

## 2021 Deloitte holiday retail survey

Holiday shopping: Establishing the next normal  
Dallas-Fort Worth

October 2021



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# At-a-glance: Key findings in Dallas-Fort Worth



## Sentiment

*DFW Steady YOY*

### Dallas-Fort Worth consumers:

Average spend down 4% from 2020 but higher than 2019, with a focus on gifts (up 11% YoY)

**National retail executives:** Upbeat outlook, with seven in 10 expecting consumers to spend more YoY



## Consumer behavior

*Some hesitancy to dash through the stores*

### Dallas-Fort Worth consumers:

Some pandemic behaviors are sticking with 60% of spending expected to occur online, despite waning anxiety on in-store shopping

**National retail executives:** Betting on consumers returning; holiday inventory orders up single digits for four in 10, up double digits for three in 10



## Supply chain

*Delivery time is frightful*

### Dallas-Fort Worth consumers:

Concern with low inventory (45%) and shipping delays (40%) motivates 46% of shoppers to start earlier

**National retail executives:** Six in 10 worried about receiving holiday orders on time; majority expect holiday shopping to start one to two weeks earlier



## Consumer Preferences

*Online dominates*

**Dallas-Fort Worth consumers:** 41% of holiday shoppers do not plan to participate on event days (up 12% YoY)

**National retail executives:** Consumers should expect higher prices, as depth of promotions won't negate higher prices (five in 10)



# Key findings in Dallas-Fort Worth

## Sentiment: Steady YOY

- Overall holiday spend down 4% in Dallas-Fort Worth from 2020 yet up from 2019 with average spend at \$1,586 (versus \$1,655 in 2020)
- While experience spend is down, gift giving is up 11% year-over-year in Dallas-Fort Worth
- Dallas-Fort Worth household financial situations steady, with 78% in similar or better shape than last year (versus 68% in 2020)
- **National retail executives' view:** 73% expect shoppers to spend more or significantly more this holiday season

## Supply chain: Delivery time is frightful

- Dallas-Fort Worth shoppers are concerned about stockouts, especially with electronics, accessories, toys, and clothing
- Nearly five in 10 Dallas-Fort Worth respondents will likely start their shopping earlier this year, citing potential shipping issues (40%) and stockout issues (45%) for the shift in timing
- **National retail executives' view:** 64% concerned about receiving inventory in time for the holidays

## Consumer behavior: Some hesitancy to dash through the stores

- Dallas-Fort Worth consumers' anxiety decreases (40% of consumers anxious versus 51% in 2020), yet they report declining spend on experiences (down 14% YoY)
- Engagement with digital platforms remains high in Dallas-Fort Worth, and 60% of spend is expected to occur online, while curbside pickup and BOPIS remain popular for convenience aspect
- In Dallas-Fort Worth, 29% say they plan to use social media to assist in holiday shopping; 59% of those respondents say they plan to use social media primarily for researching products
- **National retail executives' view:** 40% expect double-digit online channel growth

## Consumer Preferences: Online dominates

- Online retailers (50%) stand at par with mass merchants (49%) in the Dallas-Fort Worth market; local independent stores are the preferred retailer format for 16% of respondents
- While 41% of Dallas-Fort Worth shoppers report that they don't plan to shop on special event days, those that do participate favor Black Friday -- with 32% of respondents participating
- **National retail executives' view:** 53% expect retail product prices to increase this holiday season; 57% expect flat or lower promotional activity YoY





# Consumer sentiment

*Steady YOY*

# Financial situations stabilize in Dallas-Fort Worth, and retail executives plan for a comeback



## NATIONAL RETAIL EXECUTIVES' VIEW

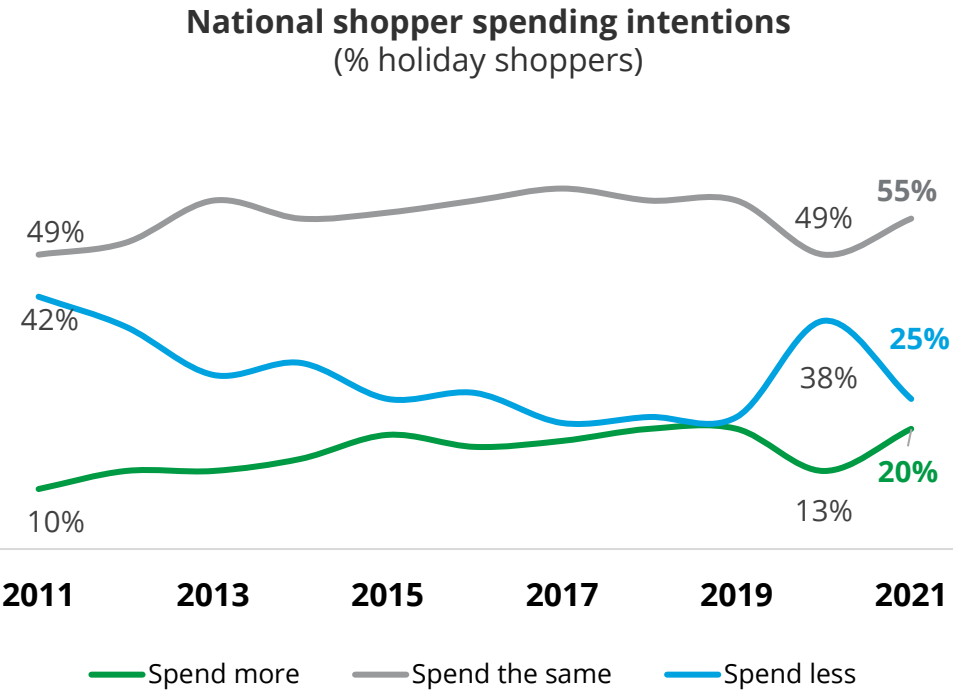
**33%** STATED THAT HOLIDAY ORDER VOLUMES GREW DOUBLE-DIGIT YoY

**43%** ACHIEVED SINGLE-DIGIT YoY GROWTH

Questions: (1) "In your opinion, what is your overall outlook for the U.S. economy in the year 2022 compared with today? Would you say it will likely...?" – Percentage of Improve modestly/significantly and remain the same; (2) "Thinking about your household's current financial situation, would you say it is..." – Percentage of A lot better than/Somewhat better than/The same as it was last year at this time. Note: DFW sample size (N)=416.

**National Retail Executives' View:** Source: Deloitte Retail Buyer Survey - Holiday Season 2021 (September 2021), Sample Size (N) = 30. LY denotes "last year (2020)."

