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# **HOLIDAY SPEND UPDATE & CLOTHING DEMAND OUTLOOK**

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**December, 2020**



## BACKGROUND:

- ❑ Survey of 1,100+ US Consumers balanced to census.

## FINDINGS:

- ❑ **Holiday Shopping Update | Divergence By Income, Online and Curbside Pickup Increase Relative To Prior Years**
  - ❑ The consumer is still more likely to say they are spending less this holiday season compared to prior years (39.3%) vs. those who say they will spend more (24.9%). The data did improve, though, since our November survey in which 41.4% said less and 18.1% said more.
    - ❑ The data from November to December shifted by income band. *Feedback from higher and middle-income respondents improved, while feedback from lower income respondents slightly worsened.*
  - ❑ Respondents are using online shopping and curbside pickup after online ordering more than in prior years. They are using in-store shopping and are visiting malls less than prior years.
  - ❑ Respondents see gift cards, items for the home, electronics, longewear/sleepwear, and casual dining as being demonstrably more appropriate to give this year than in years prior. They say luxury clothing or apparel is worse to give this year.
  - ❑ Respondents are less likely to travel for the holidays this year than normal years.
- ❑ **Clothing Demand Outlook | Better For 2021, But Demand Pendulum Swings "After Covid Is No Longer a Concern"**
  - ❑ Respondents are slightly more likely to say they will spend more on clothing in 2021 than they did in 2020 and slightly more likely to say they will spend less on home furnishings and home improvement items in 2021 than they did in 2020.
    - ❑ Digging deeper into their spending intentions on clothing, the pendulum swings positive and demand increases to greater than pre-pandemic levels "after the pandemic is no longer a concern".
  - ❑ Consumers have characterized their clothing purchases as "less than normal" each month since we started asking them for this assessment in April. The data is not as bad as it was earlier in the pandemic (April-June) but it is still net negative.
- ❑ **Winter Jackets Feedback**
  - ❑ ~25% of respondents agreed with the statement that Covid and social distancing measures make them more likely to get a winter coat this year. ~30% of respondents said they are looking to spend more time outside this Winter than they typically do.
  - ❑ 3.6% of respondents said Canada Goose is the winter jacket brand that they currently use now. Among those who are considering getting a new coat/jacket, 9.1% said they would be most likely to get Canada Goose.



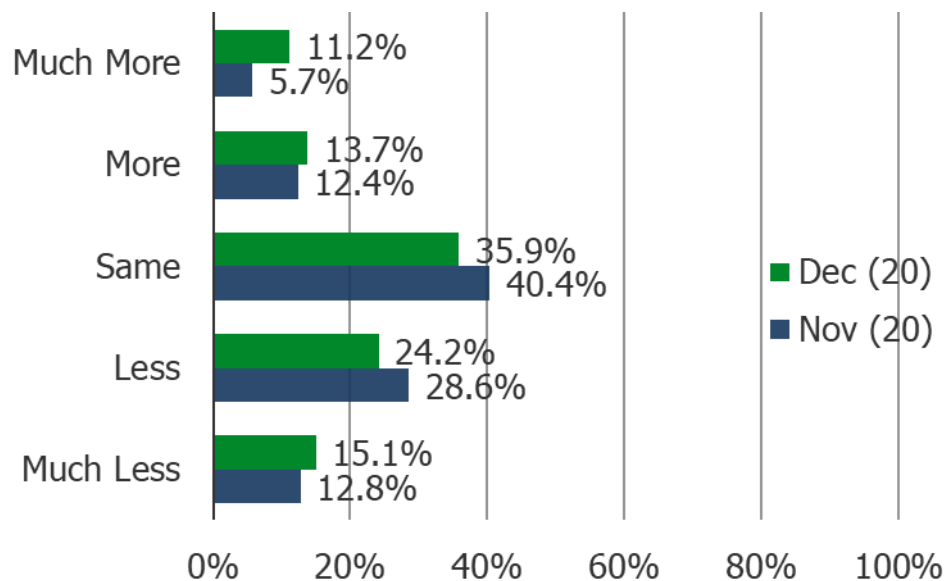
# I

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- Holiday Shopping Update**
- Clothing and Home Improvement Demand – 2021 View**
- Athletic Clothing**
- Winter Jackets/Coats**
- Demographics**

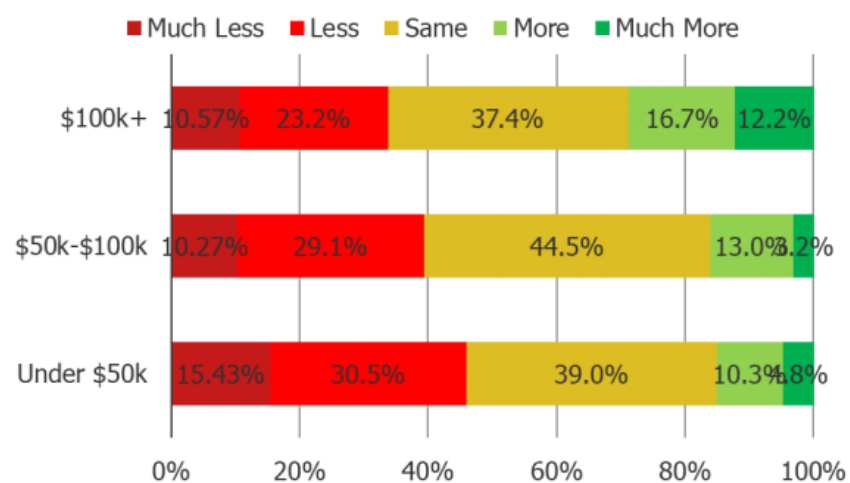
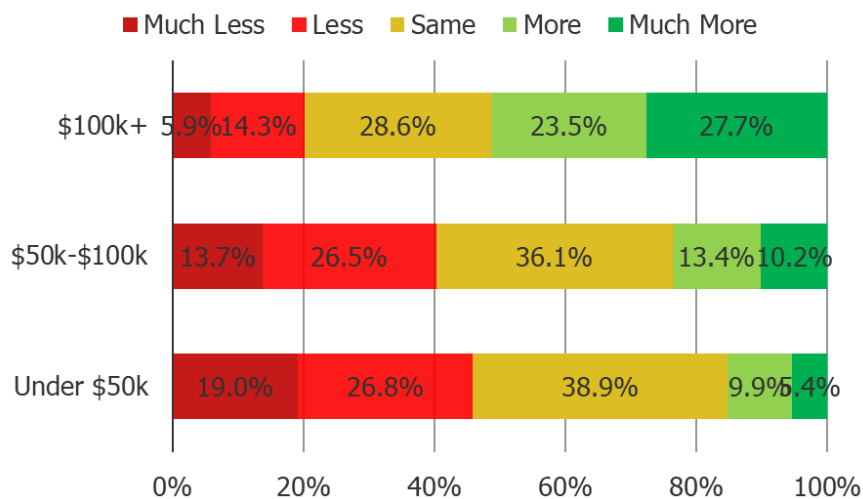
## Do you expect to spend more or less this holiday season compared to prior years?

