



KLINE HOLIDAY SHOPPING SURVEY 2021*

Retail Is Back!
Some Jitters About Online Shopping!

Still have a lot of shopping to do!



32% have not started holiday shopping yet

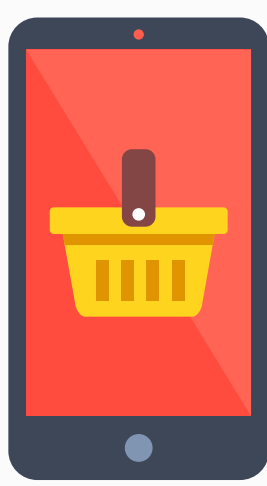
40% have started holiday shopping, but still have a lot to do

Reluctant in 2020 to holiday shop in store!

21% mainly holiday shopped in store in 2020



2021 holiday shopping both in store and online for most female shoppers!



64% have already holiday shopped or are planning to shop both in store and online

Definitely shopping on Black Friday!

73% plan to shop on Black Friday

(26% online, 13% in store, and 34% both online and in store)



Many worried supply chain crisis will impact online holiday purchases!



46% are very or somewhat concerned about supply chain crisis impact on online holiday purchases

Beauty products are on holiday shopping lists!

61% include beauty products on 2021 holiday shopping lists