# Nationally and in Dallas-Fort Worth, shoppers report spending intentions coming closer to 2019 intentions



DFW shopper spending intentions		
2021	2020	2019
55%	50%	54%
27%	35%	19%
18%	15%	27%

**NATIONAL  
RETAIL  
EXECUTIVES'  
VIEW**

**73%**  
EXPECT SHOPPERS TO SPEND  
MORE OR SIGNIFICANTLY  
MORE THIS HOLIDAY SEASON

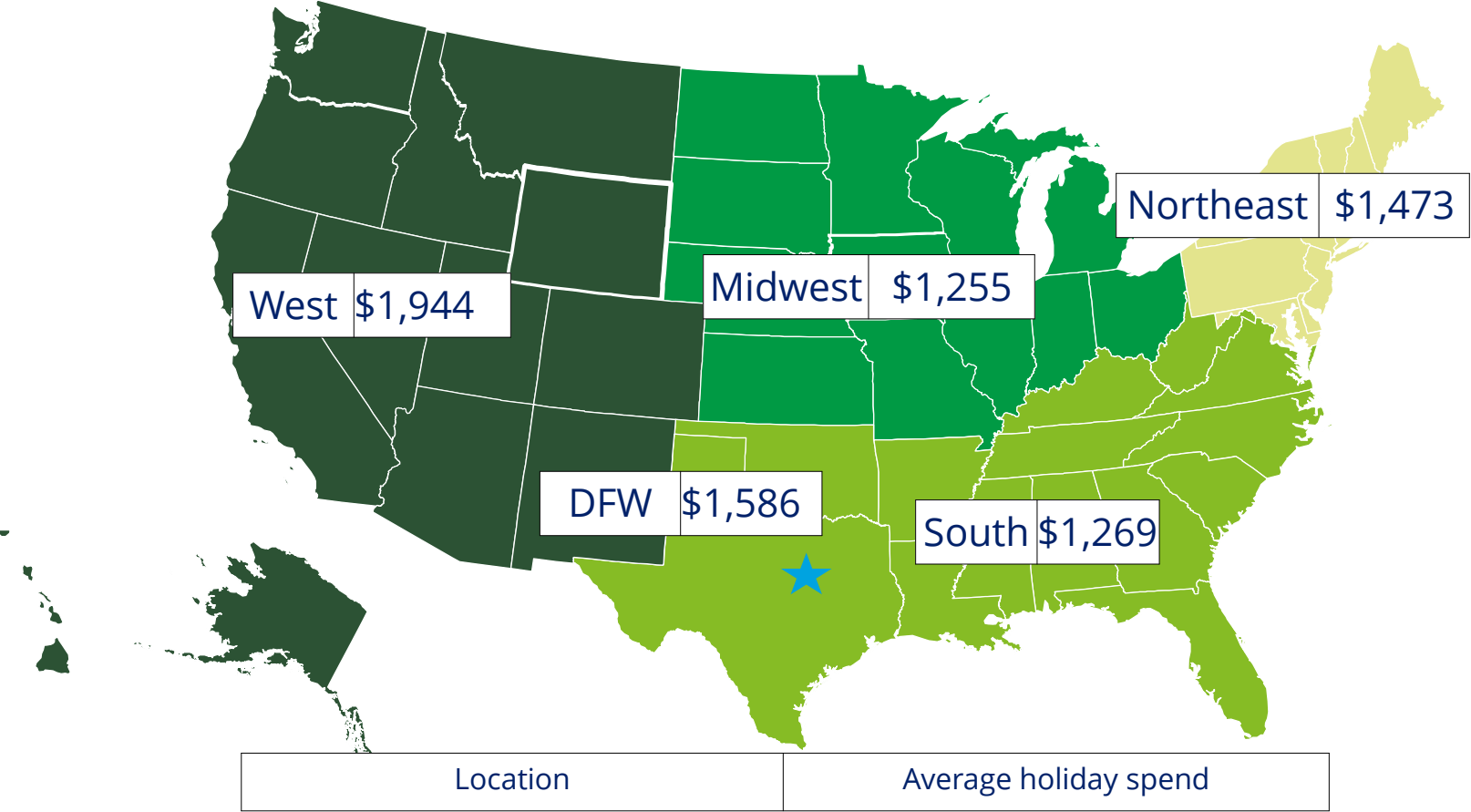
**36%** of the total holiday spend in DFW will be financed using credit cards (versus 40% in 2020)

Question: "How will your total holiday spending compare with last year's holiday season?" and "What percentage of your holiday spend would be through the following payment modes? - Percentage of Credit Card(s).  
Note: National sample size (N)=4,315, DFW sample size (N)=416.  
**National Retail Executives' View:** Source: Deloitte Retail Buyer Survey - Holiday Season 2021 (September 2021), Sample Size (N)=30

Holiday spending for DFW is 25% higher than Southern region, and 7% higher than National average

**Average holiday spend for the South region: \$1,269**

National average holiday spend: **\$1,463**

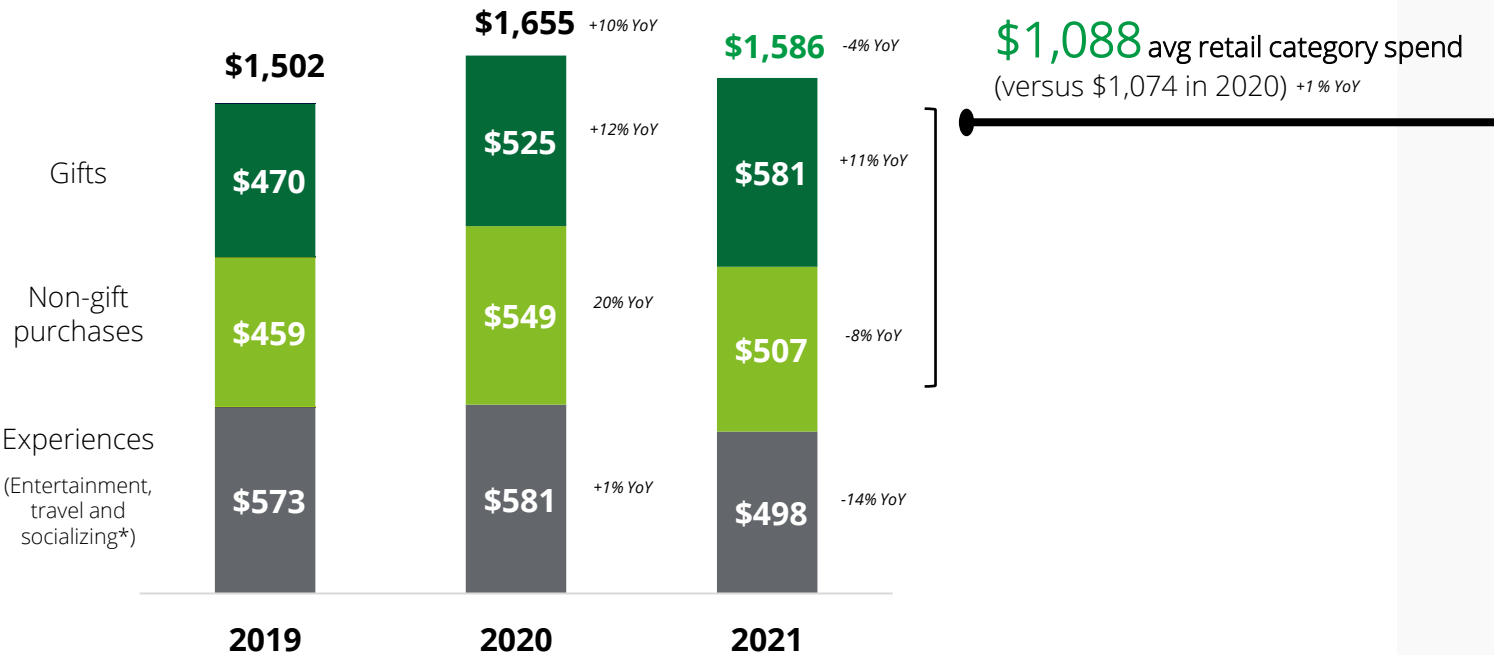


Note: Average spend based on shoppers from each region – South (N=1,625), Northeast (N=760), Midwest (N=904), and West (N=1,026).  
National sample size (N)=4,315; DFW sample size (N)=416



