



## SpendTrend® Special Report

# 2020 Holiday Insights Wrap-Up

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All data is Fiserv proprietary data and includes only actual card-based forms of payment. SpendTrend is a macroeconomic indicator that reports aggregated year-over-year same store sales activity for card-based payments. SpendTrend from Fiserv does not represent Fiserv financial performance. © 2021 Fiserv, Inc. or its affiliates. All rights reserved.



# Holiday Season Highlights

(YoY Growth)

## Holiday Season

**+2.4%**

Total Spend

-3.9% Brick & Mortar  
+16.3% E-commerce

**+9.4%**

Retail Spend

+0.5% Brick & Mortar  
+32.7% E-commerce

### Best Growth



**25.4%**

Home  
Improvement



**15.9%**

General  
Merchandise

### Weakest Growth



**-44.4%**

Travel /  
Leisure



**-21.4%**

Gasoline  
Stations

## December 26 through January 1

**+5.4%**

Total Spend

**+13.0%**

Retail Spend

## Thanksgiving through Cyber Monday

**-10.6%**

Total Spend

-17.9% Brick & Mortar  
+2.5% E-commerce

**-5.5%**

Retail Spend

-17.5% Brick & Mortar  
+17.6% E-commerce

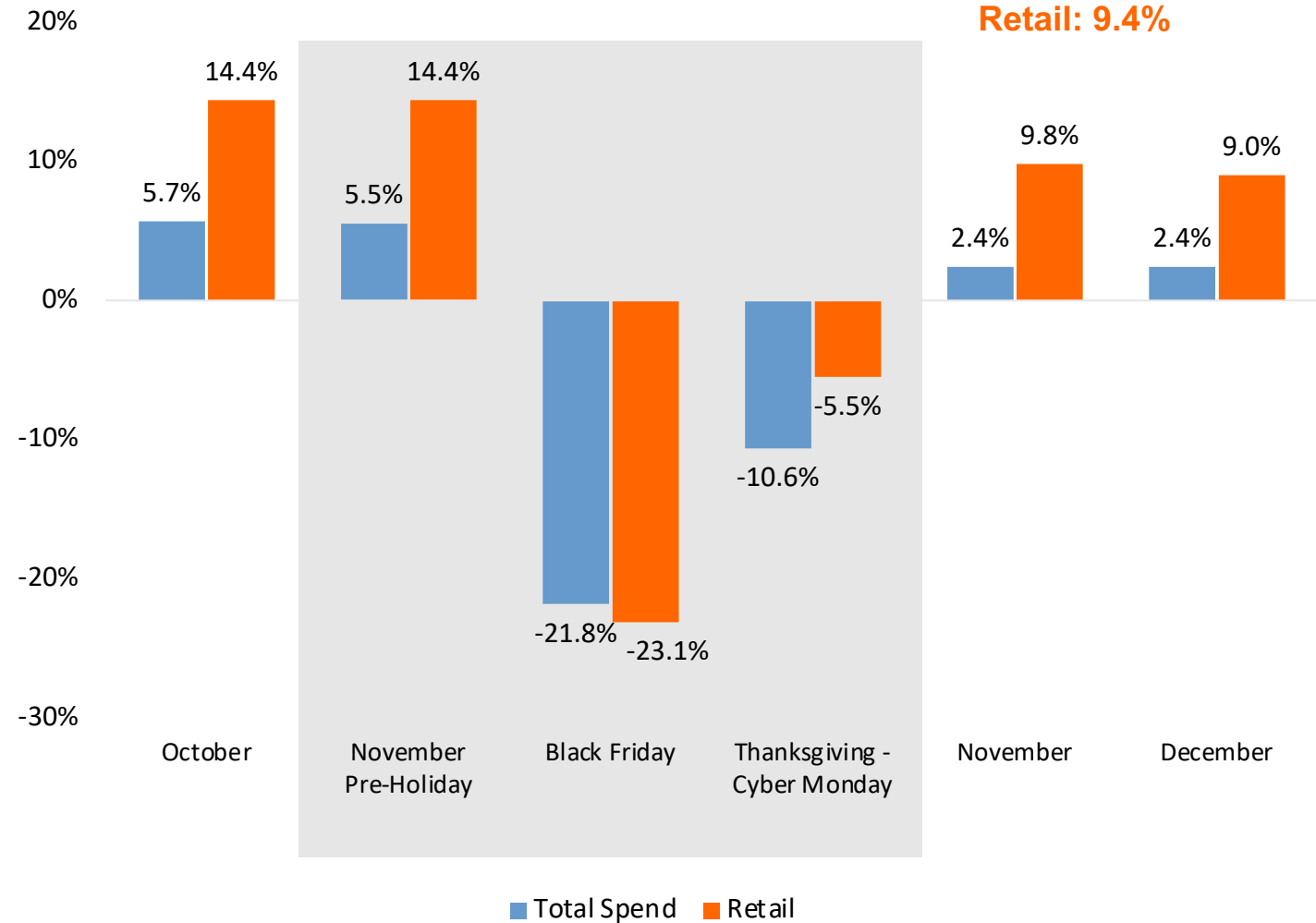
Source: Fiserv SpendTrend. Note: Data represents brick & mortar and e-commerce, as noted, on a same-store-sales basis. Holiday season is November 1-December 27.



# Total Spend Growth

Volume growth for December was generally similar to November’s full-month levels. For the holiday season overall, total spending growth was 2.4% while retail spending growth reached 9.4%.

