

For Immediate Release

Contact:
Melissa Sones
Melissa Sones Consulting
917-806-4072mobile
Melissa@melissasonesconsulting.com

**AMERICA'S RESEARCH GROUP HOLIDAY FORECAST #1 REVEALS
ONLINE WAR FOR RETAIL
AMAZON IS BIG WINNER WITH 29.2% SAYING THEY WILL SHOP THERE MORE
27.1% SAY WILL SPEND MORE ONLINE – ONLY 10.1% TO SPEND LESS
FIRST TIME IN RETAIL HISTORY – MORE CONSUMERS REPORT
GOING TO WALMART LESS
OF THAT NUMBER 38.5% SAY THEY ARE SHOPPING
AMAZON INSTEAD OF WALMART
SURVEY PROVES AMAZON BIGGEST CAUSE FOR WALMART DECLINE
ONLY 6.8% SAY WILL GO TO AMAZON LESS**

CHARLESTON, SC - According to the first America's Research Group Holiday/Christmas Forecast of the season, Amazon is the big winner with 29.2% saying they will go there more and only 6.8% reporting that they will go there less. Walmart, on the other hand, broke retail history with the first-ever reported increase in shoppers saying they will go there less, at 26.1%. versus 24.6% who report shopping there more.

Based on this survey, Walmart is now statistically losing more than they are gaining; and with 38.5% of those shopping there less reporting that they are shopping Amazon instead of Walmart, we now know officially, based on this survey, that Amazon is the cause of Walmart's loss of momentum.

Consumers reporting spending more online is at 27.1% with only 10.5% reporting spending less.

American consumers report they will spend \$185.83 this year on Amazon, up from \$159.98 last year. Last year Americans said they spent \$209.72 online in total; they say they plan to spend \$248.86 in total this year. And according to consumers interviewed, 76.8% of the American dollar for online gifts was spent on Amazon last year; this year the dollar share will be 74.7%.

According to ARG Chairman Britt Beemer, "Online shopping is growing at a faster rate than brick and mortar retail although online is still only about 25% of retail sales. When you compare the \$248.86 consumers expect to spend online versus the \$1,011.18 they expect to spend overall, online has a lot of room to grow in order to catch up."

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For media on deadline or for background, please call Britt Beemer directly at 843-345-0939

The ARG research consisted of 800 telephone interviews with consumers conducted November 1-9, 2017 at ARG headquarters in Charleston, SC. The error factor is plus or minus 3.8%. There will be one more November national survey before Thanksgiving weekend.

America's Research Group, one of the nation's foremost consumer research and strategic marketing firms. 2017 is ARG's 38th anniversary and the 29th year of Christmas Surveys. CEO Britt Beemer is a key resource and advisor to leading brands and top retailers. He is author of *The Customer Rules*, published by McGraw-Hill. Britt Beemer is a winner of the American Business Award for Executive of the Year - Business Services and Company of the Year - Business Services.