# Dallas-Fort Worth average holiday spend is down from 2020 but up from 2019, and spending on gifts gets a bump

Average Expected DFW Holiday Shopping Spend 2019-21



**NATIONAL RETAIL EXECUTIVES' VIEW**

**"WE SEE AN OPPORTUNITY THIS HOLIDAY SEASON AS CONSUMERS RETURN TO ENTERTAINING AND IN-PERSON GIFTING."**

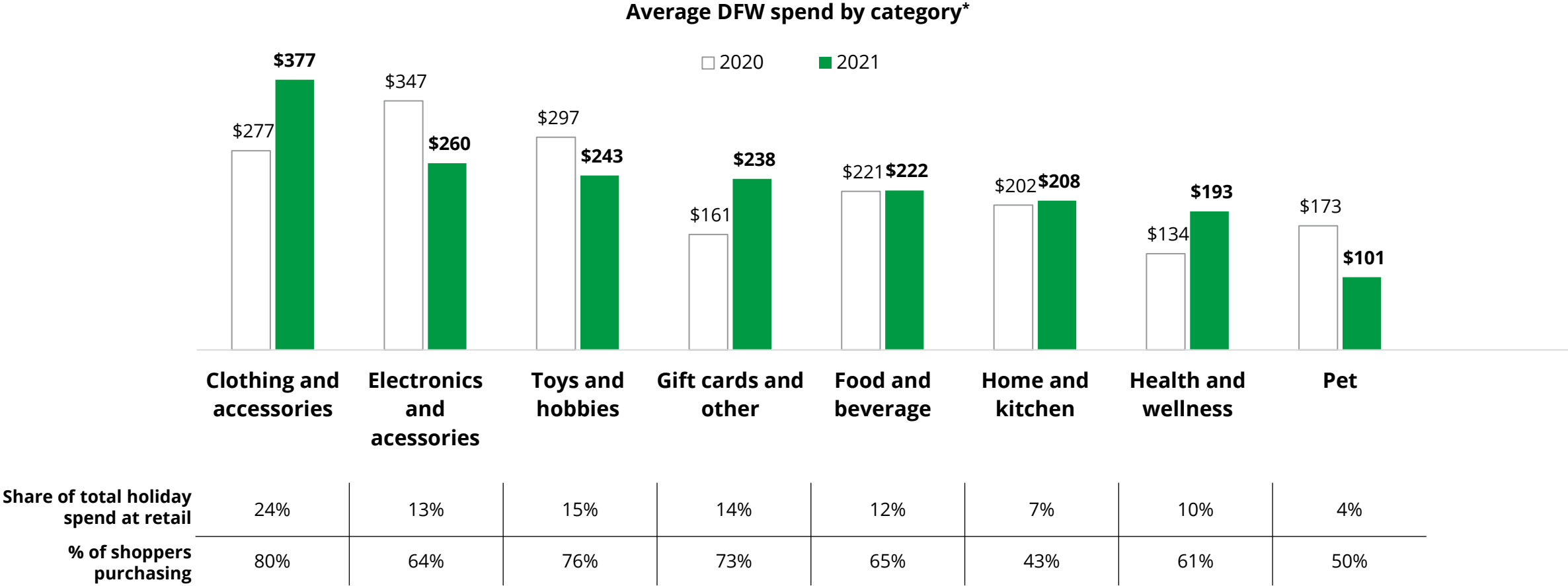
*-Mass merchant executive*

Question: "How much do you expect you will spend during the upcoming year-end holiday season on each of the following items? (Home, travel, hotels, restaurants, concert tickets, etc.)" All dollar values are in US dollar. Notes: DFW sample size (N)=420 (2019), 413 (2020) and 416 (2021). LY denotes "last year (2020)."

\*Experiences include entertainment at home and socializing away from home including travel, hotels, restaurants, concert tickets, etc.

**National Retail Executives' View:** What are the top two challenges you foresee going into the holiday season for your company? (N = 30)] Open text responses categorized into broad themes

# Average Dallas-Fort Worth spend on clothing and accessories up \$100



Question: “What percentage of your total holiday budget, excluding entertaining at home and socializing away from home spend do you expect to spend on the following categories?  
\*Category-level averages are based on the no. of shoppers who plan to purchase the category. The sum of category averages would not equal the average retail spend (\$1,088) which is calculated based on the no. of shoppers who plan to purchase at least one category.  
DFW sample size (N)=416. All dollar amounts are in US dollars.

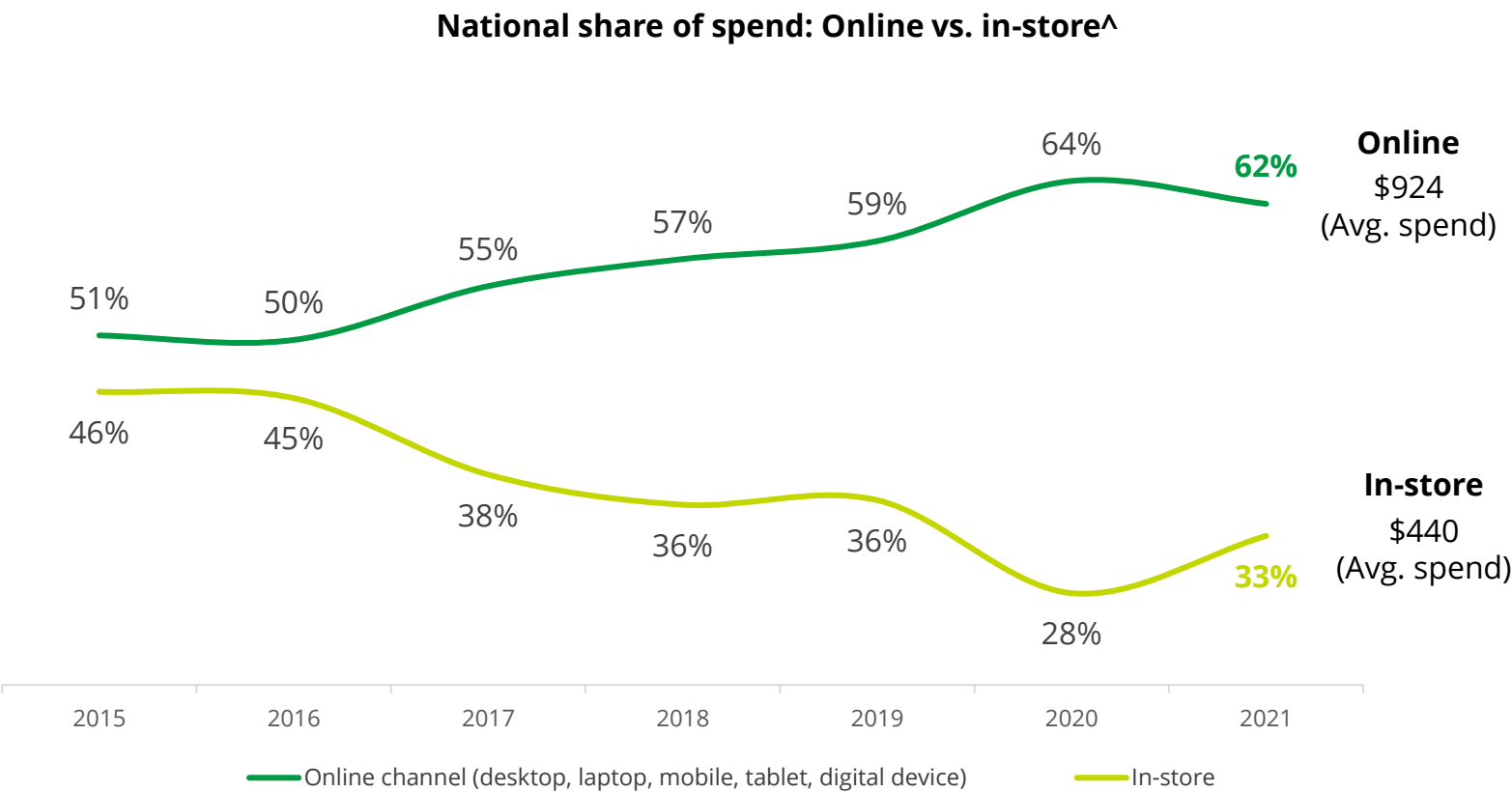
A woman and a young girl are sitting together, looking at a tablet. The woman is wearing a red sweater with a white pattern, and the girl is wearing a blue and white patterned sweater. They are both smiling and looking at the screen. In the background, there is a Christmas tree with lights and some wrapped gifts.