YoY Volume Growth



## Holiday Season Growth

Total Spend: 2.4%  
Retail: 9.4%

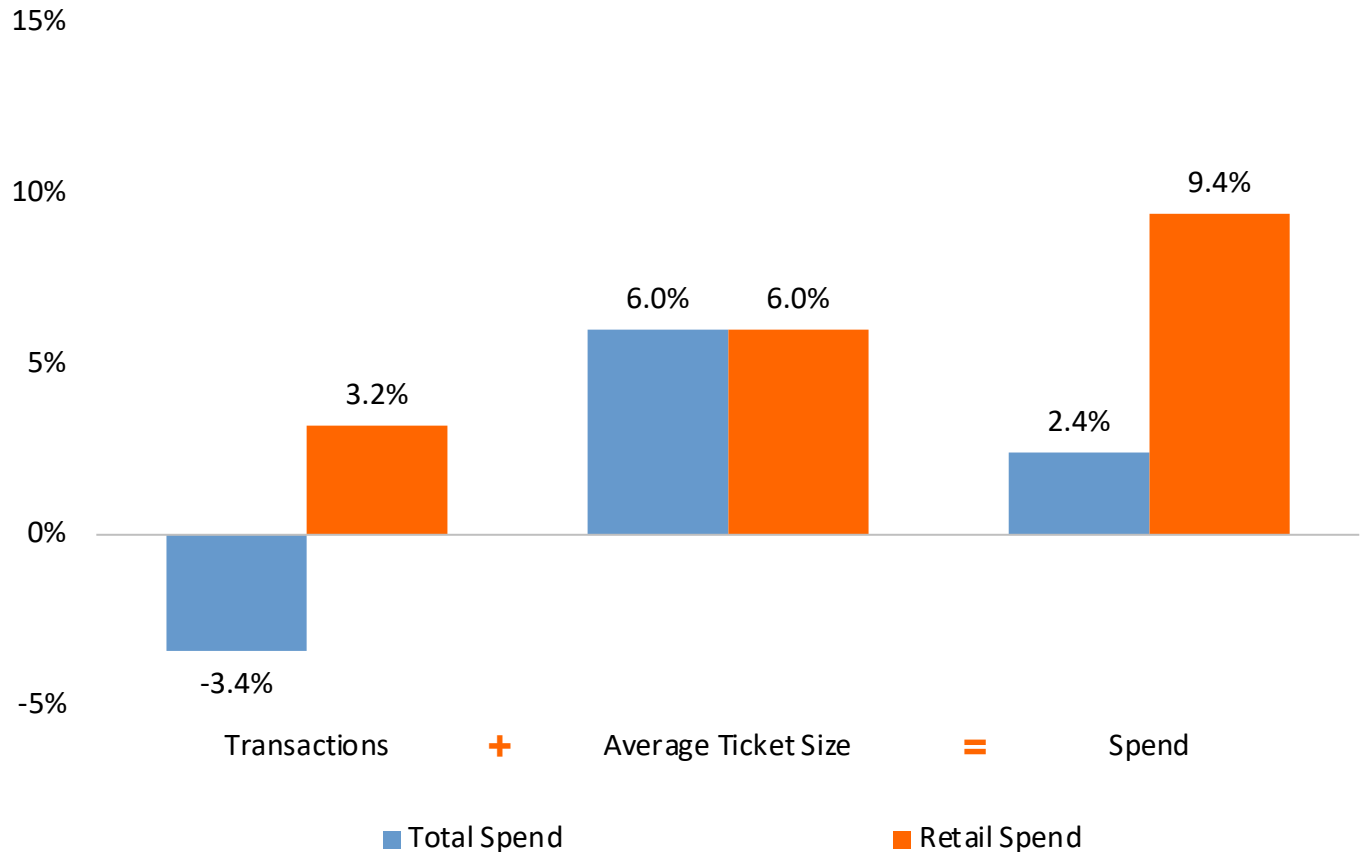
Source: Fiserv SpendTrend. Note: Data represents brick & mortar and e-commerce, on a same-store-sales basis. November Pre-Holiday is November 1-25. Holiday season is November 1-December 27.

# Spend Growth Decomposition

Holiday Season

Ticket sizes across spending categories have seen solid increases this holiday season, likely driven by the consolidation of shopping trips. Retail spend performed well thanks to solid growth in transactions of 3.2%.

## YoY Volume Growth

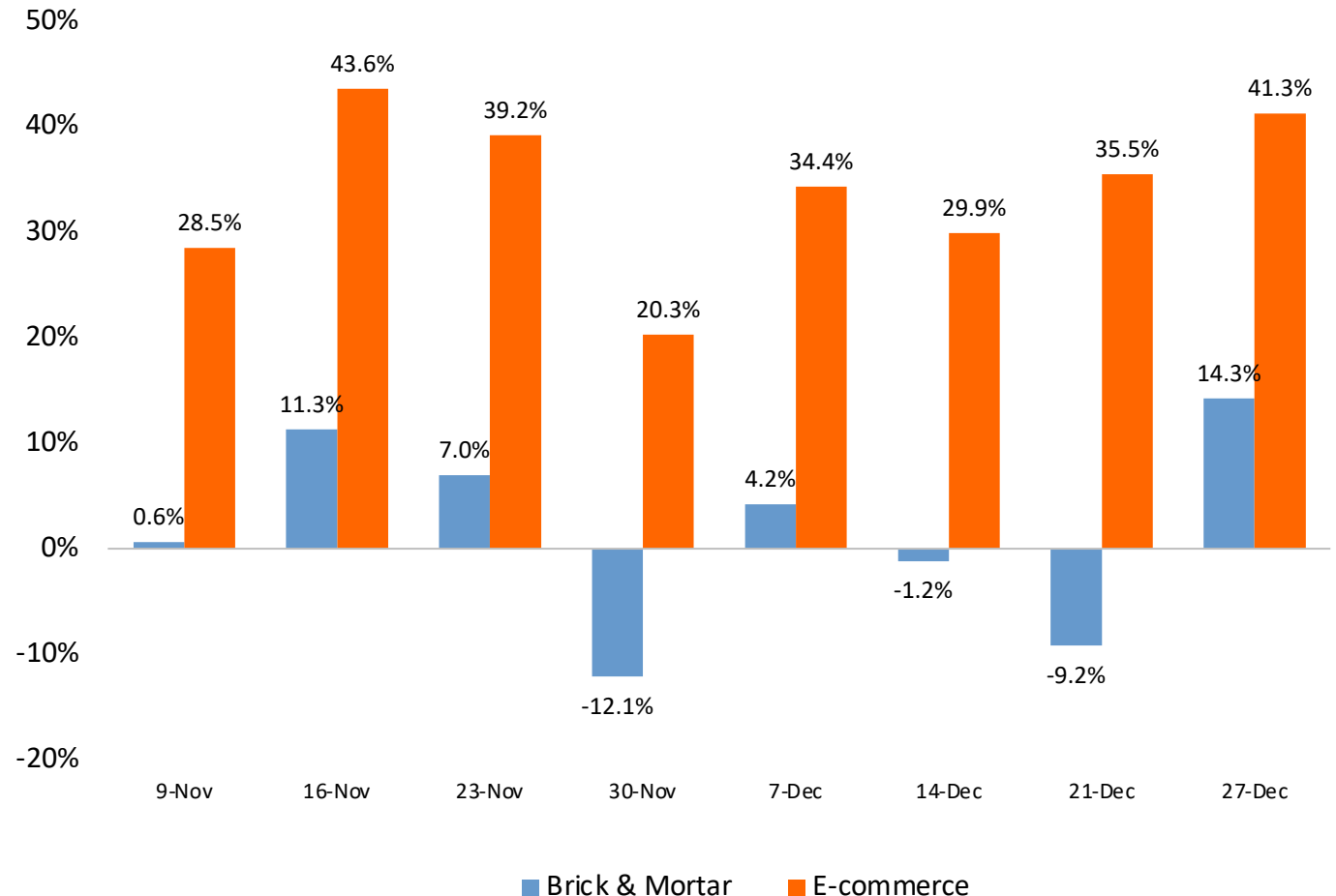


Source: Fiserv SpendTrend. Note: Data represents brick & mortar and e-commerce, on a same-store-sales basis. Holiday season is November 1-December 27.

# Retail Spend Growth by Channel

Within the Retail sector the holiday season finished strong in the last week heading into Christmas, with 14.3% growth for brick & mortar and 41.3% for e-commerce.