*Posed to all respondents.*



*December 2020*

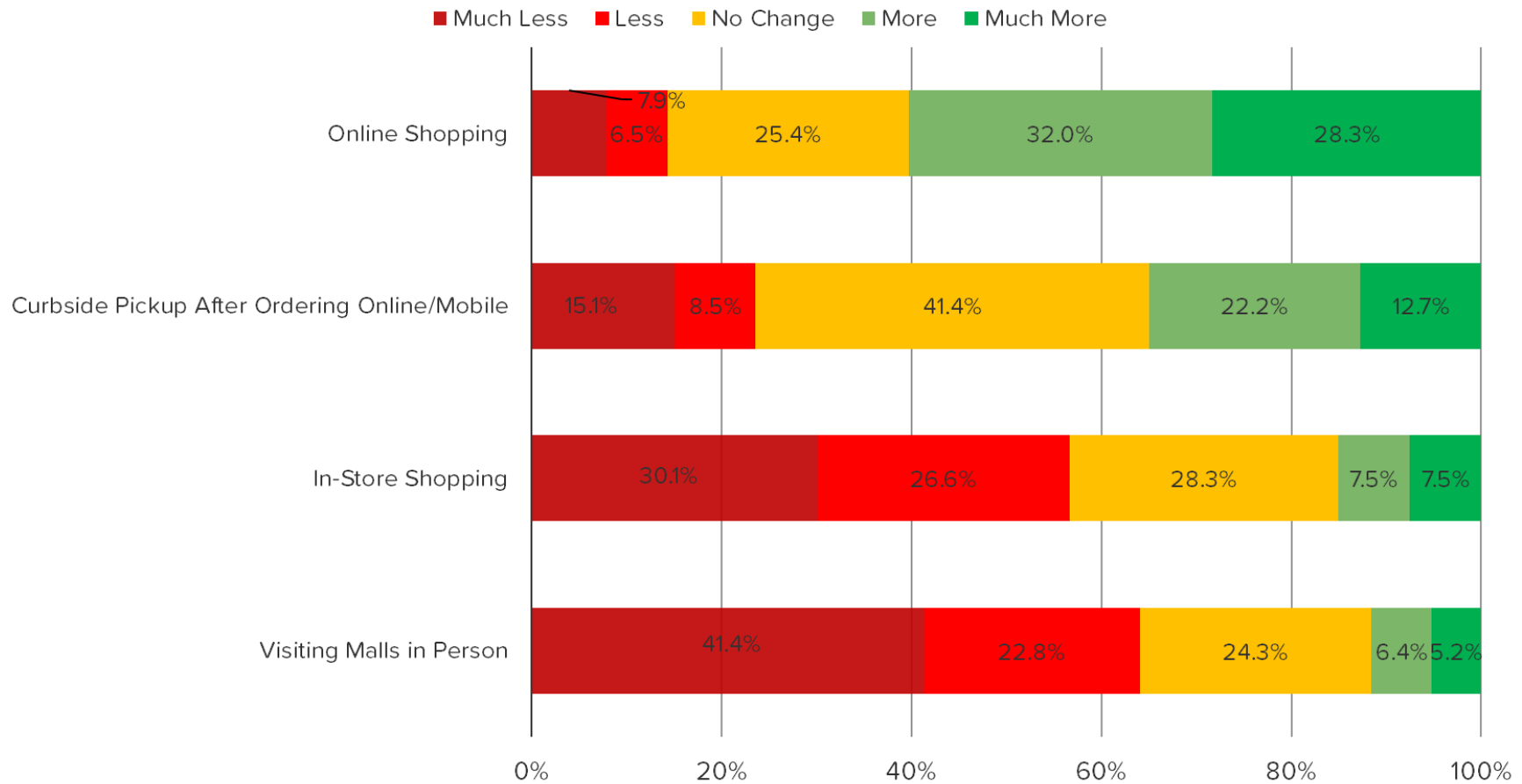
*November 2020*



## Bespoke | Holiday Spending Update and Clothing Demand Outlook

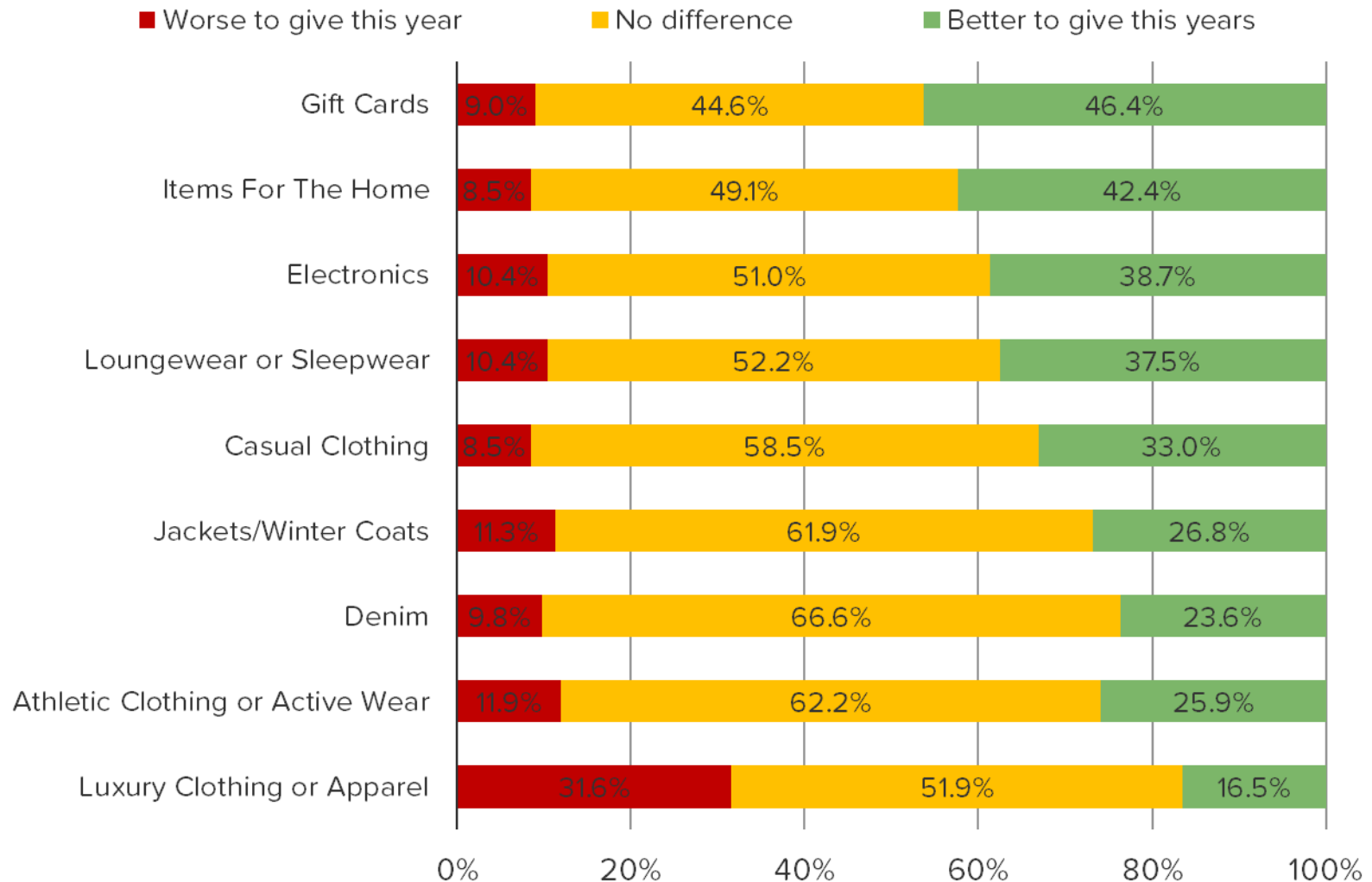
**For holiday season shopping, are you using the following more or less compared to prior years?**

*Posed to all respondents.*



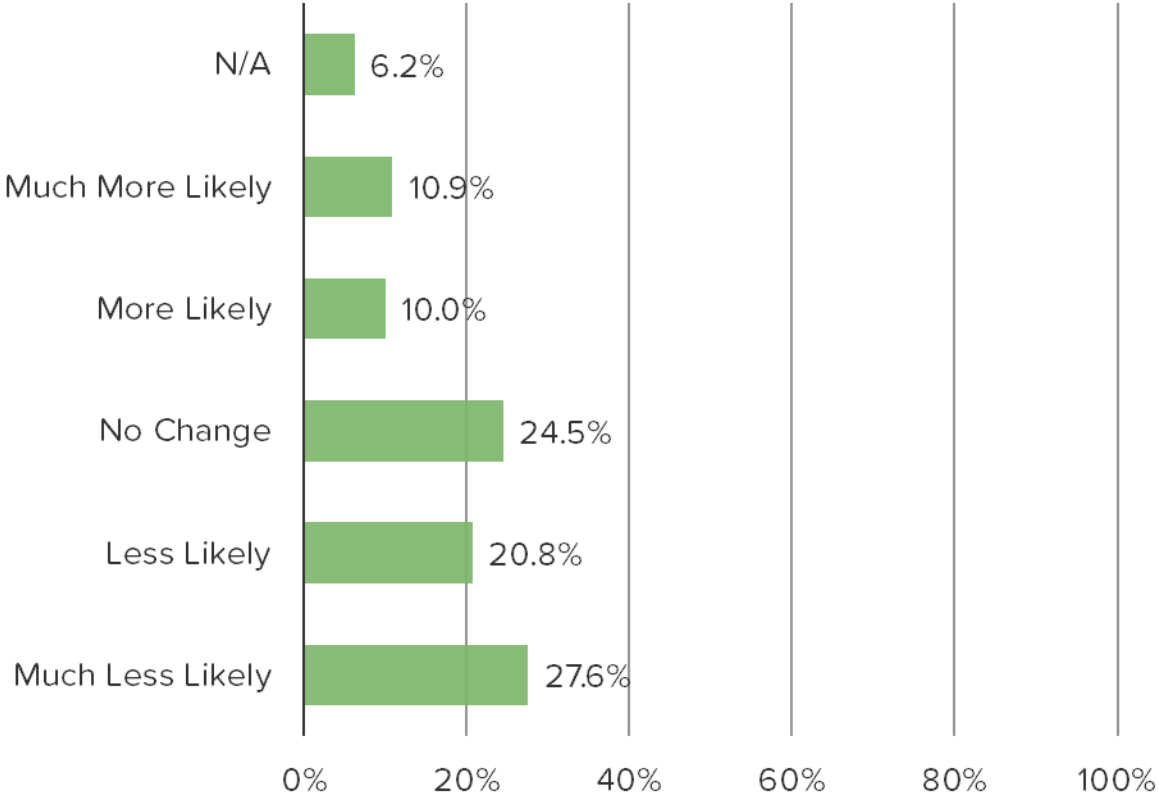
### In your opinion, are the following better or worse gifts than normal this year compared to prior years?

*Posed to all respondents.*



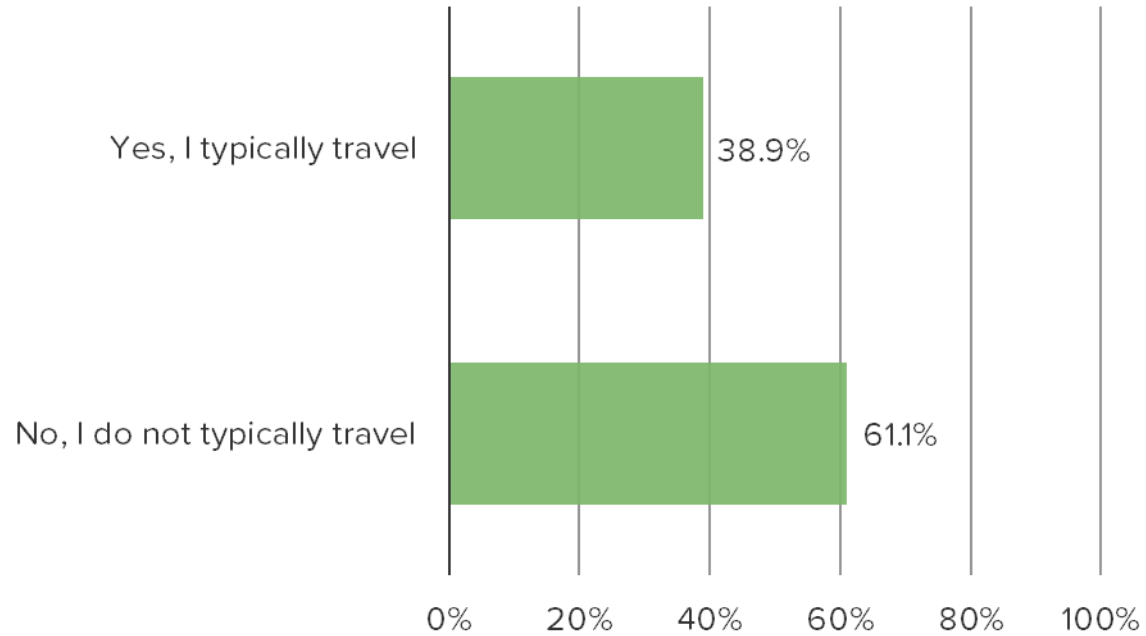
**This year, are you more or less likely than prior years to buy luxury or high-end items as gifts?**