# Consumer behavior

*Some hesitancy to dash through the stores*

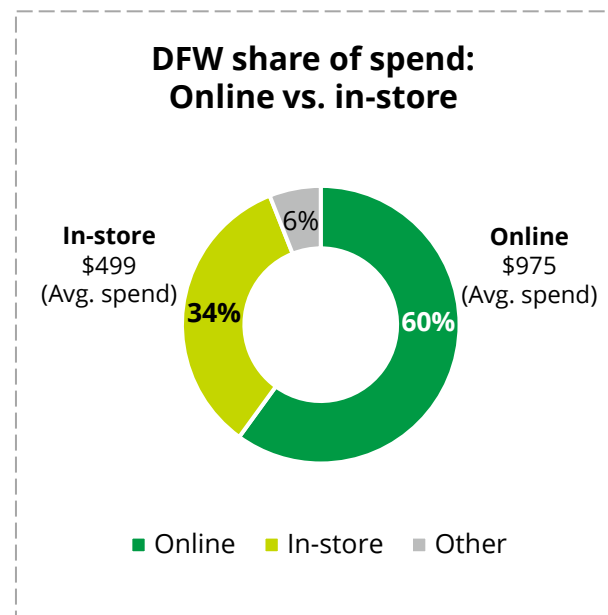


# Online shopping shows strong share of spend across the nation and in Dallas-Fort Worth



**NATIONAL  
RETAIL  
EXECUTIVES'  
VIEW**

**40%**  
EXPECT DOUBLE-DIGIT  
ONLINE CHANNEL GROWTH

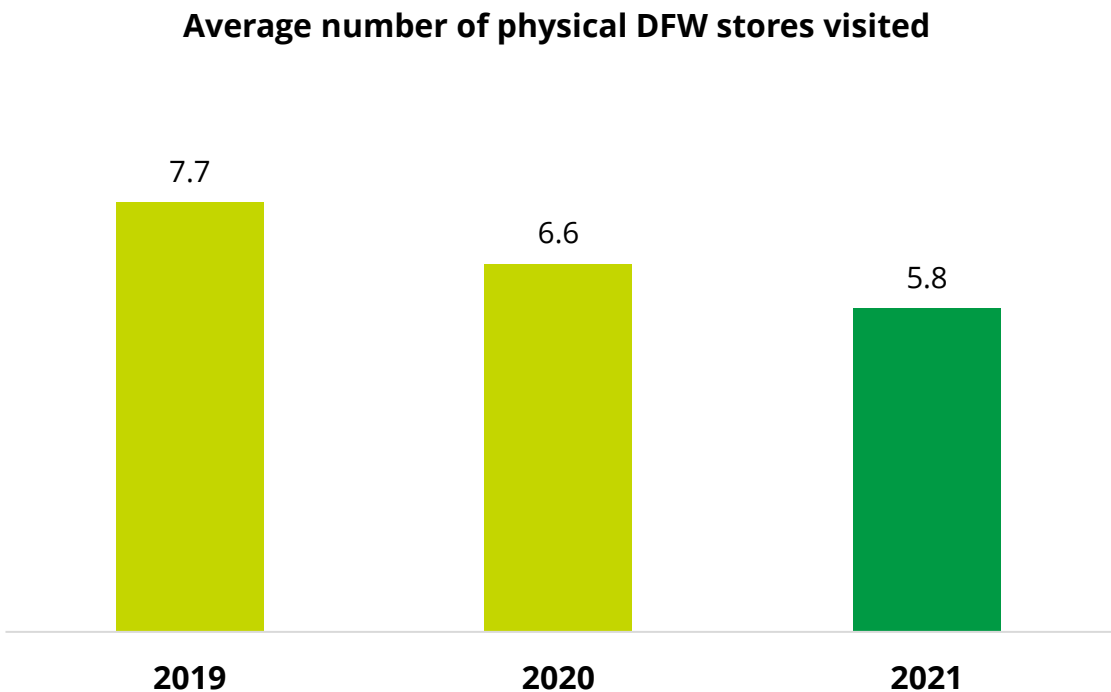


Question: "What percentage of your total holiday budget do you expect to spend ...?"

Notes: <sup>^</sup>Other retail channels (e.g., catalogue or direct mail promotion) not included in the chart (share of spend=3% in 2015; 5% in 2016; 7% in 2017; 7% in 2018; 5% in 2019; 8% in 2020; and 5% in 2021). National sample size (N)=3,836. All dollar amounts are in US dollars.