## YoY Volume Growth



## Holiday Season Growth

E-commerce: 32.7%

Brick & Mortar: 0.5%

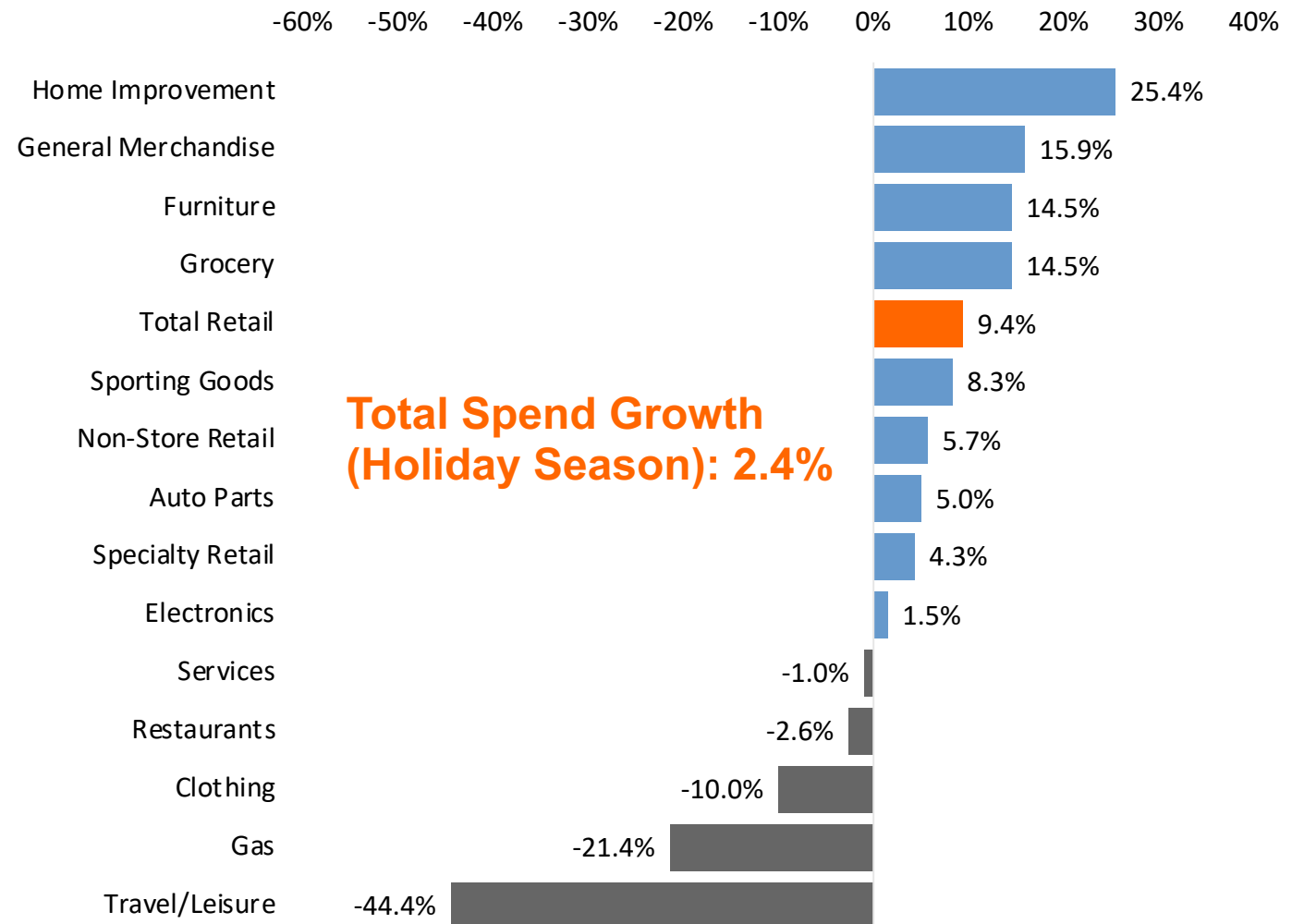


# Sector Growth

## Holiday Season

Holiday season spend was up 2.4%, with growth led by sectors that have been consistently strong throughout the pandemic, such as Home Improvement, General Merchandise, Furniture and Grocery. Travel and Leisure still remains under material pressure.

### YoY Volume Growth



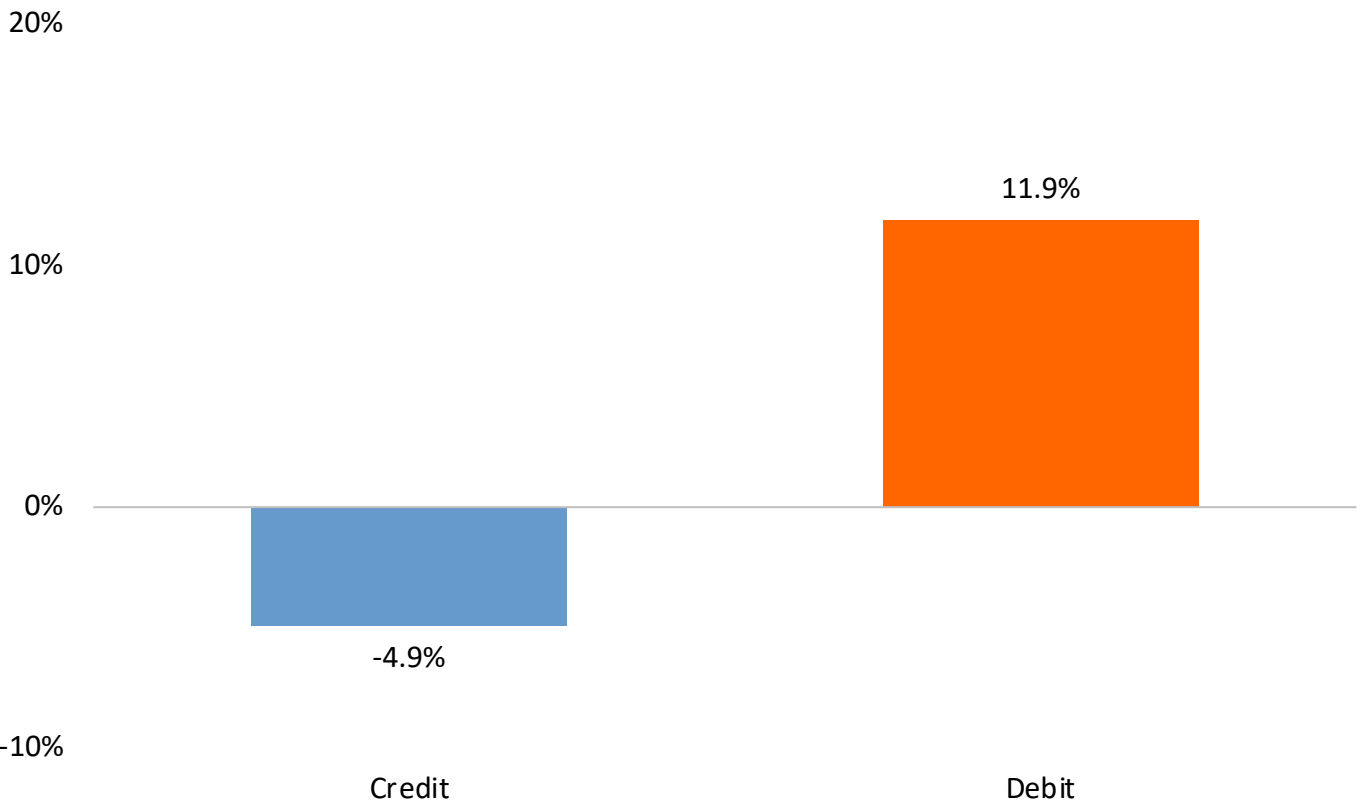
Source: Fiserv SpendTrend. Note: Data represents brick & mortar and e-commerce, on a same-store-sales basis. Non-Store Retail represents pure-play e-commerce and retail merchants, subscription services, etc. Holiday season is November 1-December 27.

