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Spending up, Black Friday hot

U.S. consumers intend to spend 11 percent more this holiday season as the appeal of Black Friday reaches a five-year high. Thanksgiving Day has emerged as an established holiday season event, according to [Accenture's Annual Holiday Shopping Survey](#).*



Thanksgiving weekend firmly on the shopping calendar



Consumers plan to spend more this season

U.S. consumers intend to spend an average of \$646 on gifts this holiday season, an **11 percent increase** on 2012.

One in five consumers plans to spend more on gifts this year.

52% said they planned to use cash they had saved specifically to pay for holiday gifts.

Of those spending more, **21%** intend to raise their spending by \$500 or more.



Seamless Holiday Shopping

"Webrooming"
65% plan to browse online and then go to a store to buy.

"Showrooming"
63% plan to browse at a store, then go online to find a better deal.

Bargain hunting

62% said it will take a discount of 30 percent or more to persuade them to make a purchase.

39% said that if an item they bought is later offered at a lower price, they would likely return it and rebuy it.



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