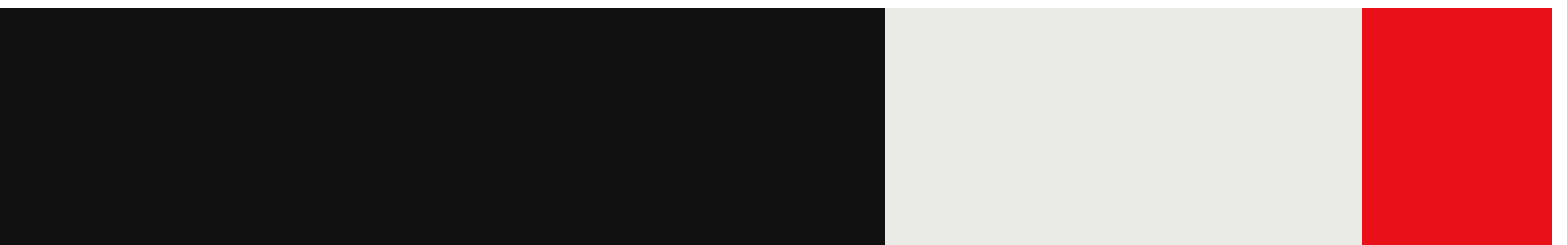


How holiday shopping is shaping up, supply chain havoc, and retail media in 2022

Audio

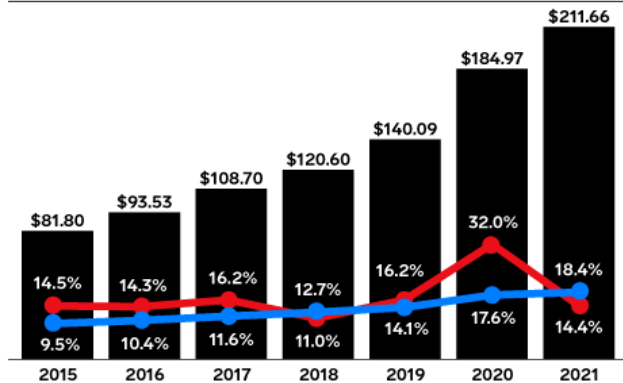


On today's episode, we discuss our holiday shopping expectations, the differences between this year and last, and where people are shopping. We then talk about how shipping delays will

change holiday shopping this year and what the major theme of retail media will be in 2022. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Andrew Lipsman.

US Retail Ecommerce Holiday Season Sales, 2015-2021

billions, % change, and % of total holiday season retail sales



■ Retail ecommerce holiday season sales
■ % change ■ % of total holiday season retail sales

Note: excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales; includes products or services using the internet, regardless of the payment method or fulfillment; retail ecommerce sales are for Nov and Dec of each year
Source: eMarketer, Sep 2021

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