# Total Spend Growth by Card Type

Holiday Season

Holiday season debit  
spending growth of 11.9%  
compares to a 4.9% decline  
for credit, which is consistent  
with trends seen throughout  
the pandemic.

YoY Volume Growth



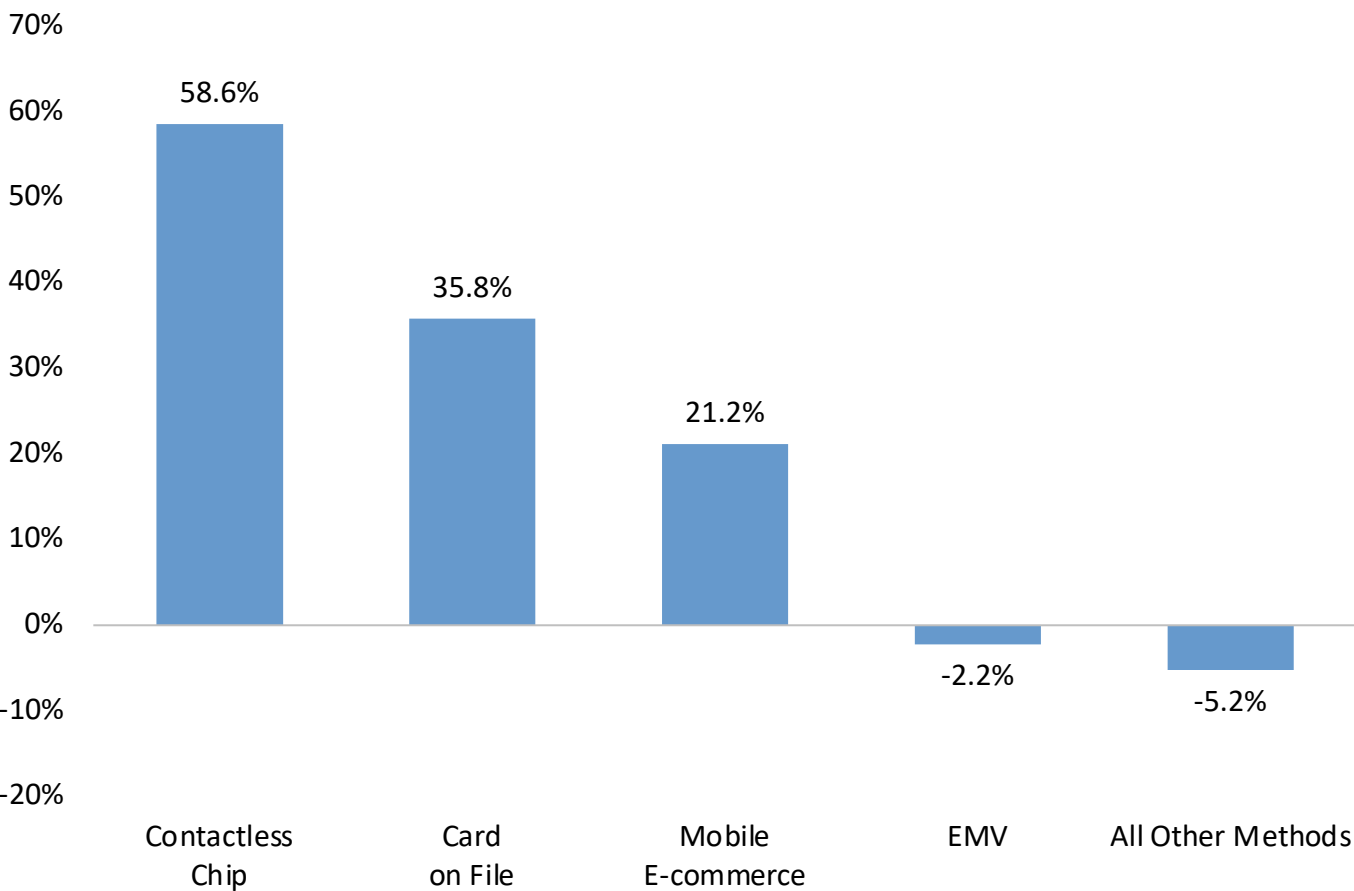
Source: Fiserv SpendTrend. Note: Data represents brick & mortar and e-commerce, on a same-store-sales basis. Holiday season is November 1-December 27.

# Total Spend Growth by Payment Method

## Holiday Season

Among payment methods, growth in contactless and card on file (e.g. e-commerce) continues to sustain solid growth rates, similar to trends witnessed over the last eight months.

YoY Volume Growth



Source: Fiserv SpendTrend. Note: Data represents brick & mortar and e-commerce, on a same-store-sales basis. Holiday season is November 1-December 27.



