

2018 Busiest Holiday Shopping Days

A ShopperTrak Prediction

It's the Most Wonderful Time of the Year!

Combined, ShopperTrak's Top 10 Busiest Days are predicted to account for nearly **45%** of the 2018 holiday season's total in-store shopping visits.

TOP 10 BUSIEST DAYS

1

BLACK FRIDAY
November 23

Despite the myth that Black Friday lost its in-store shopping day luster due to online shopping, it consistently ranks as the #1 shopping day of the season.

2

SUPER SATURDAY
December 22

Due to its proximity to Christmas Day, Super Saturday is uniquely positioned to secure a top spot.

3

3rd SATURDAY IN DECEMBER
December 15

As the Saturday before Super Saturday, stores are expected to be packed as the calendar counts down the number of days before Christmas.

4

SUNDAY BEFORE CHRISTMAS
December 23

5

SATURDAY AFTER THANKSGIVING
November 24

6

2nd SATURDAY IN DECEMBER
December 8

7

FRIDAY BEFORE CHRISTMAS
December 21

8

DAY AFTER CHRISTMAS
("BOXING DAY" in some global regions)
December 26

9

FIRST SATURDAY IN DECEMBER
December 1

10

SATURDAY AFTER CHRISTMAS
December 29

Take a tip from the experts:

With nearly half of holiday opportunity on the table during these 10 days, retailers can't afford to miss a beat. Leverage this prediction, in combination with retailer and store-specific historical traffic data, to optimize strategies around staffing, merchandising, loss prevention, training, inventory and more.

Keep the **10** busiest days in mind along with the following top tips when planning for the 2018 holiday season:

01

Know & Trust The Data (Not The Hype)

Deep insights into individual store traffic data is like having a personalized roadmap to achieving holiday success. Check out three quick tips for successfully predicting holiday traffic:

1. Align December historical data by day of week
2. Re-think the week before Christmas by considering each day's proximity to Christmas Day
3. Consider the actual, not perceived, impact of opening on Thanksgiving Day

02

Master The Three S's: Staffing, Stocking & Sales

With nearly half of the total opportunity for holiday sales walking through the doors during the 10 busiest days, preparation is critical for driving revenue and delivering an excellent customer experience. With scheduling, it must be all hands on deck, not only for on-floor shopper assistance and selling but also for re-stocking merchandise and other operational activities.

03

Understand The Value Of The Calendar Shift

Annually, there are predictions on how the number of days between Black Friday and Christmas Day, or the intensity of Cyber Monday will impact store shopper traffic. Quite simply, it's about how many Saturdays occur before Christmas Day based on the shift of Thanksgiving Day and the standard calendar movement for the exact day on which Christmas Day falls. Like 2017, there are four Saturdays in December before Christmas. These calendar shifts will increase the importance of Saturday, including the 29th, which should also be one of the season's biggest traffic days. Saturday, December 22, places second on our Top 10 list due to its proximity to Christmas Day – the closer, the higher that Saturday will fall on our list.

Like this Content? Find more on our blog. Shoppertrak.com/blog