**National Retail Executives' View:** Source: Deloitte Retail Buyer Survey - Holiday Season 2021 (September 2021), Sample Size (N) = 30

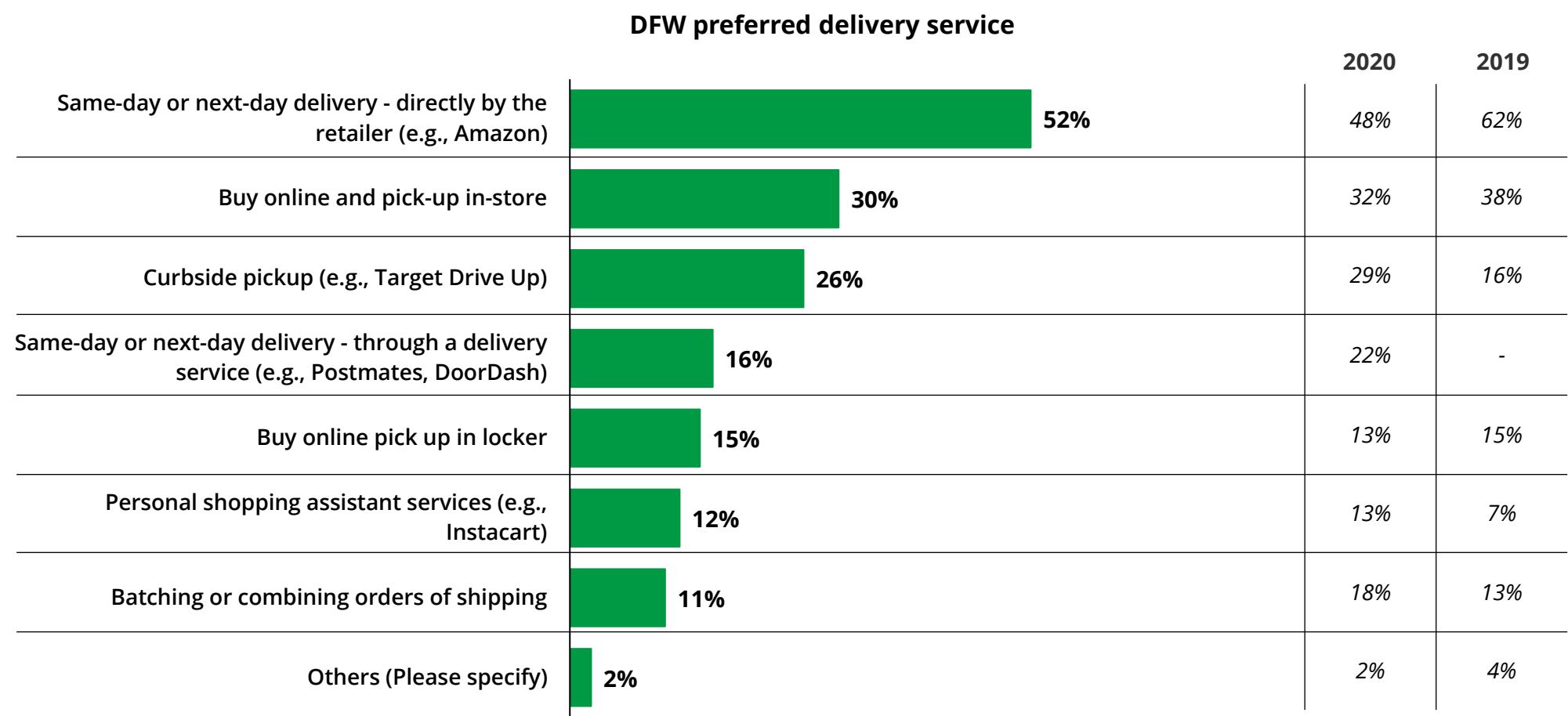
# In-store shopping anxiety wanes in Dallas-Forth Worth, yet slight year-over-year decrease in the number of stores visited



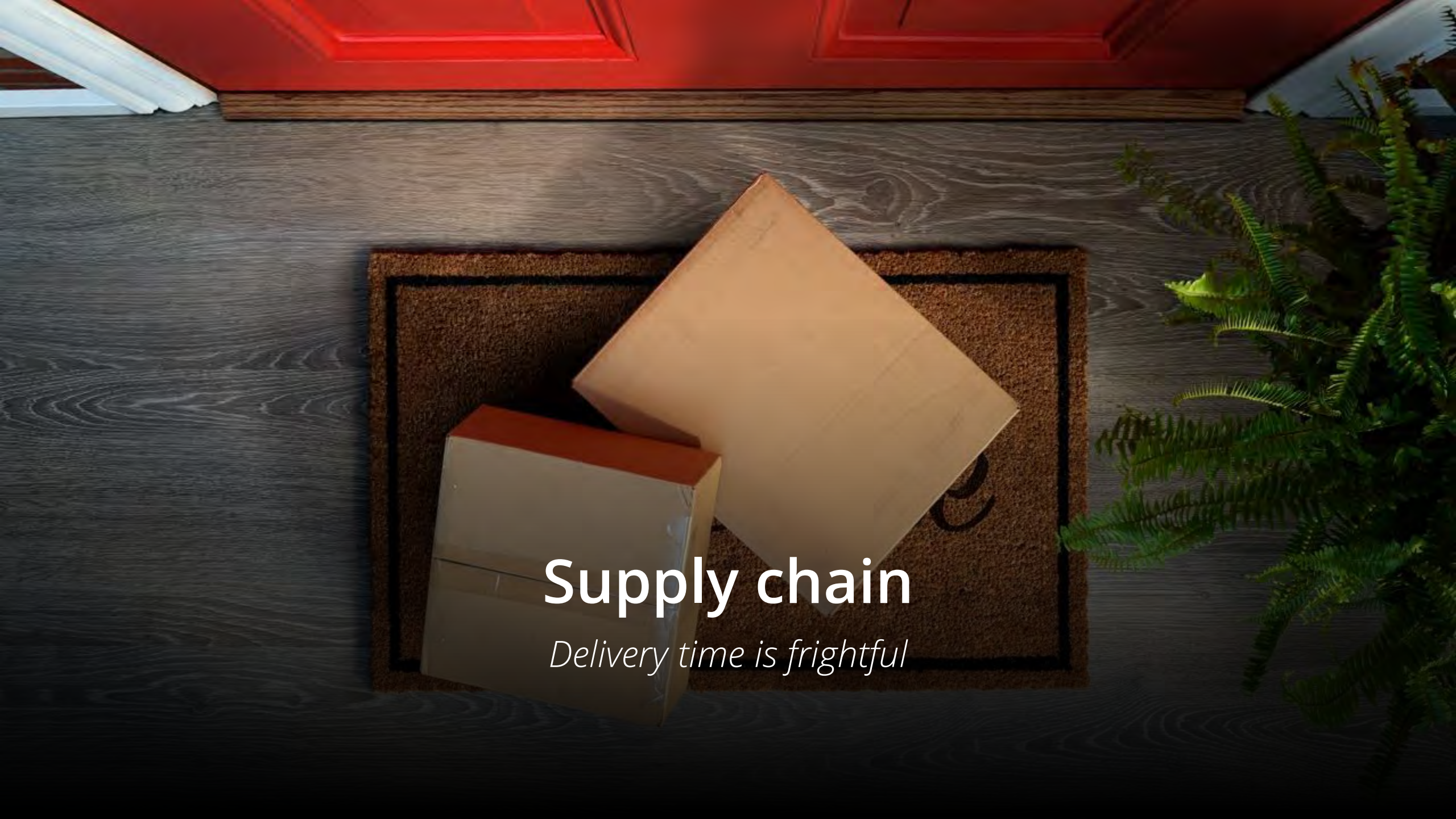
- 11.8 miles  
is the average distance shoppers will travel to buy a gift from a retailer (*versus 10.1 miles LY*)
- 41%  
prefer shopping at local retailers more than national retail chains (*Consistent with LY*)
- 40%  
are anxious about shopping in-store this season due to COVID-19 (*down from 51% LY*)

Question: “How many individual retail stores or websites/apps do you expect to visit when purchasing holiday gifts over the next several months?” – Number of physical stores visits; “How far will you travel to purchase a gift from a retailer?”; “I prefer shopping at local retailers than national retail chains” – Percentage Strongly agree & Agree; and “I’m anxious about shopping in-store during the holiday season due to COVID-19” – Percentage Strongly agree & Agree.  
Notes: Sample size (N)=376. LY denotes “last year (2020).”