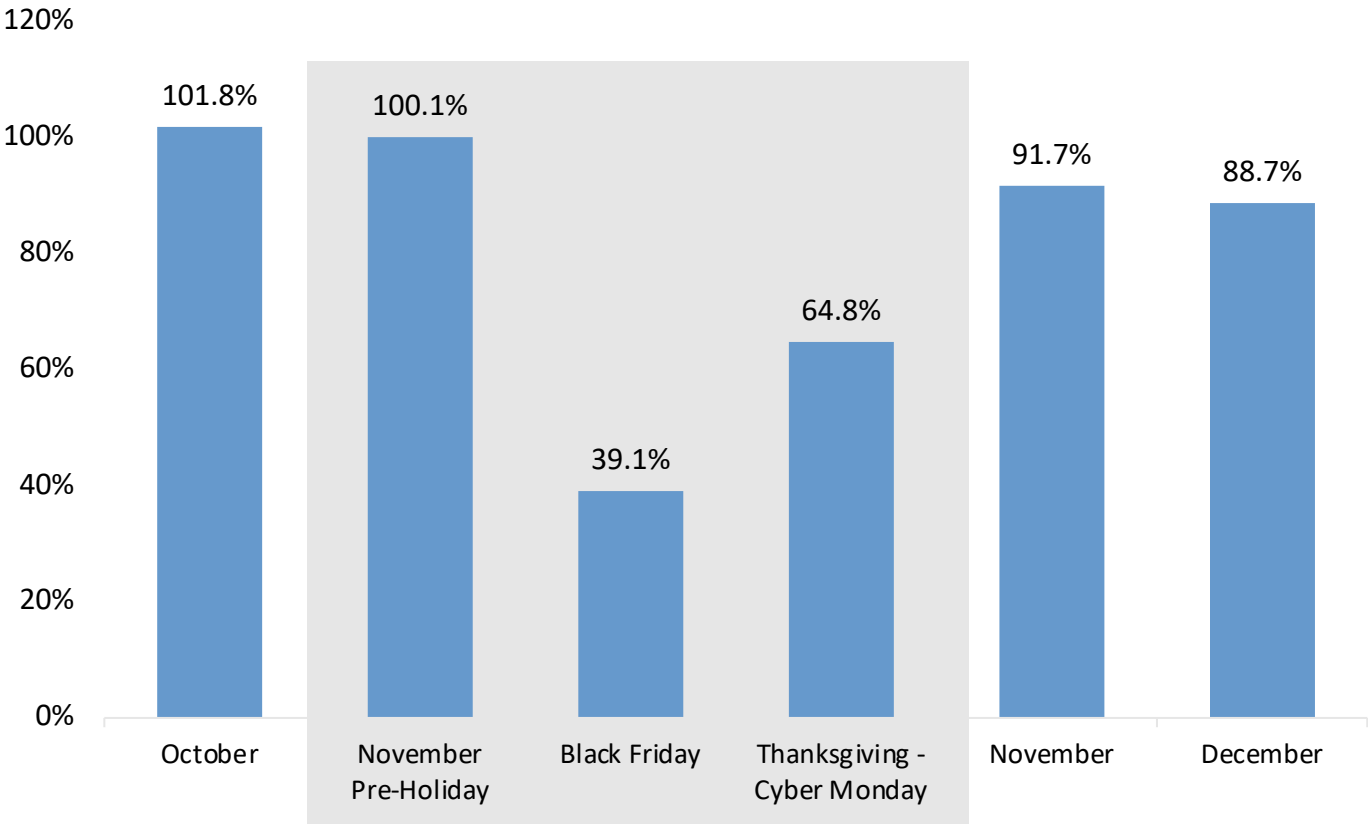
# Mobile Wallet Spending Growth

Holiday Season

Growth in spend of 90.1% via mobile wallets consistently remains well above that of overall volume growth and other payment methods, particularly as consumers increasingly prefer touchless transactions and digital commerce.

YoY Volume Growth

**Holiday Season Growth: 90.1%**



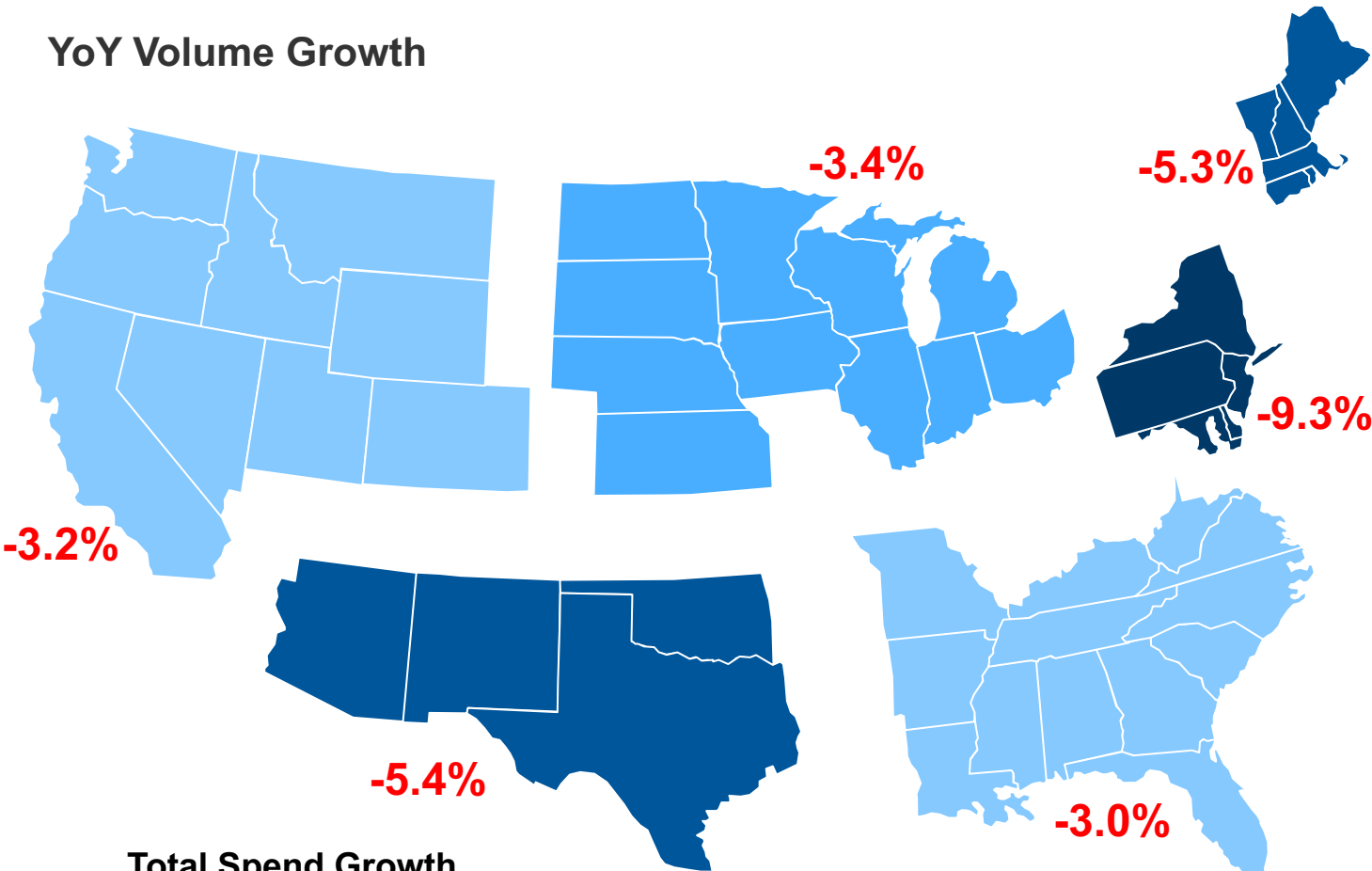
Source: Fiserv SpendTrend. Note: Data represents brick & mortar and e-commerce, on a same-store-sales basis. November Pre-Holiday is November 1-25. Holiday season is November 1-December 27.

# Regional Spending (Brick & Mortar Only)

Holiday Season

While all regions have seen declines in brick & mortar volume growth, the Middle Atlantic region has been the weakest, the South East the strongest.