*Posed to all respondents.*



### Do you typically travel during the holidays?

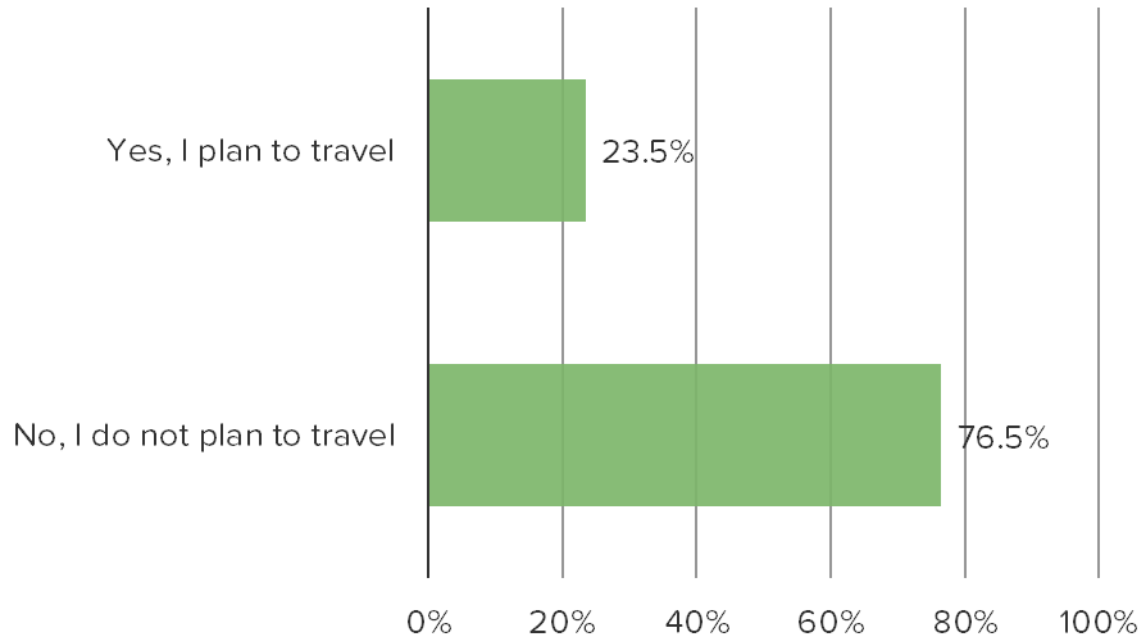
*Posed to all respondents.*





### Do you plan to travel for the holidays this year?

*Posed to all respondents.*



# II

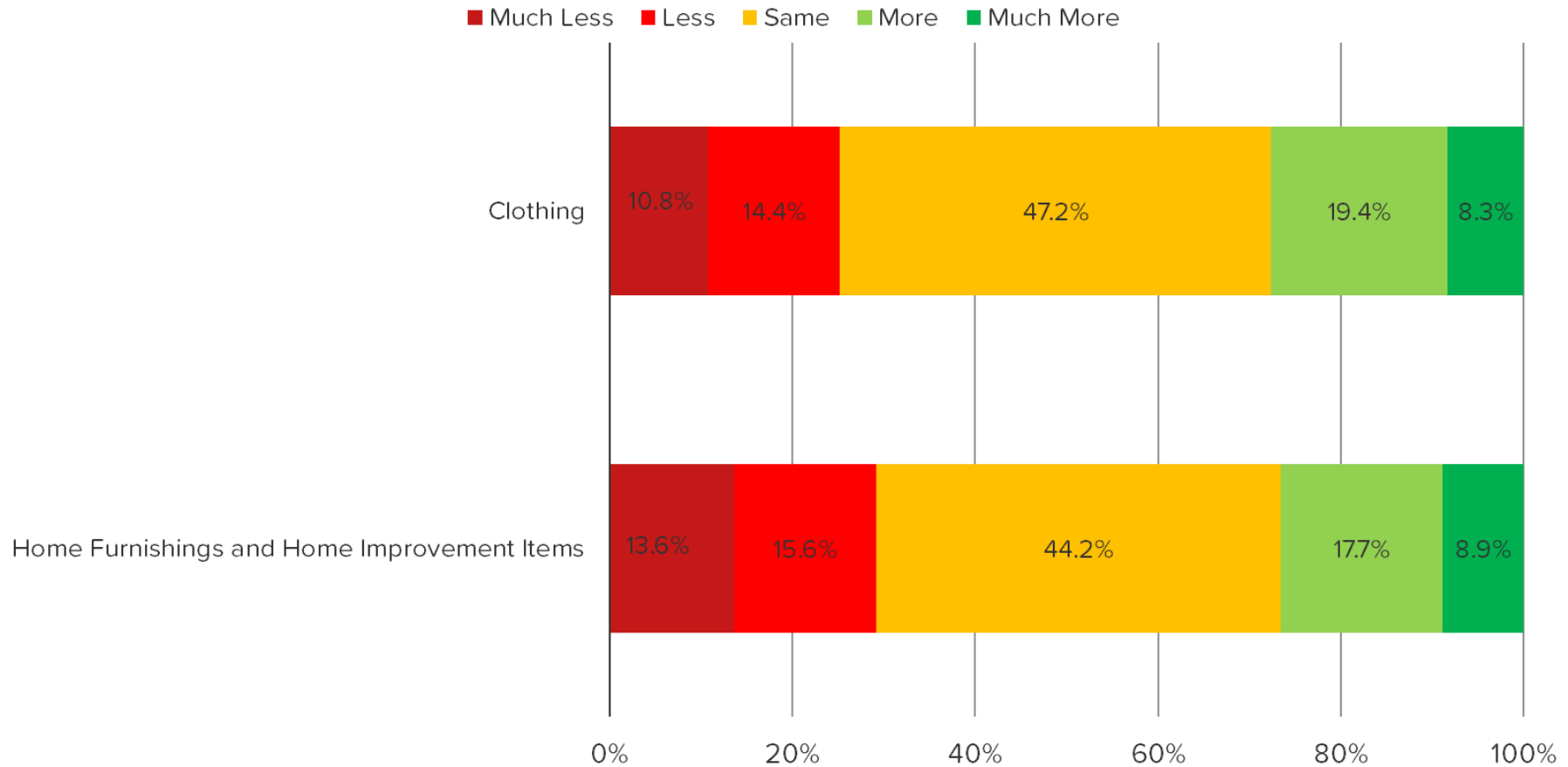
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## Bespoke | Holiday Spending Update and Clothing Demand Outlook

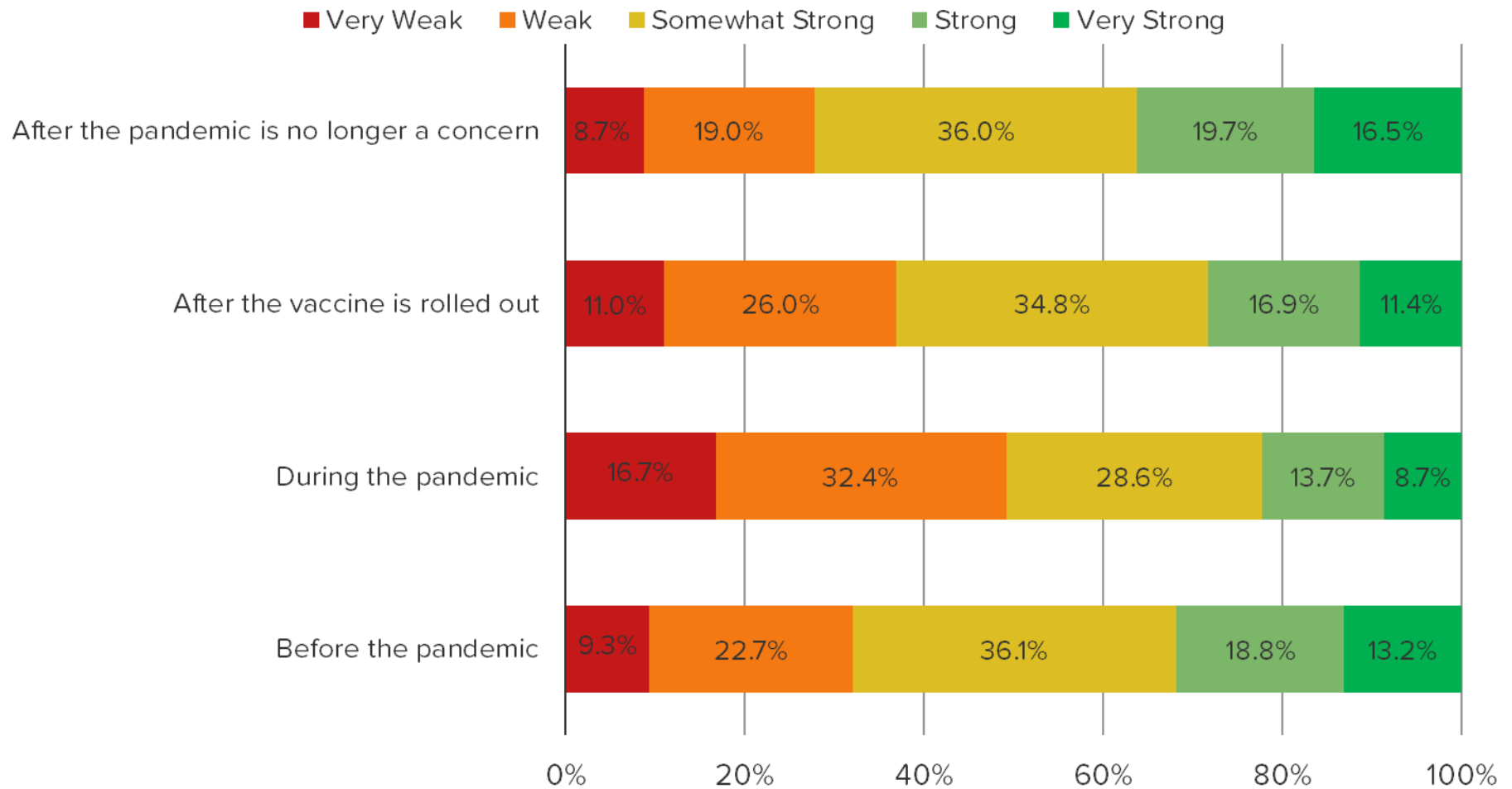
For the following, do you expect to spend more or less in 2021 than you did in 2020...