# Same-day or next-day delivery service the preferred choice in Dallas-Fort Worth



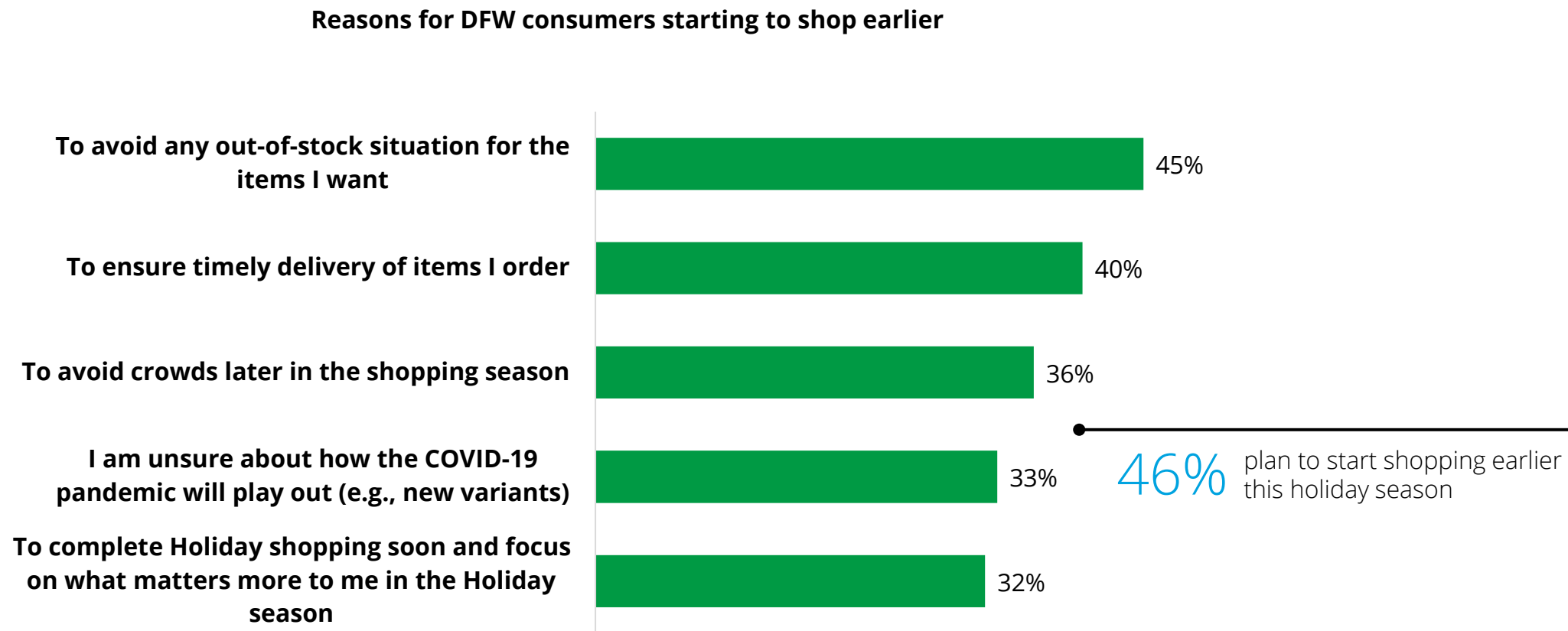




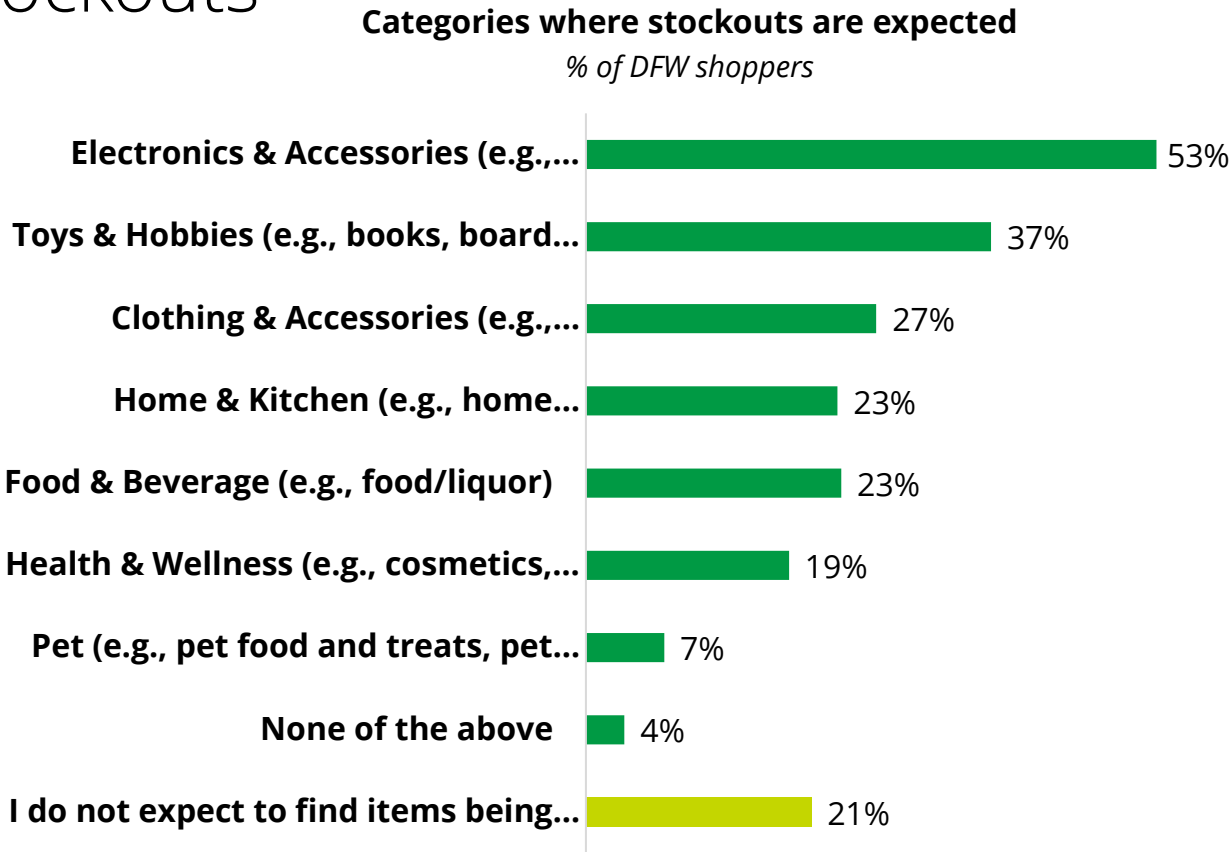
# Supply chain

*Delivery time is frightful*

# With concerns about stockouts and timely delivery, some Dallas-Fort Worth consumers seek to beat the rush by shopping early