YoY Volume Growth



Total Spend Growth



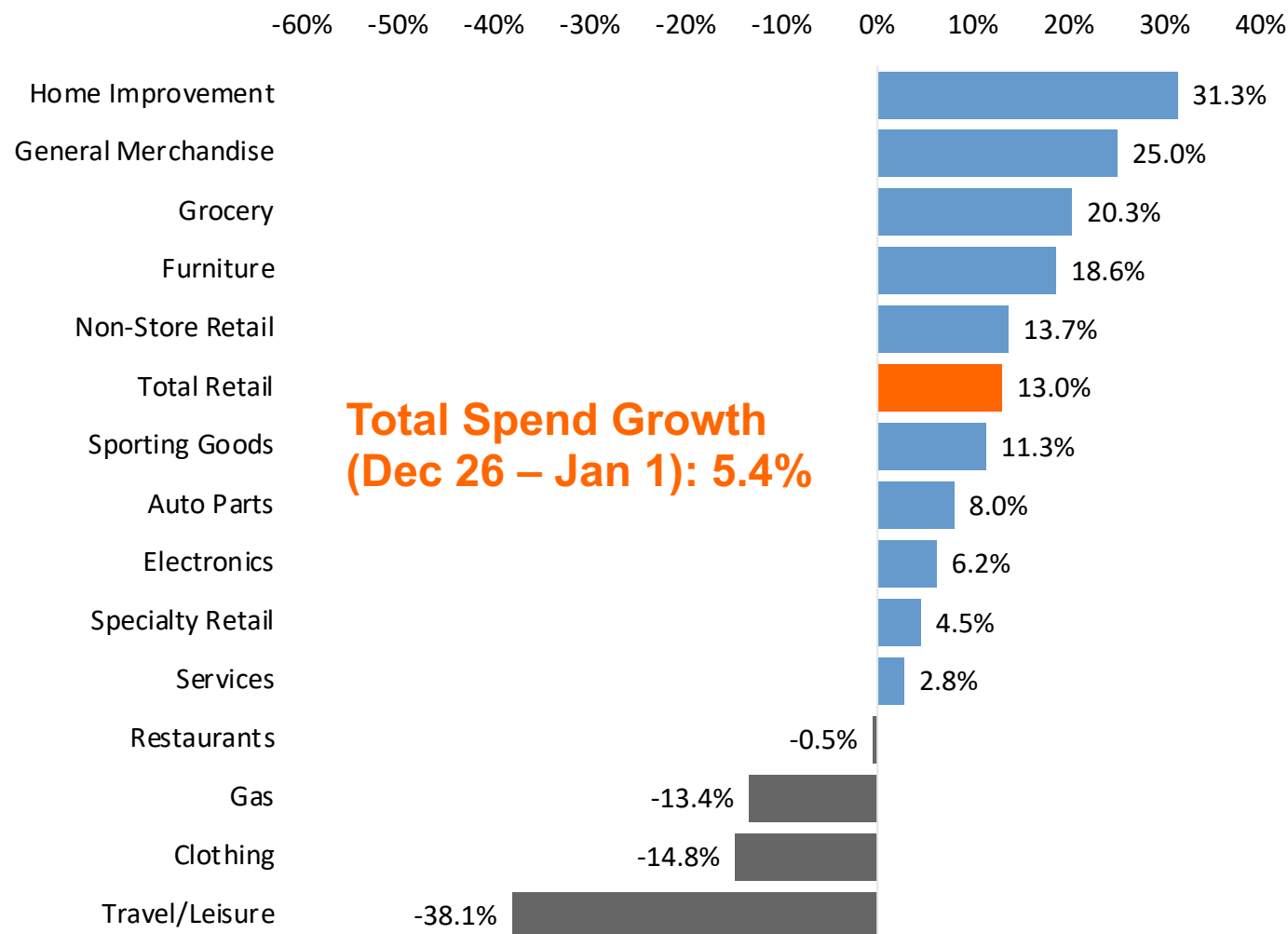
Source: Fiserv SpendTrend. Note: Data represents brick & mortar, on a same-store-sales basis. Holiday season is November 1-December 27.

## Sector Growth

December 26 through  
January 1

Spending growth between Christmas and New Year's Day saw a slight uptick versus the preceding weeks, with retail spend growth increasing to 13.0% (versus 9.0%) and total spend growth increasing to 5.4% (versus 2.4%).

## YoY Volume Growth



Source: Fiserv SpendTrend. Note: Data represents brick & mortar and e-commerce, on a same-store-sales basis. Non-Store Retail represents pure-play e-commerce and retail merchants, subscription services, etc.



# Appendix

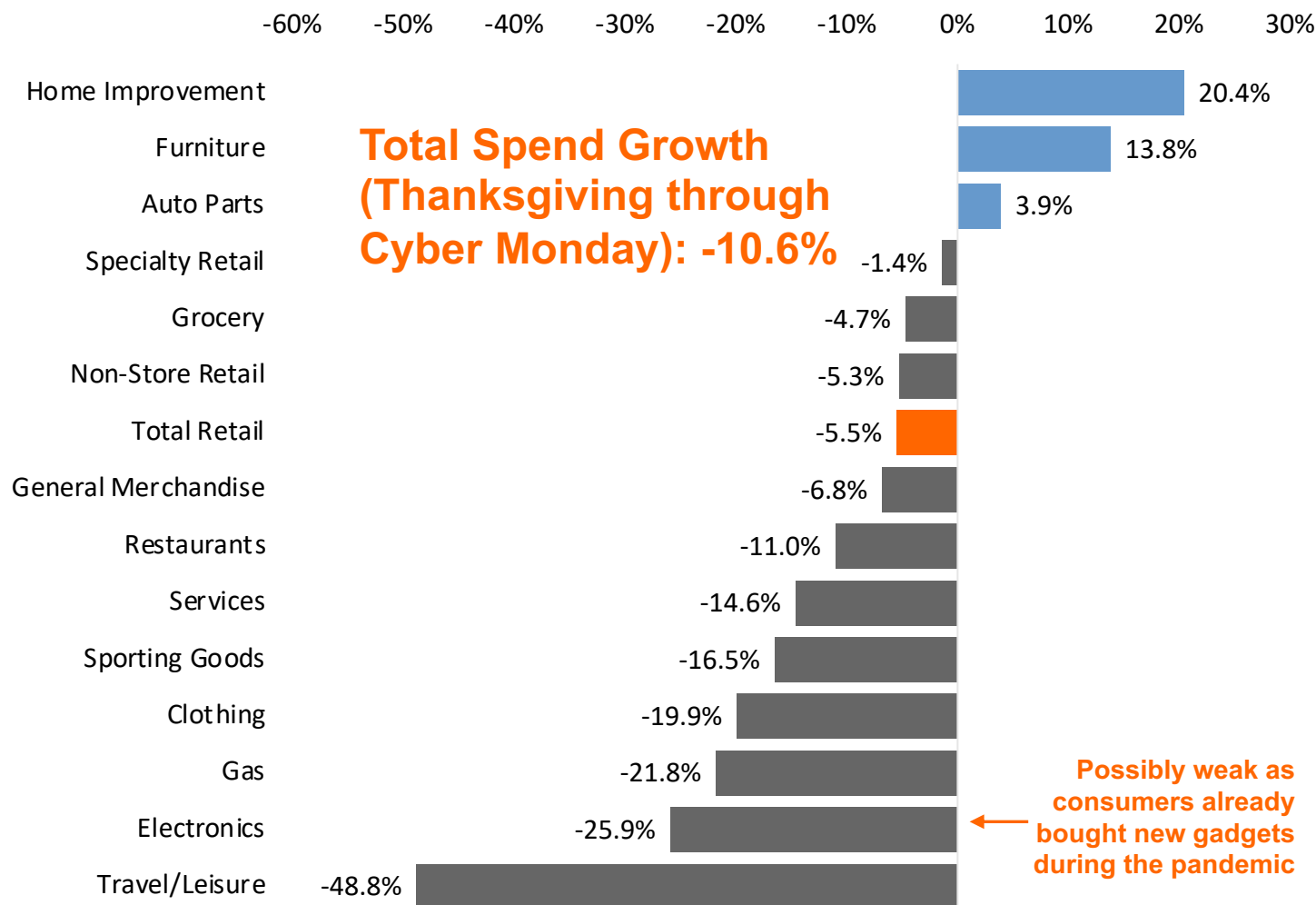
# Sector Growth

Thanksgiving Through  
Cyber Monday

Thanksgiving weekend spending growth declined 10.6%, with most sectors falling into negative growth territory. Pandemic stalwarts such as Home Improvement and Furniture still posted solid growth as the focus on home continued.

Source: Fiserv SpendTrend. Note: Data represents brick & mortar and e-commerce, on a same-store-sales basis. Non-Store Retail represents pure-play e-commerce and retail merchants, subscription services, etc.

