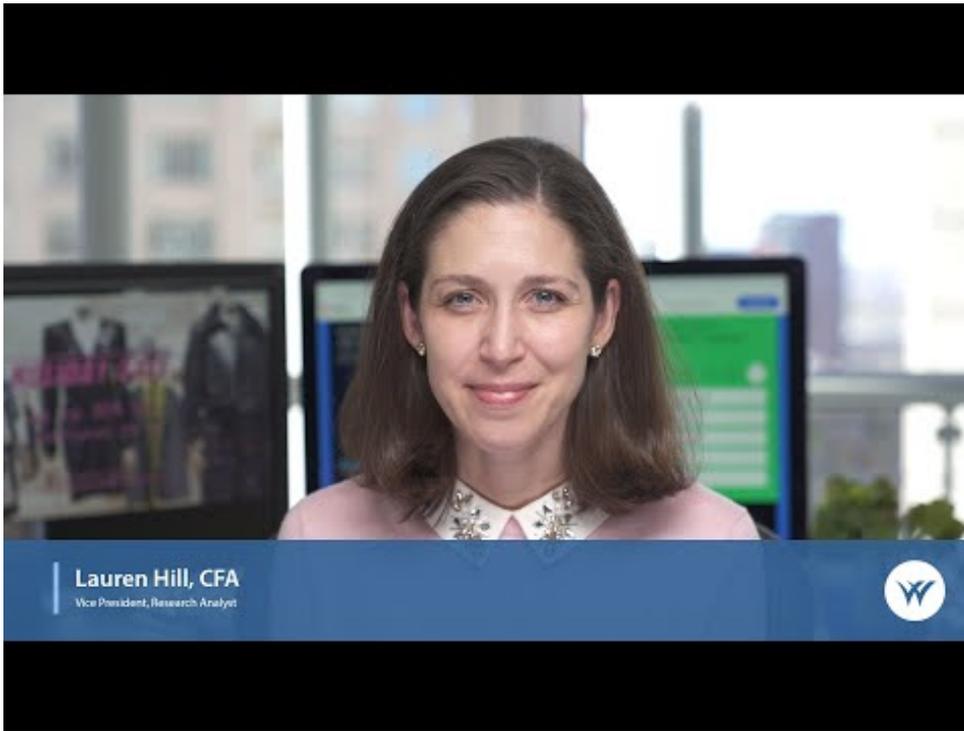

2019 Holiday Shopping Trends and Black Friday Top 10

westwoodgroup.com/insight/2019-holiday-shopping-trends-and-black-friday-top-10/





[Watch Video At:](#)

<https://youtu.be/d-KRd85w0Oo>

Here are our Top 10 tips for making the most out of your holiday shopping season!

1

Top Gifts

Gifts sure to bring a smile include Frozen 2 Toys, LOL Surprise Dolls, NERF products, Madden 20, Nintendo Switch, the Jedi Fallen Order video game, Samsung TVs, Amazon Fire TVs, Apple AirPods, noise-cancelling headphones, sherpa sweaters, skincare products, teen denim, flip sequin tops and boots, and air fryers, which finally overturned the Instant Pot! Other popular trends include:

- **Just for You** – Monogrammed or personalized children's books, ornaments, dinosaur and other night lights, as well as retro viewers, necklaces, bracelets and more bracelets, shoes, cutting boards, coffee mugs, phone cases and wallpaper are popular in 2019!
- **A Cozy Holiday** – Soft comfy coats, jackets, reversible vests, robes, sweaters, socks, men's pants and slippers in comfortable materials like sherpa, shearling, fleece, faux fur and chenille are trending this year.