*Posed to all respondents.*



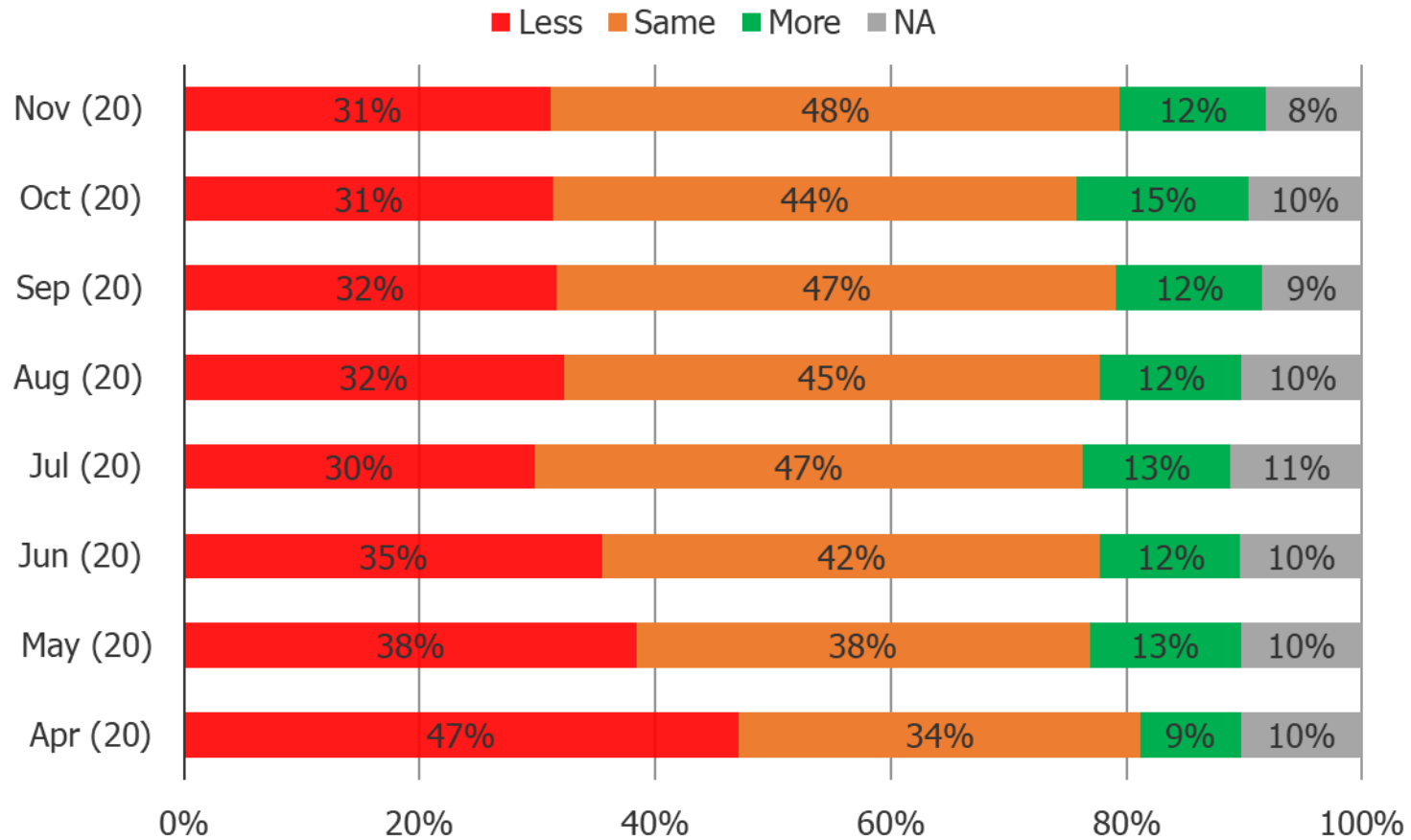
### Please rate how strong your needs were/will be to buy clothing...

*Posed to all respondents.*



### Have you been buying clothing more or less often compared to normal during the past month?

*Posed to all respondents.*



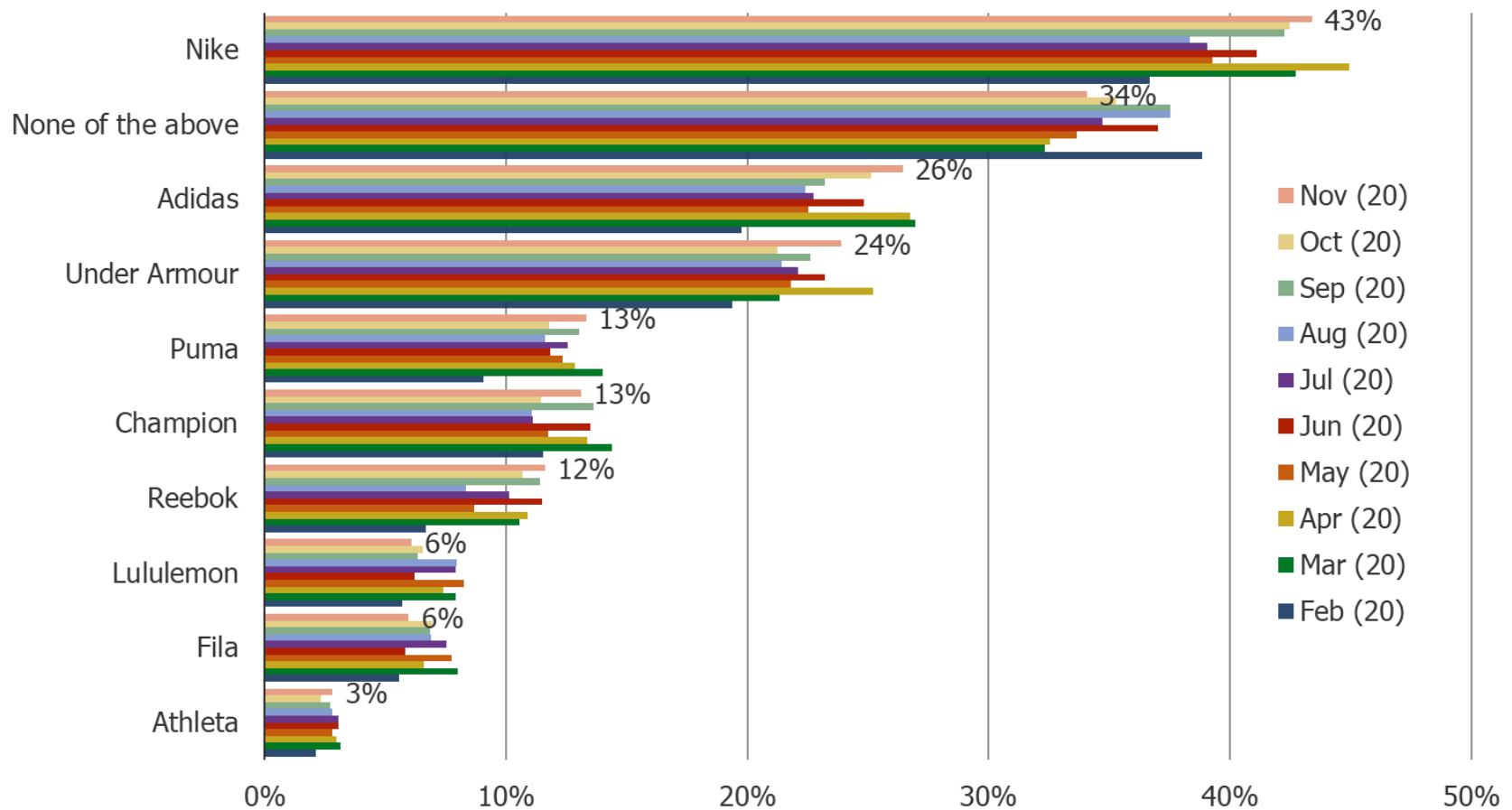
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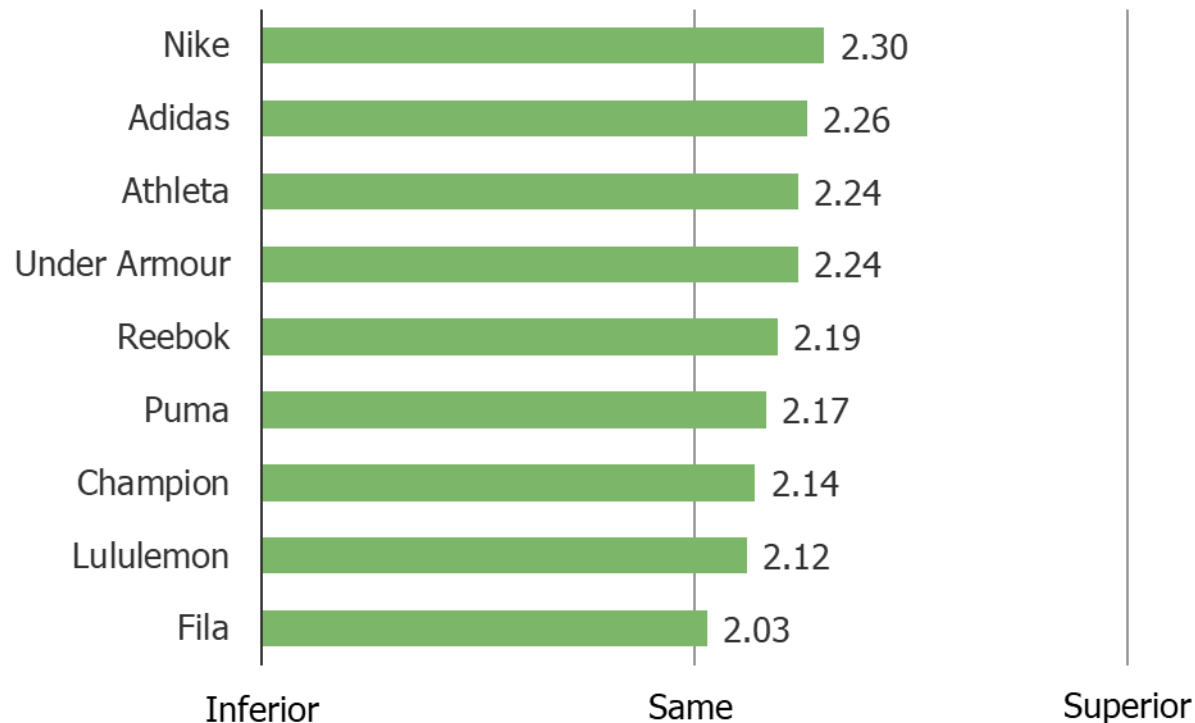
## Do you regularly or occasionally wear athletic clothing from the following brands?