## YoY Volume Growth

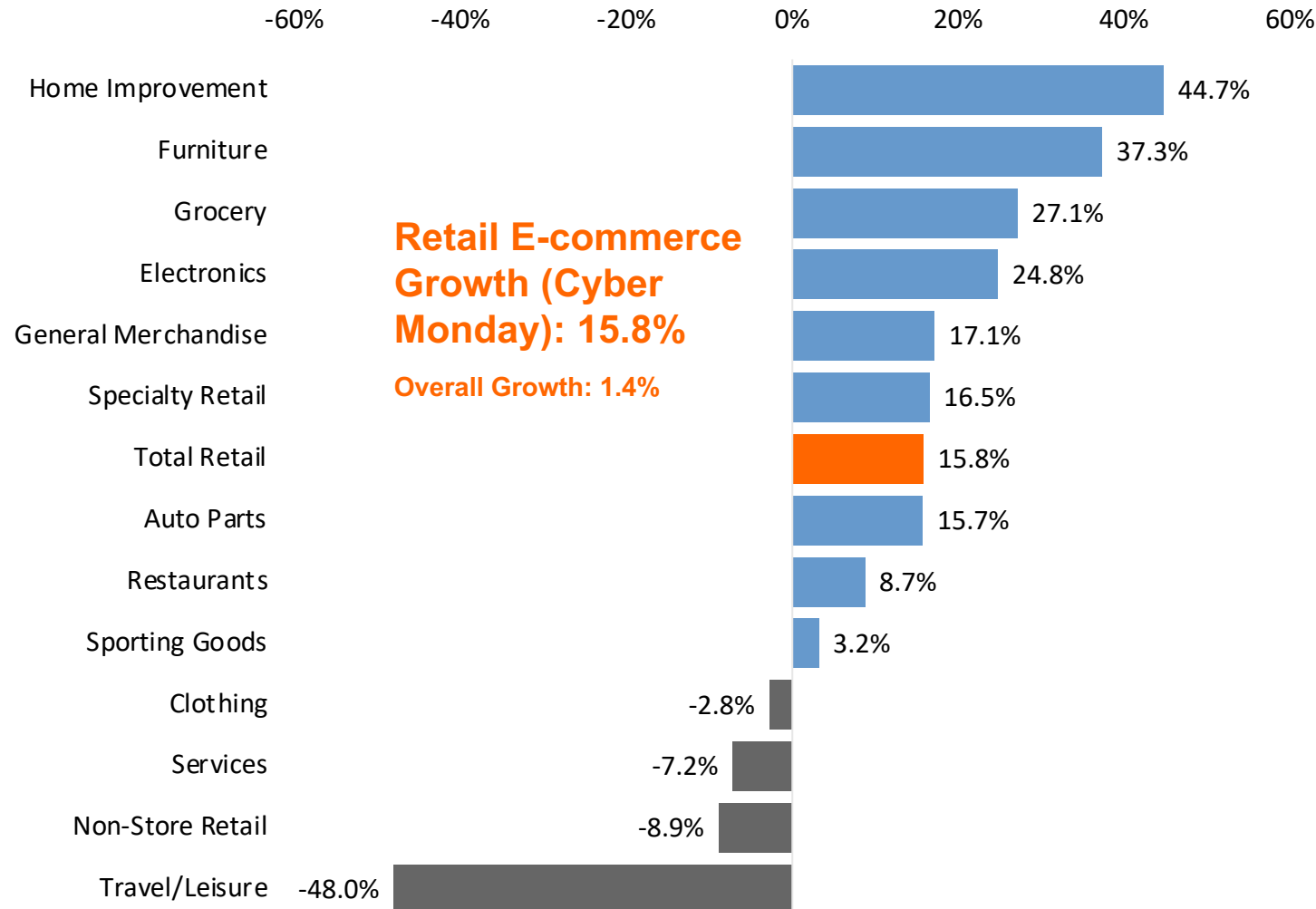


# Sector Growth (E-commerce Only)

Cyber Monday

Retail e-commerce growth was up 15.8% on Cyber Monday. Consumers' avoidance of travel and recreational spending, along with less demand for services, dragged down overall e-commerce spending growth.

## YoY Volume Growth



Source: Fiserv SpendTrend. Note: Data represents e-commerce, on a same-store-sales basis. Non-Store Retail represents pure-play e-commerce and retail merchants, subscription services, etc.

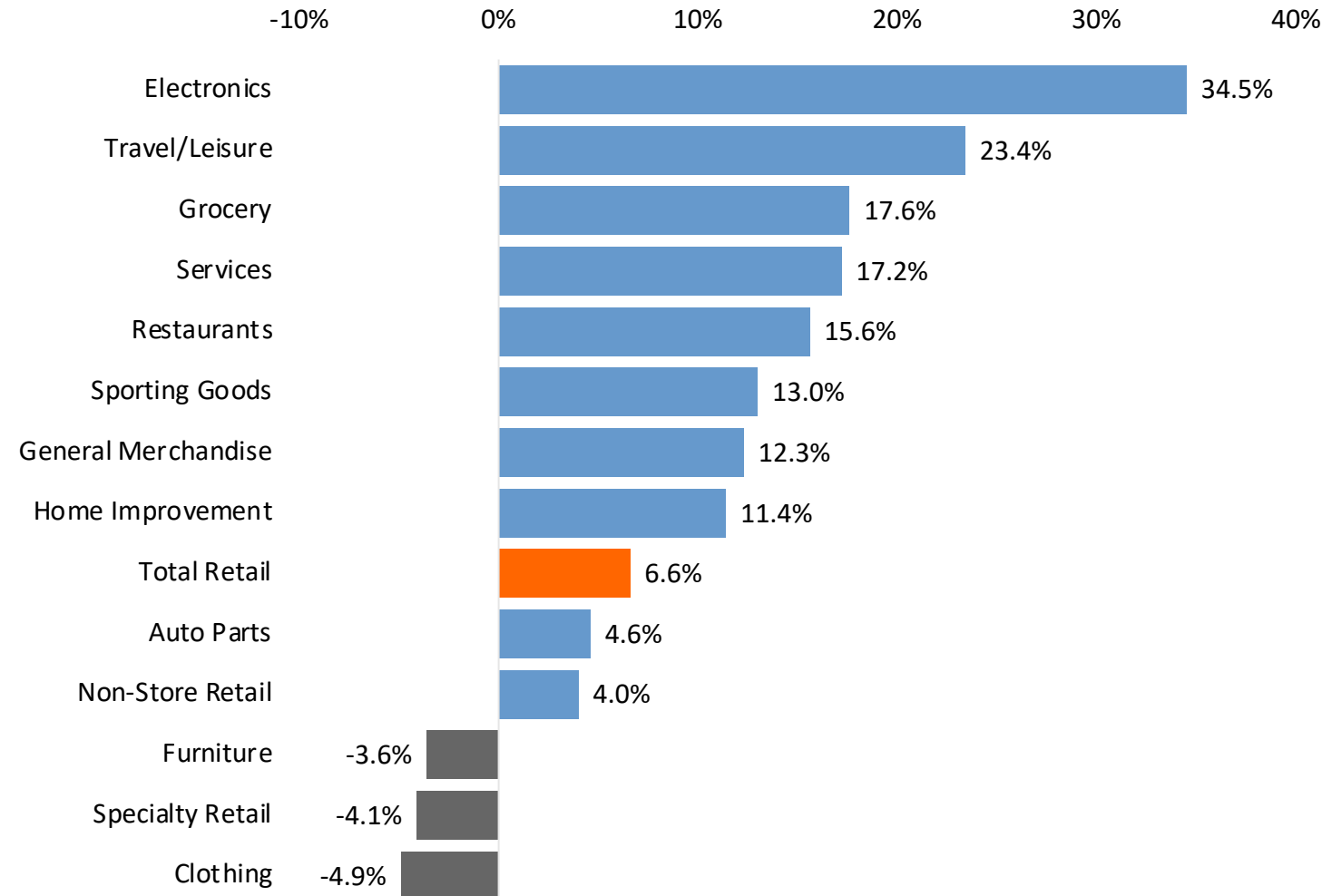


# Change in Average Ticket (E-commerce Only)

Cyber Monday

Most sectors saw notable increases in average e-commerce ticket sizes on Cyber Monday versus the first several weeks of November.