- **Fun Ideas for Kids** – Rock-a-Mole Guitar (6 mo+), Love to Hug Elmo (2), Vet Clinic (3+), Baby Shark Play-Doh Set (3+), Blume Doll (4+), Reversible or Flip Sequin Shark & Star Sweaters (4+), Dinosaur Book (4+), Sea Monkeys (5+), Stomp Rocket (6+), Slime Kit (6+), Mermaid Craft Kit (7+), Connect 4 (7+), Walkie Talkies (8+), Rubik's Cube (10+) and Joke Book (10+) are high on the wish list but won't break the bank.
- **Top Tech Gadgets** – This year, you can give a Smart Mug of continuously hot coffee, Phone Soap to sterilize phones and keys, a FIXD check engine light diagnostic tool for fewer trips to the mechanic, a Mini Photo Printer for instant prints, a self-rolling Smart Mat for yoga, or a great way to check on your pet.



2 Fashion Trends

Soft and cozy slippers, robes and jackets in shearling, fleece, faux fur and chenille are trending this year. Personalized gifts in colors like burgundy, mauve, cream and black are selling well. Women's winter fashion is bright and loud, reflective of both the strong economy and the mood of the country as we head into the 2020 election season. Silver sequins, pops of neon orange, and feathers are big in fashion this year

— trends we only tend to see during strong economies. Busy prints in giraffe, snake, cheetah, houndstooth and check are also popular as people make their voices and their fashion heard. The epitome of both the country's optimism and uncertainty is captured best by the flip sequin trend, which is appearing on everything from kids tops and sweaters to women's purses and boots.



3 Making the Most of Cyber Monday

BestBlackFriday.com and TheBlackFriday.com aggregate the best deals and post Cyber Monday ads that companies have begun to leak early Thanksgiving week, giving U.S. consumers greater convenience. Cyber Monday is also one of the least crowded days to visit the mall during the holiday season. Shelves are stocked with great deals, but you can skip the crowds. You can also take the little ones to see Santa and enjoy a shorter line.

4 Start Early

With just 26 days between Thanksgiving and Christmas (versus 32 days last year), the holidays will be here before you know it, so do not wait until the last minute!

5

Click and Collect

If you tend to shop later in the season, curbside pickup at retailers like Nordstrom can guarantee that your gifts arrive on time. More than two-thirds of U.S. shoppers use “Buy Online, Pick Up in Store” to save time and shipping costs.



6

Buy in Store and Ship to Home

For those traveling within the U.S. for the holidays, you can buy in store and have your items shipped to your final destination. Don't forget the wrapping paper!

7

A Great Year to Buy Softgoods

This is the year to stock up on softgoods, items you wear and put in your home! The supply of imported clothing, footwear and furniture far exceeds demand this year. Apparel discounts are running -45% off versus the typical -30%. Last year's strong holiday season left retailers with extra cash that they used to import more goods from China ahead of the tariff hike. The U.S. consumer's ship has literally come in.



8
Check the Label

After December 15, prices on goods imported from China will begin to cost up to 15% more than identical goods made in other countries like Vietnam or Thailand, so check the label and comparison shop before you buy.

9
Make a List and Check It Twice

Consumers have become experts at spearfishing, which is visiting fewer stores in less time and buying only the items on their list. Mall and outlet traffic continue to fall -4% a year as consumers enjoy the convenience, broad selection and price transparency of shopping online. If you rarely go to the mall, be aware that retailers design their store layouts to encourage impulse purchases, and it is easy to get swept up in the excitement of the holiday season. Decide what gifts you would like to buy and for whom, and stick to your list.

10
Get Social

Mobile apps, as well as the Instagram, Facebook and Twitter pages of your favorite retailers, will be some of the best places to find exclusive deals and promotions this year.



From all of us here at Westwood, we wish you and your loved ones a bright holiday season and a happy new year!



Lauren Hill, CFA®

Vice President, Research Analyst

The information contained herein represents the views of Westwood Holdings Group, Inc. at a specific point in time and is based on information believed to be reliable. No representation or warranty is made concerning the accuracy or completeness of any data compiled herein. Any statements non-factual in nature constitute only current opinion, which is subject to change. Any statements concerning financial market trends are based on current market conditions, which will fluctuate. Past performance is not indicative of future results. All information provided herein is for informational purposes only and is not intended to be, and should not be interpreted as, an offer, solicitation, or recommendation to buy or sell or otherwise invest in any of the securities/sectors/countries that may be mentioned.