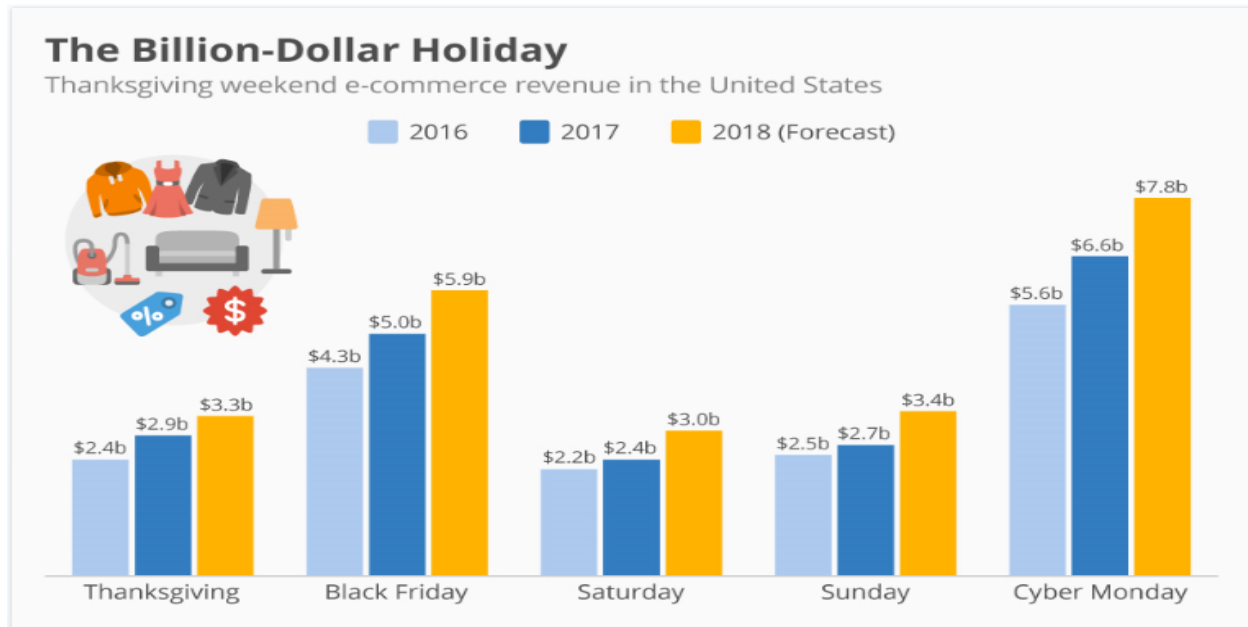


I am writing this blog as I got curious on the statistics of thanksgiving sales as it also gives an insight on the performance of economy.

Over the past few years, Thanksgiving weekend has grown to become a huge shopping extravaganza both on- and offline. Retailers try to outdo each other in offering the best Black Friday / Cyber Monday deals and consumers willingly jump at the chance to kick off their holiday shopping and snap up some bargains.

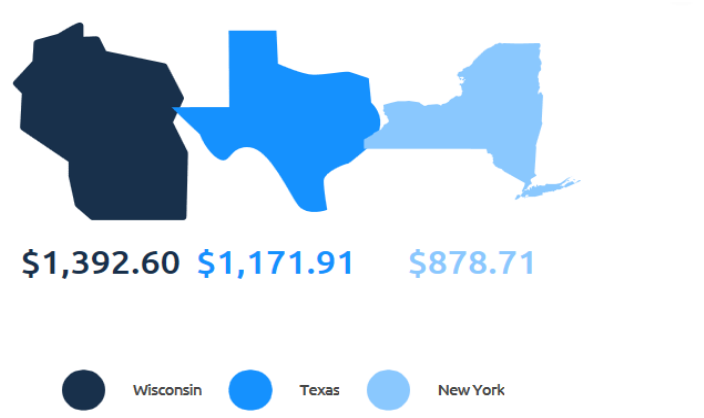
Not surprisingly, this year's Thanksgiving weekend is expected to shatter **online** shopping records once again. Total e-commerce sales over the entire Thanksgiving weekend forecast is at \$23.4 billion, with Cyber Monday tipped to become the largest online shopping day in U.S. history.



Some interesting facts on the sales are :

- Millennials were the highest group of shoppers on Thanksgiving night representing **27% of all shoppers**.
- The second highest percentage of shoppers on Thanksgiving were Gen Xers with 25%.
- Baby Boomers came in the third highest though at a significant drop **ringing in at 13%**.
- The lowest number of shoppers on Thanksgiving day were seniors with only 5% going out for deals.
- Parents comprised one of the **highest number of shoppers** on Thanksgiving day with 32%.
- Non-parents only saw a percentage of 15% taking advantage of early sales.

- 77% of men plan to shop over Black Friday and Cyber Monday, versus 71% of women. Despite the 6% difference between the genders, men are expected to spend nearly double that of women, budgeting an average \$626.44 compared with \$342.5 for women.
- Wisconsinites planning to spend around \$1400 during black Friday and Texans at an average \$1800 followed by New Yorkers at \$900.



164 million -- Consumers planning to shop over Thanksgiving weekend this year, including an estimated 116 million shoppers on Black Friday.

Items that are most likely to be purchased on Thanksgiving are extremely diverse.

- 38% of shoppers will purchase clothing.
- 24% will purchase small electronics and jewelry.
- 20% will purchase perfume or cologne.
- Tools, shoes, accessories, video games, music, and personal products all saw the same percentage of buyers at 17%.
- 16% of consumers will be going to buy large electronics.
- 14% will take advantage of sales for beauty gifts.
- 10% will purchase items for the kitchen.
- 4% will purchase children books or games.

Here is the past 15 years of retail sales data. The average annual increase is 2.5 percent with a steep 4.6 percent decline in 2008. Before the 2008 financial crisis, the 10-year average annual increase was 3.5 percent. We do see an upward trend in the last four years.

Year	Spent per Shopper	Total Spent	Percent Increase
2002	N.A.	\$416.4 billion	2.1%
2003	N.A.	\$437.6 billion	5.1%
2004	N.A.	\$467.2 billion	6.8%
2005	\$734.69	\$496.2 billion	6.2%
2006	\$750.70	\$512.6 billion	3.2%
2007	\$755.13	\$525.9 billion	2.7%
2008	\$694.19	\$501.7 billion	-4.6%
2009	\$681.83	\$503.2 billion	0.2%
2010	\$718.98	\$529.4 billion	5.2%
2011	\$740.57	\$553.8 billion	4.6%
2012	\$752.24	\$568.7 billion	2.6%
2013	\$767.24	\$584.1 billion	2.9%
2014	\$802.45	\$608.0 billion	5.0%
2015	\$805.65	\$626.1 billion	3.2%
2016	\$935.58	\$655.8 billion	3.6%
2017	\$967.13	\$682.0 billion	4.0%
2018	\$1,007.24	\$717.5 billion	4.3%

Conclusion: Based on the statistics, I believe economy is growing compared to the previous 3 years and does not show negative outlook. With the recent midterm elections, volatile stock market, trade war, increase in interest rates and slower real estate market, increase in jobs and other political situations, there appear to be upward trend in economy.