## Percentage Change in E-commerce Average Ticket Size (Cyber Monday vs. November 1-25 Average)

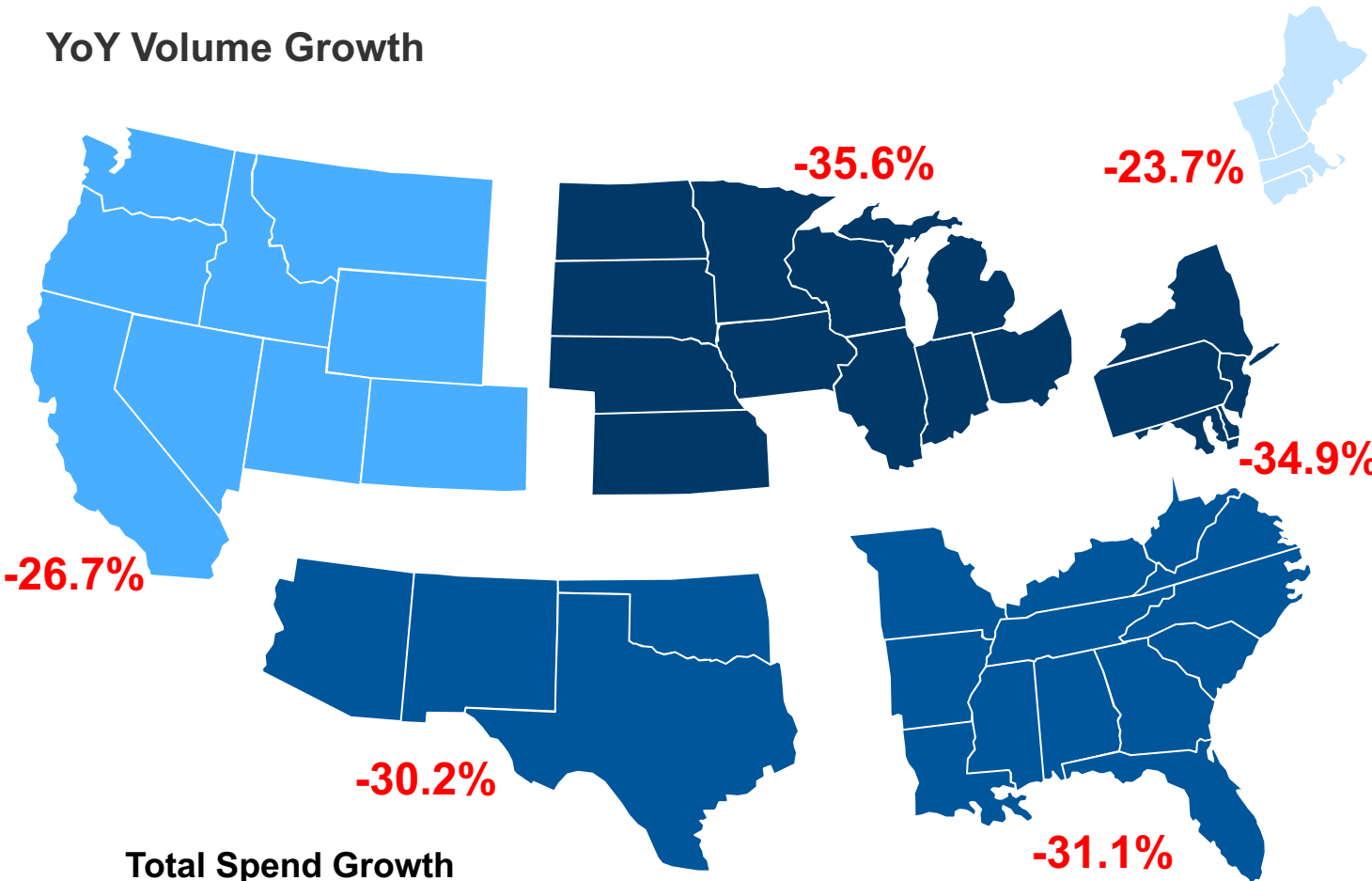


# Regional Spending (Brick & Mortar Only)

Thanksgiving Through Cyber Monday

Spending weakness across brick & mortar over Thanksgiving weekend was generally symmetric across all major geographic regions.

YoY Volume Growth



Total Spend Growth



Source: Fiserv SpendTrend. Note: Data represents brick & mortar, on a same-store-sales basis.

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## SpendTrend® Special Report

Same Store figures include activity (amount of USD sales volumes or transactions) for merchant locations that are open and have activity in both comparison time periods. They are not reflective of overall Fiserv activity.

Same Store Dollar Volume growth reflects the percent change in the USD amount of same store sales (net of returns) in the current period compared to the same period in the prior year. Same Store Transaction growth reflects the percent change in the number of same store transactions (net of returns) in the current period compared to the same period in the prior year.

Same Store Average Ticket is derived by dividing the total USD amount of Same Store Sales for a specified period by the total number of Same Store Transactions for that same period.

Same Store Sales Data includes sample data which we believe generally reflects current trends but does not include all data available to Fiserv.

All data contains Credit, Debit and EBT transactions.

All charts show year-over-year (YoY) growth rates for same time period in previous year. Growth rates are not seasonally adjusted.

Mobile Wallet (in-app/e-commerce) includes transactions performed through mobile wallets such as Masterpass, Visa Checkout, Walmart Pay, Apple Pay, Samsung Pay and Google Pay, but excludes face-to-face contactless near field communications (NFC) transactions conducted via methods such as Apple Pay, Samsung Pay or Google Pay.

### How to Read SpendTrend

All growth rates compare current performance to that of the same period prior year. We believe year-over-year growth better reflects organic spending patterns. 7-day moving averages reflect the mean of the prior seven (7) days.

We do not adjust for seasonality. We believe that seasonality adjustments are best made by the users of our reports.

Our analysis is based on normalized POS activity from Fiserv's proprietary systems. Our data includes only card-based payments and checks where appropriate. Key differences between SpendTrend and other available reports:

Government and network association reports are often based on surveys and estimates rather than actual POS activity.

Government and network association reports often make sequential growth comparisons (i.e. April 2020 vs. March 2020 instead of April 2020 vs. April 2019).

Government and network association reports make adjustments for assumptions and seasonality.

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