# National retailers are concerned about delayed inventory delivery; Dallas-Fort Worth consumers most concerned about electronics stockouts



## NATIONAL RETAIL EXECUTIVES' VIEW

43% EXPECT DELAYED DELIVERY OF ORDERED HOLIDAY INVENTORY<sup>1</sup>

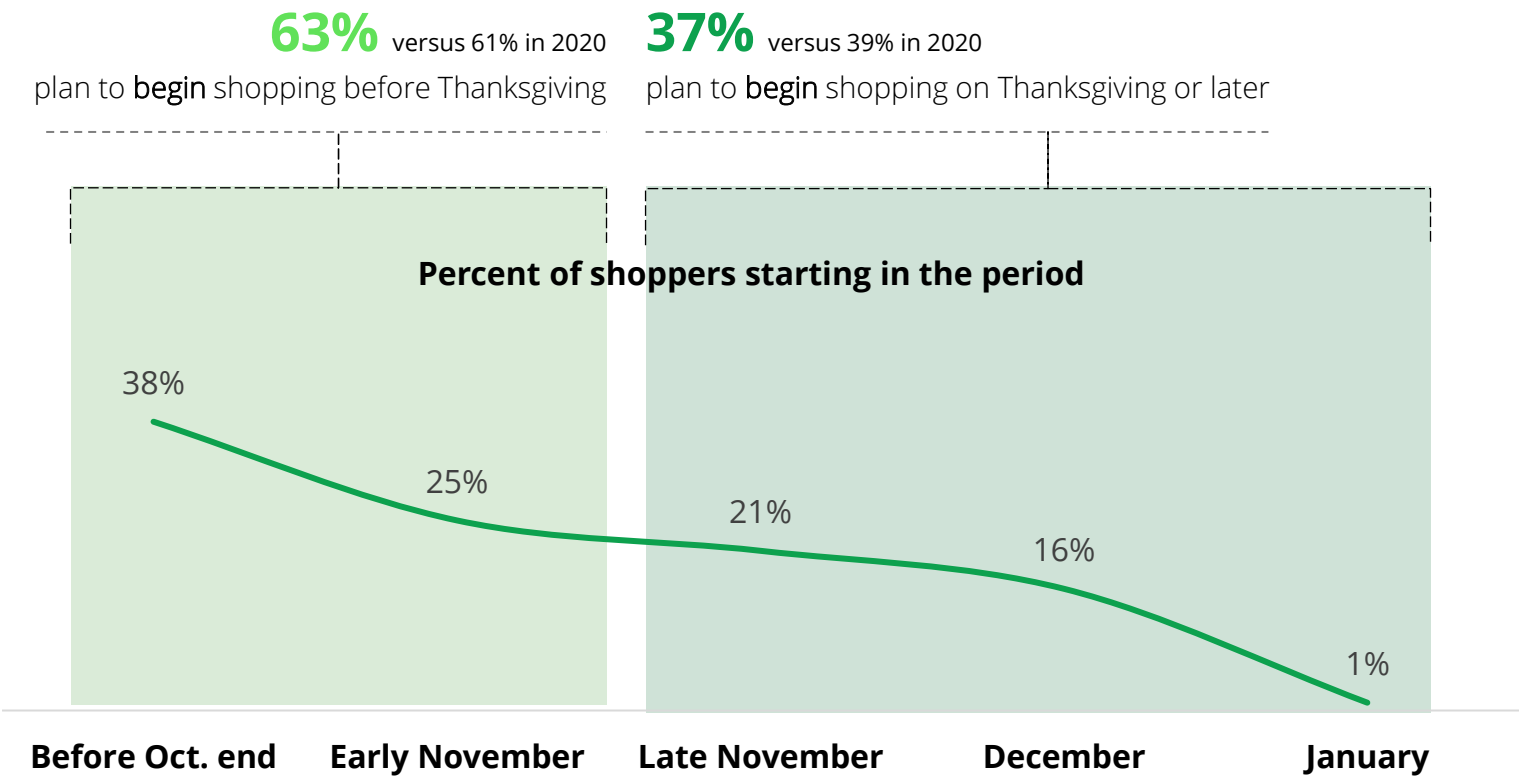
64% CONCERNED ABOUT RECEIVING ORDERED INVENTORY IN TIME FOR THE HOLIDAYS<sup>2</sup>

New question: "In which of the following categories do you expect stock-outs during this holiday season?"  
Note: DFW sample size (N)=376.  
**National Retail Executives' View:** Source: Deloitte Retail Buyer Survey - Holiday Season 2021 (September 2021)  
Sample Size 1. N = 30; 2. N = 28 (somewhat, moderately, or extremely concerned)



# Pre-Thanksgiving shopping a Dallas-Fort Worth preference

Those that start shopping on Thanksgiving or later are expected to spend **3% more** than those who start before\*



**NATIONAL  
RETAIL  
EXECUTIVES'  
VIEW**

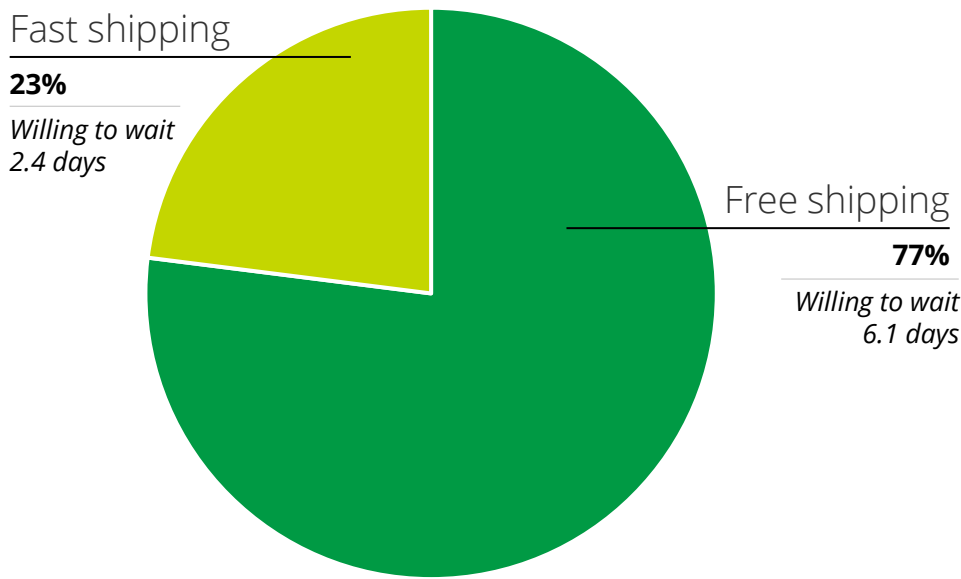
**67%**  
EXPECT HOLIDAY SHOPPING  
TO START AT LEAST 1-2  
WEEKS EARLIER

Questions: "When are you likely to begin your holiday shopping this year?"  
Notes: \*Based on average spend of shoppers who will start shopping in the mentioned periods. DFW sample size (N)=376.  
**National Retail Executives' View:** Source: Deloitte Retail Buyer Survey - Holiday Season 2021 (September 2021), Sample Size (N) = 30 (somewhat, moderately, or extremely concerned)