*Posed to all respondents.*



### In your opinion, how does this brand's clothing compare to competitive options when it comes to athletic performance?

*Posed to respondents who regularly or occasionally wear each of the following (combining responses recorded in February 2020 through November 2020)*





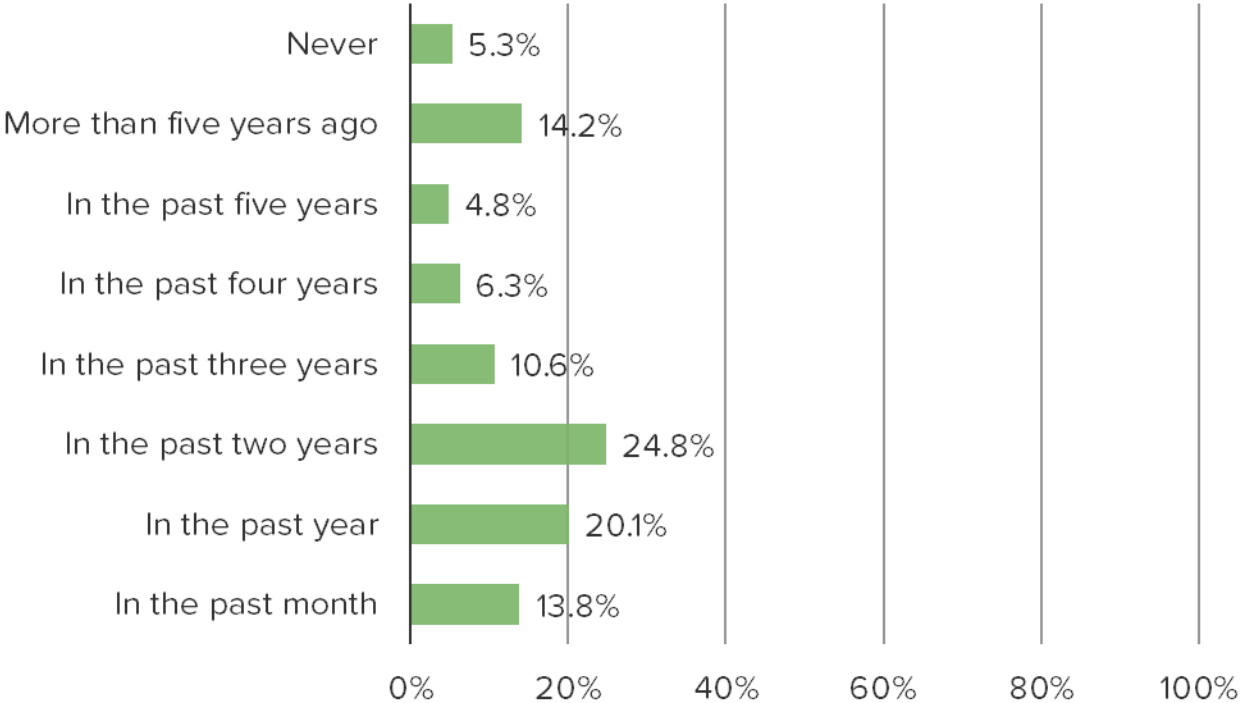
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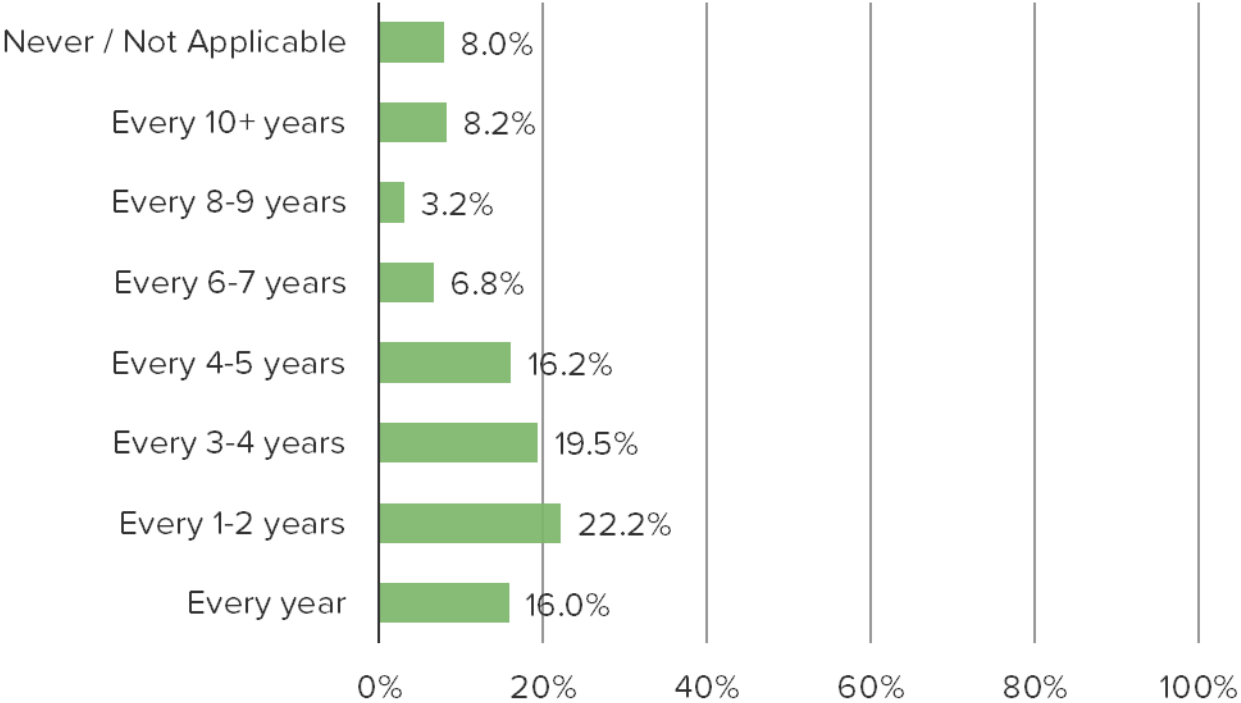
### When is the last time that you bought a winter coat/jacket?

*Posed to all respondents.*



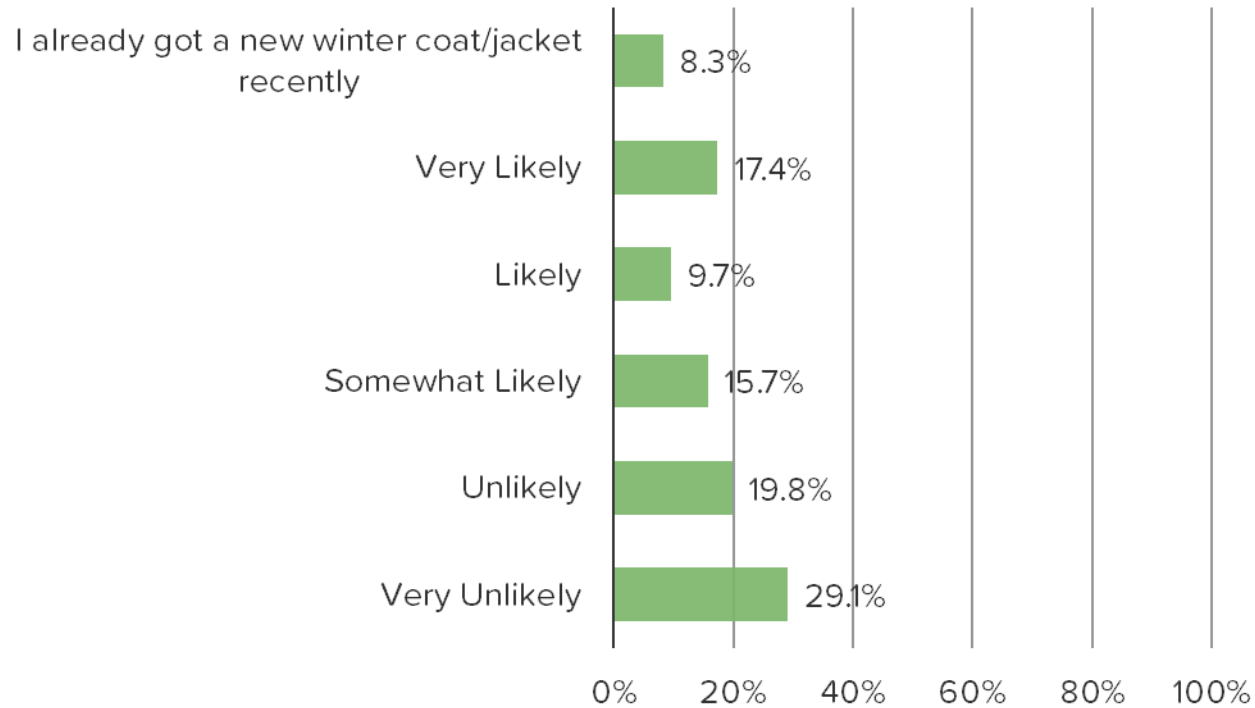
### How often do you typically get a new winter coat/jacket?

