to achieve the highest authorization rates
- ✓ Use holiday promotions to attract shoppers early
- ✓ Be prepared to accept all the ways your shoppers want to pay, including alternative payment methods like digital wallets
- ✓ Deliver holiday magic to delight your customers

Looking for more resources to help you make the most of the holiday shopping season and payments? [Visit the BlueSnap Blog!](#)

<sup>1</sup> Insider Intelligence  
<sup>2</sup> Adobe Blog  
<sup>3</sup> NPD  
<sup>4</sup> McKinsey

<sup>5</sup> McKinsey  
<sup>6</sup> Statista  
<sup>7</sup> McKinsey  
<sup>8</sup> McKinsey

<sup>9</sup> Adobe Blog  
<sup>10</sup> Adobe Blog  
<sup>11</sup> Adobe Blog  
<sup>12</sup> Payments Dive