

2015 HOLIDAY SEASON | *What to expect...*

FORECASTED MARKET SPEND ON GIFTS TOTAL U.S. 2015

Total Aggregate Spend **\$75.3B**
Household Spend **\$643**

+5.5%
vs. 2014

TOP 10%
\$16.4B

22%
of total
Holiday
Spend

THE SURVEY OF
Affluence
& Wealth

TimeInc.
YouGov

AMONG AFFLUENT CONSUMERS...

The Goal: Make it Memorable

- 82% I try to give gifts that create lasting memories
- 63% I am hoping to make this holiday season the best one yet for my family
- 48% I prefer to give "experiences" rather than physical items as holiday gifts



The Gift of Luxury

INTENDING TO BUY LUXURY BRANDS | Among intenders in each category

50% Jewelry/Watches

41% Travel/Vacation

36% Fashion

27% Personal Electronics

25% Home Furnishings/
Kitchen Appliances

Online Shopping Continues to Grow

	Exclusively or almost exclusively ONLINE	mix/more ONLINE	EVEN MIX	mix/more IN-STORE	Exclusively or almost exclusively IN-STORE
2015	13%	39%	24%	13%	5%
2014	12%	33%	26%	18%	7%
2013	8%	31%	24%	24%	9%
2012	8%	30%	25%	22%	10%
2011	9%	28%	24%	22%	12%

Devices Used for Holiday Shopping



LAPTOP/
DESKTOP ONLY

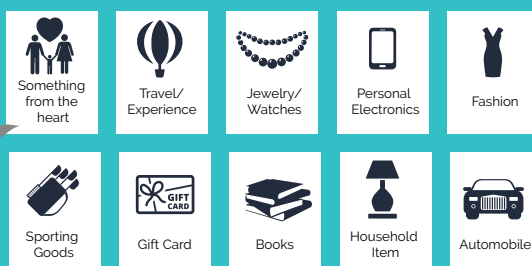


BOTH LAPTOP
AND SMART DEVICE



SMART DEVICES ONLY
*smart devices include smartphones, tablets and smart watches

My Wish List



Top Holiday Gifts (planning to give)