*Posed to all respondents.*



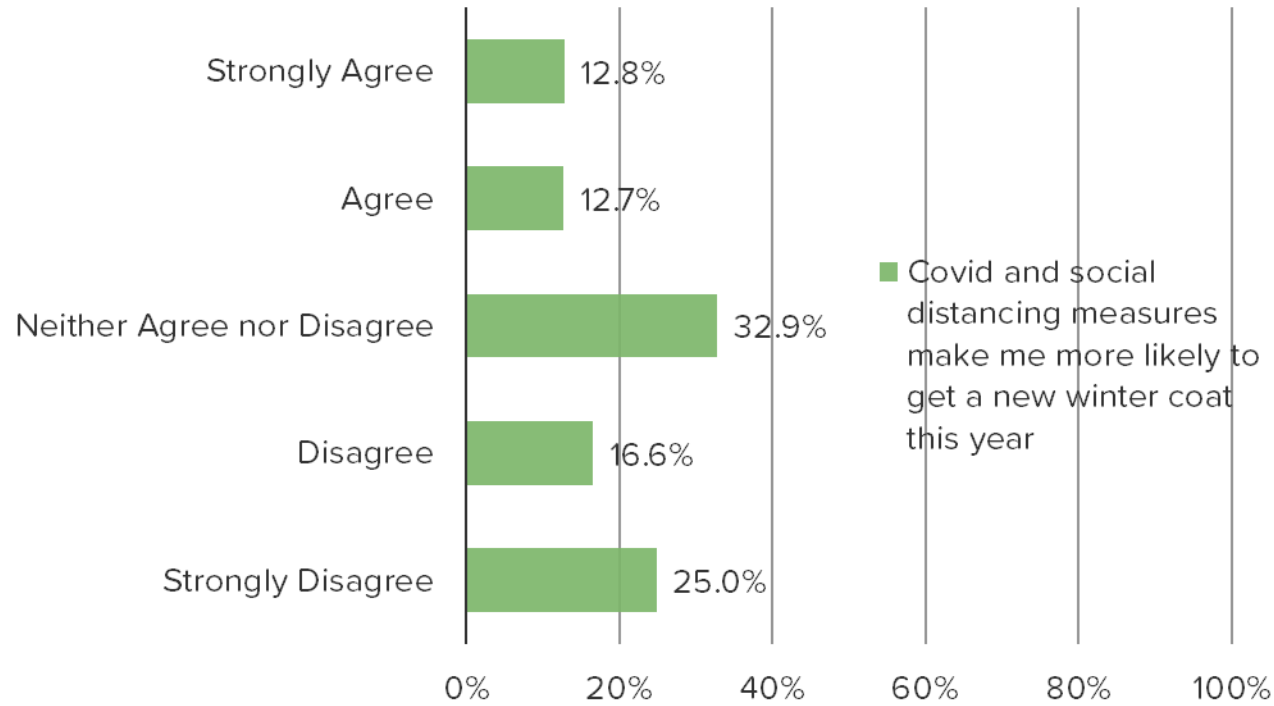
### Are you planning to get a new winter coat/jacket this year?

*Posed to all respondents.*



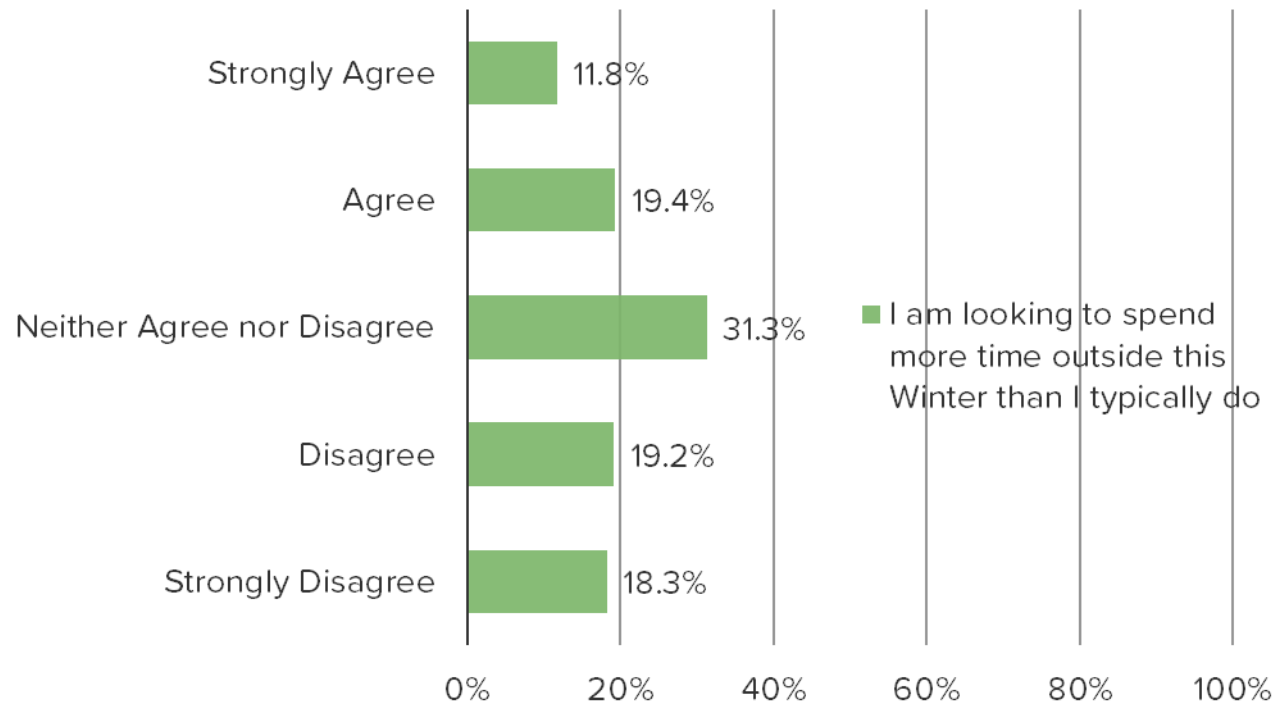
Please rate how much you agree with the following statement:

*Posed to all respondents.*



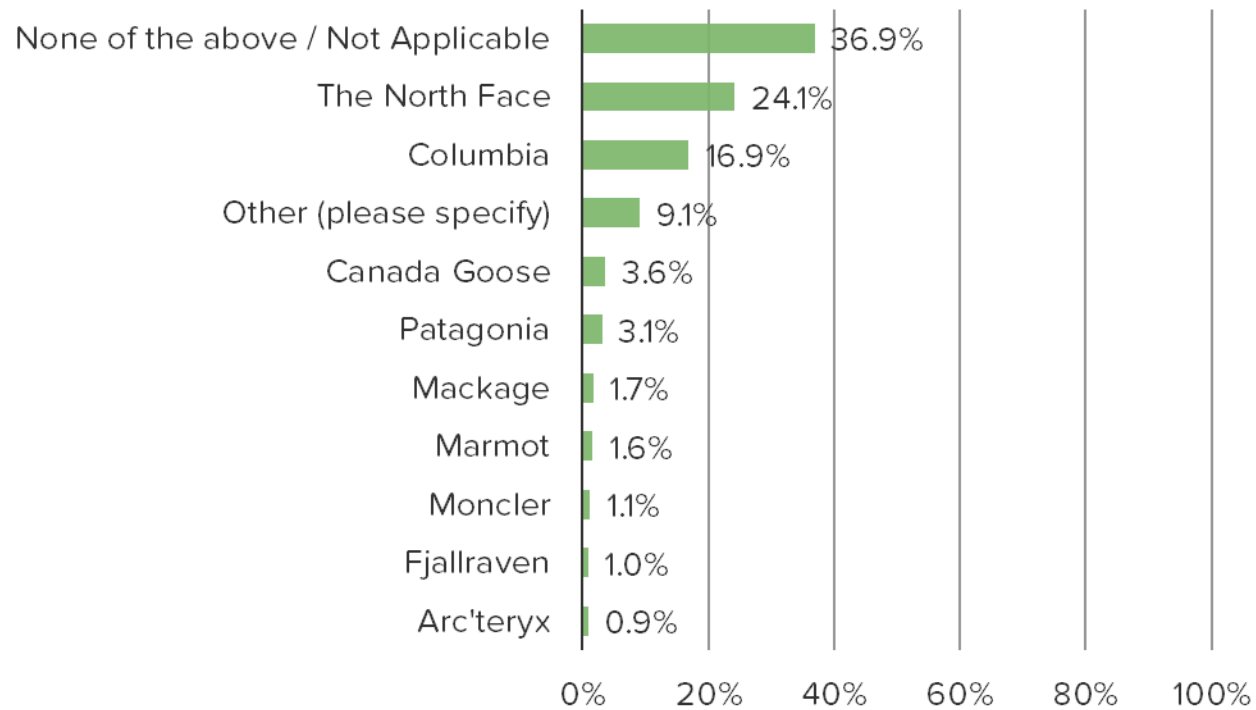
Please rate how much you agree with the following statement:

*Posed to all respondents.*



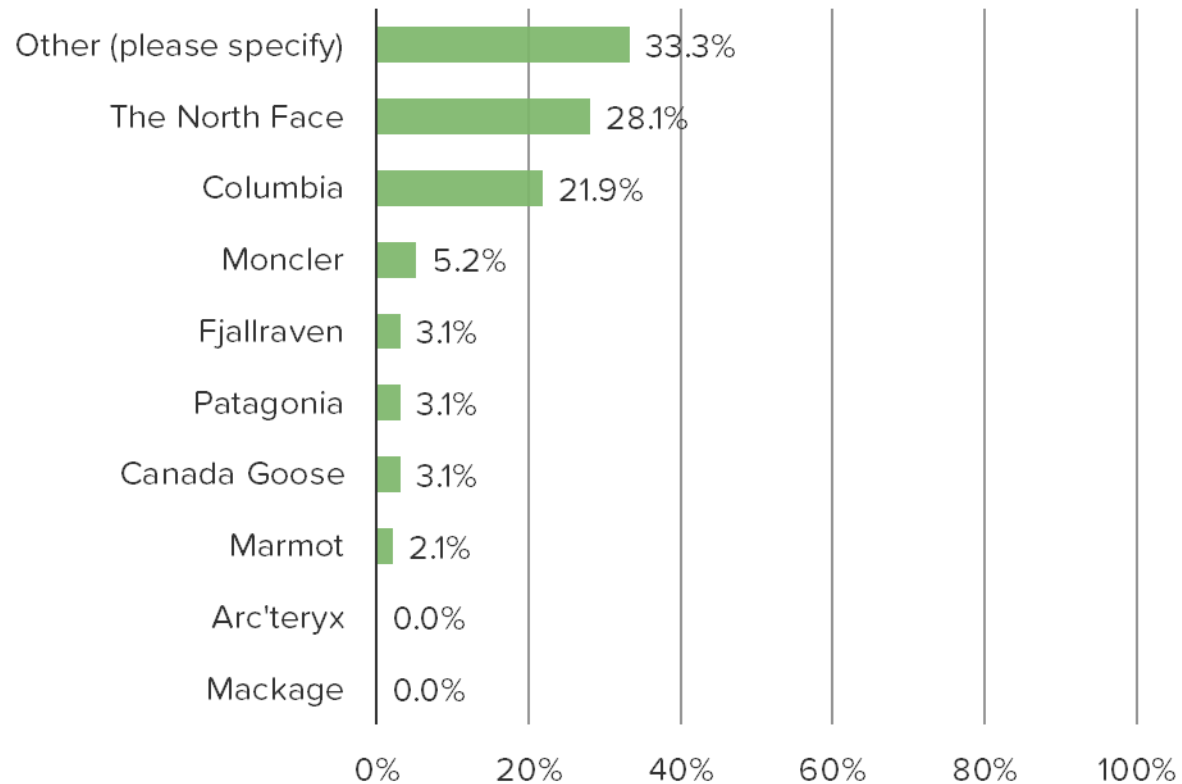
### Which winter coat/jacket brand do you primarily use now?