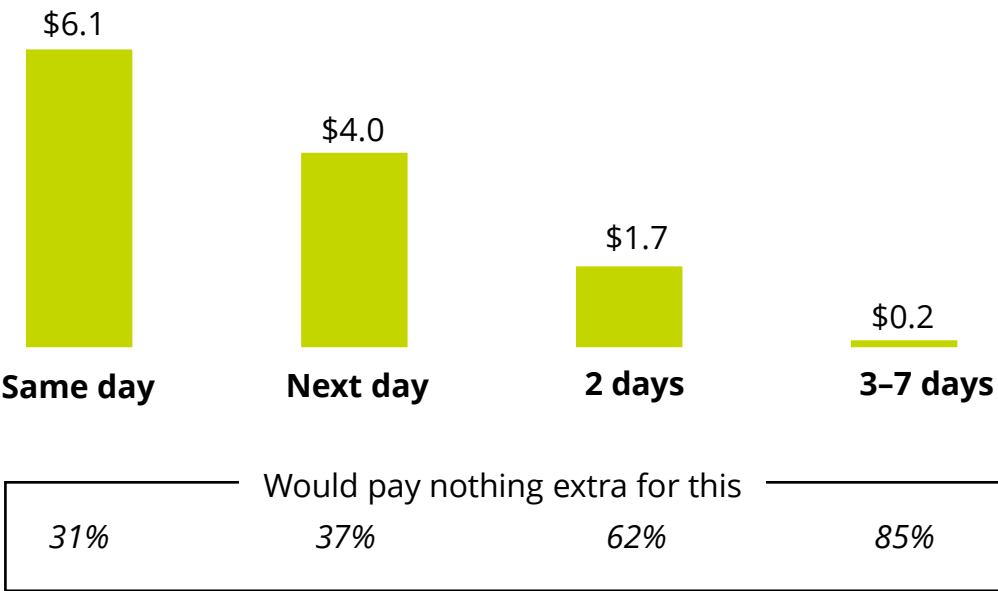
# Dallas-Fort Worth shoppers expect free shipping, and many won't pay much to expedite

6.6 weeks Is the average shopping duration of shoppers this season

Importance of free versus fast shipping



On average, would pay an extra ...



Questions: "Which of the following delivery services are you likely to use during the upcoming holiday shopping season?"; "How much extra might you be willing to pay above and beyond regular shipping costs to receive a standard-sized gift package (price defined as US\$50-100) within the shipping timeframes below?"  
Notes: DFW sample size (N)=376. All dollar amounts are in US dollars.



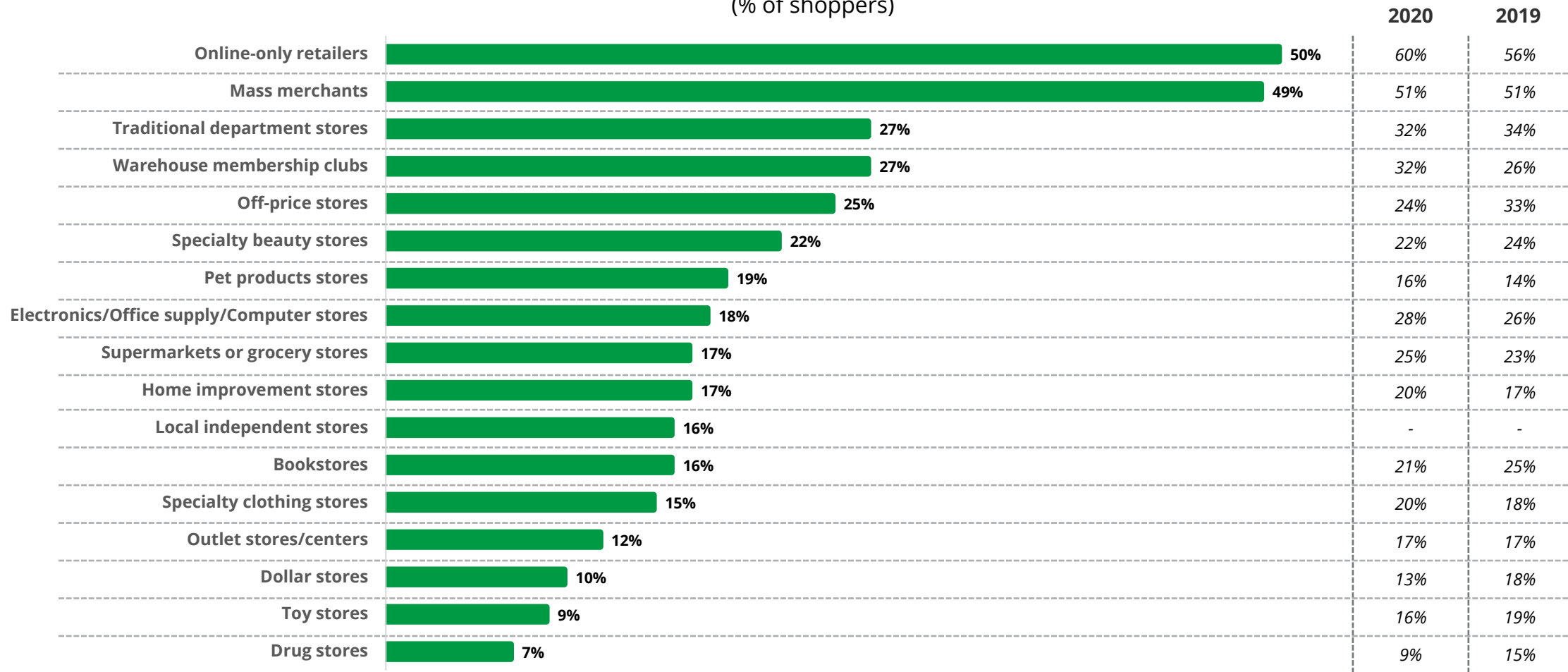
# Consumer preferences

*Online dominates*



# Online stands at par with mass merchants in Dallas-Fort Worth, as shopping in-store gains momentum

**Preferred DFW 2021 retailer format**  
(% of shoppers)



Question: "At which of the following types of retailers will you likely shop for holiday gifts (retailer in-store and websites)?"

Note: DFW sample size (N)=421

# In DFW, Black Friday leads in average spend over Cyber Monday



**43%**

of low-income holiday shoppers do not plan to participate on event days

Question: "On which of the following shopping event days are you likely to shop this holiday season?" and "Out of the amount you plan to spend late November during holiday season, what percentage would be spent on the below?" – Black Friday and Cyber Monday.

Notes: DFW sample size (N)=282. All dollar values are in US dollars.

# About the survey



## About the consumer survey

This survey was commissioned by Deloitte and conducted online by an independent research company between September 7-14, 2021. It polled a national sample of 4,315 and a regional sample of 376 DFW respondents and has a margin of error for the entire sample of plus or minus one to two percentage points and a margin of error for the regional sample of plus or minus three percentage points.

## About the retail buyer survey

This survey was commissioned by Deloitte and conducted online by an independent research company between September 3-6, 2021. It polled 30 retail executives across retail categories, 90% of which have annual revenues of \$1 billion or more. The executives included buyers, senior buyers, and managers who had a medium or high level of involvement in buying and merchandizing for the coming holiday season.

## Thank you

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## Insights



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