*Posed to all respondents.*



### Thinking about the new jacket/coat you recently got, which brand did you choose?

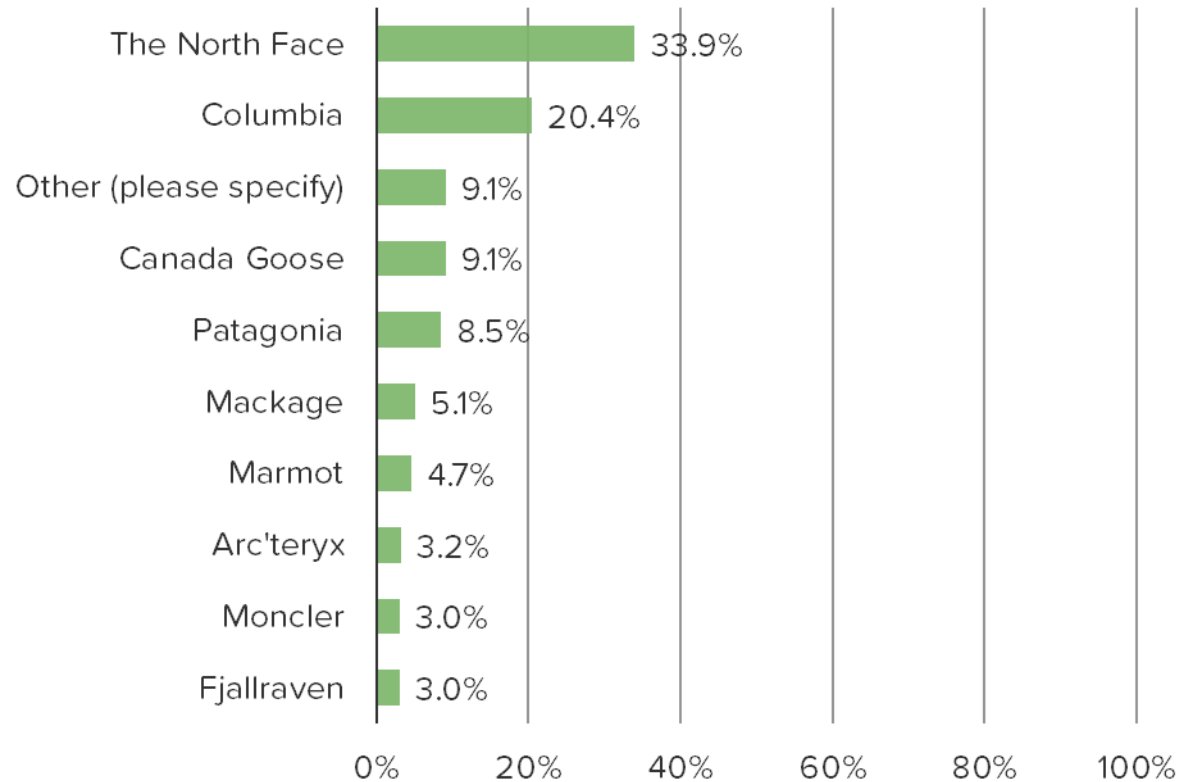
*Posed to all respondents who have already purchased a jacket/coat for this year.*





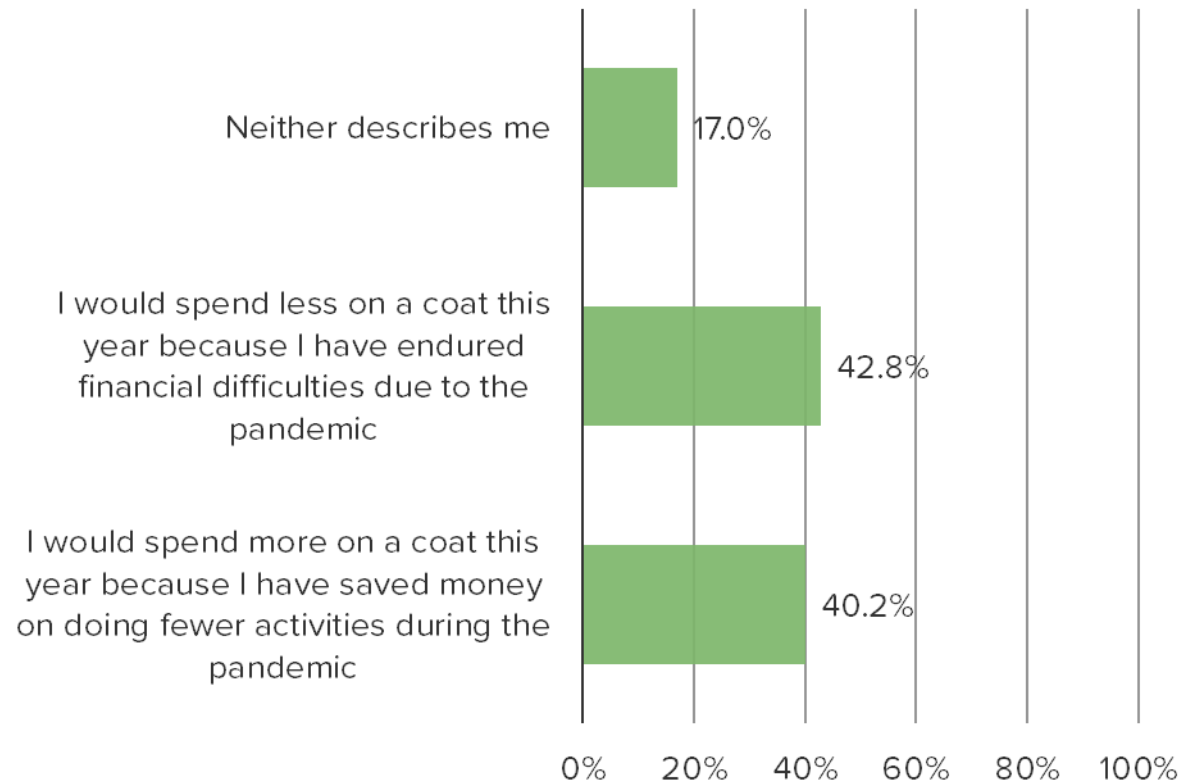
### Which brand would you be most likely to get for the winter jacket/coat you are considering getting?

*Posed to all respondents who are at least somewhat likely to get a new winter coat/jacket this year.*



### Do either of the following describe you?

*Posed to all respondents.*



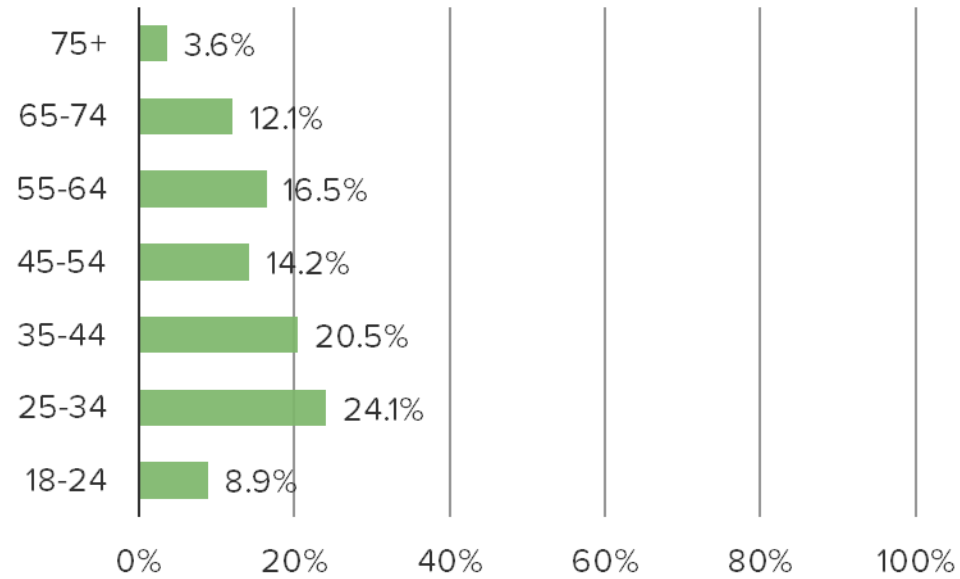
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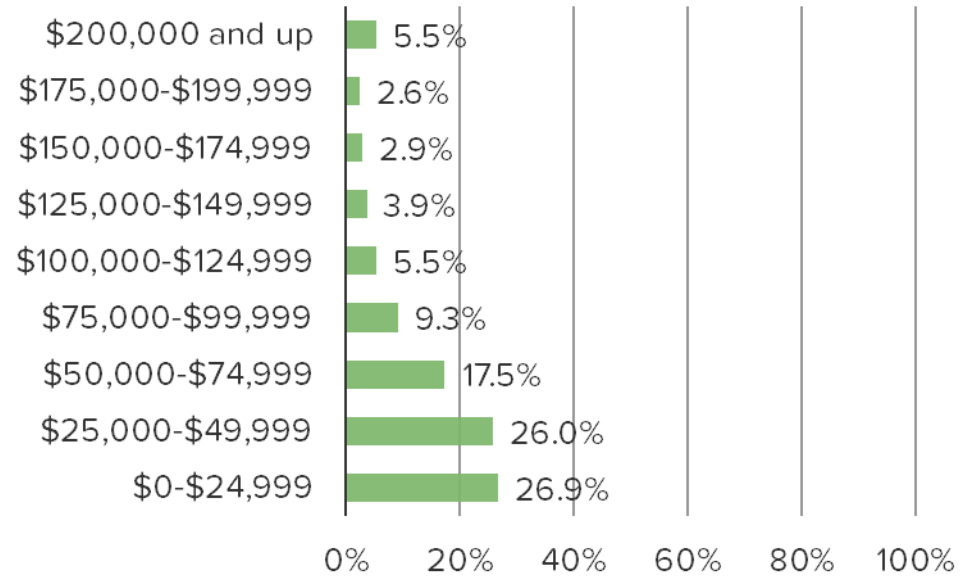
## What is your age?

*Posed to all respondents.*



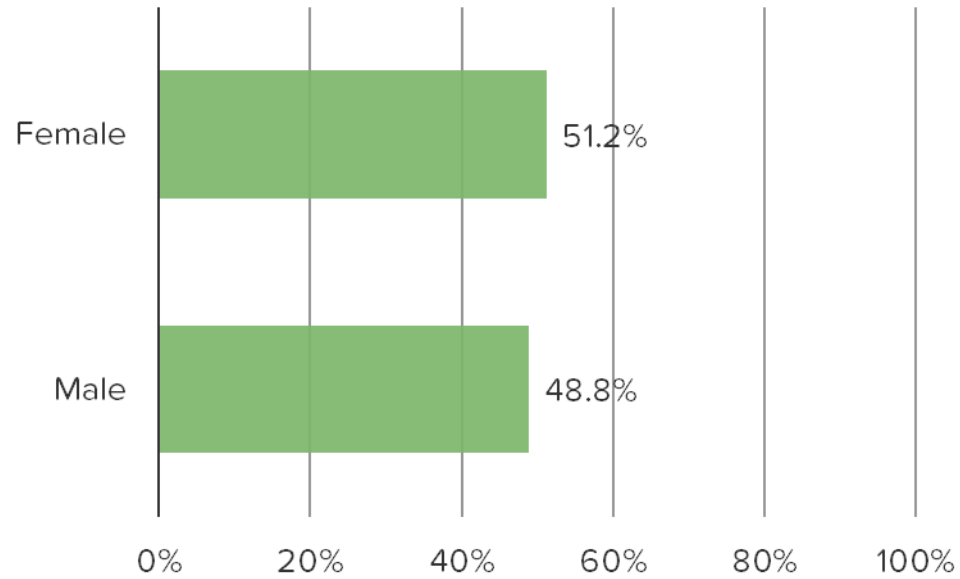
### What is your approximate average household income??

*Posed to all respondents.*



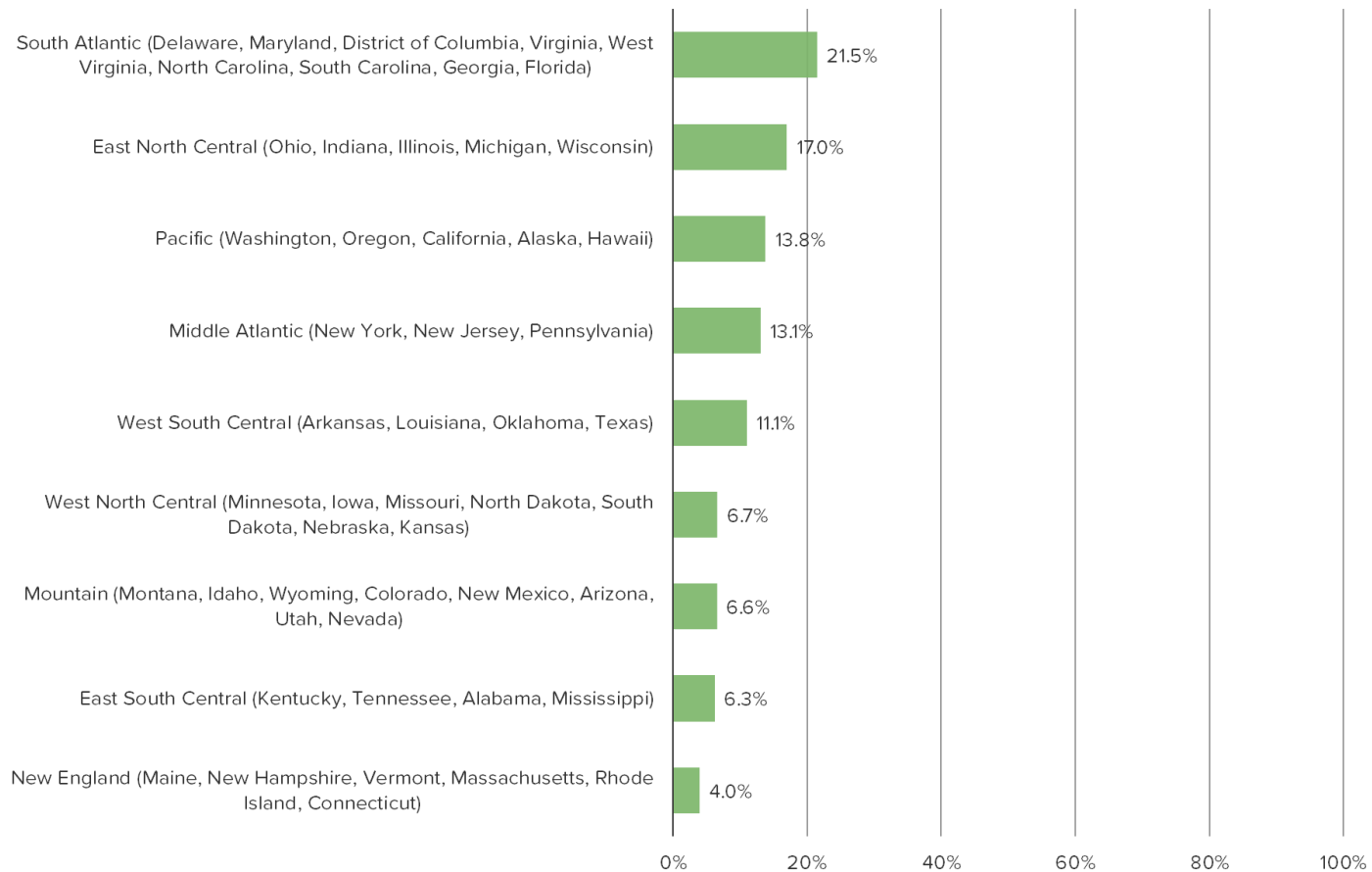
## What is your gender?

*Posed to all respondents.*



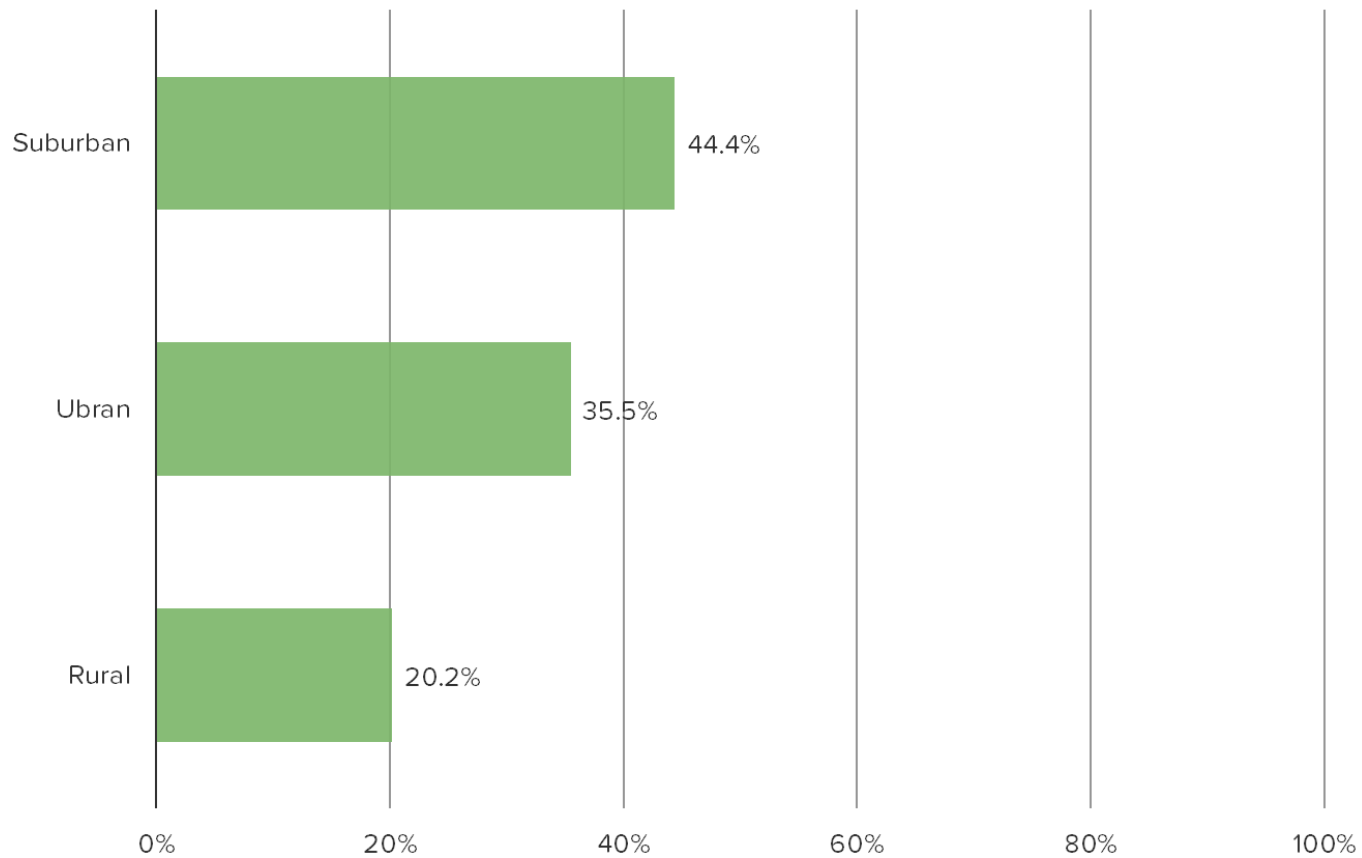
## In which region of the United States do you live?

*Posed to all respondents.*



## Do you live in an urban, suburban, or rural area?

*Posed to all respondents.*





## What is your race or ethnicity?

*Posed to all respondents.*

