



COMPETE: Online shoppers have deeper pockets than offline shoppers

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Good news for online retailers - it seems that online shoppers have deeper pockets than their offline counterparts, according to the results of a new study from Compete.

Around 90% of consumers will spend at least some of their holiday budget online this year, up from 84% last year, found Compete. That's great news for online retailers.

The good news continues. Active online buyers, defined for Compete's study as those who expect to spend over 30% of their holiday budgets online, plan to spend over twice as much (\$912) as those who shop primarily offline (\$438).

In addition, this group is more likely to spend their holiday dollars on Black Friday - 37% vs. 33% of other consumers.

"Many retailers are bracing for lower online sales, but our research shows that not all shoppers are created equal," said Debra Miller, Associate, Retail and Consumers Products at Compete.

"While most consumers say they'll spend less this year, online shoppers seem to have deeper pockets and they'll be looking for deals starting on Black Friday. Smart retailers should take a much closer look at online shopping segments relevant to them to capture a larger share of wallet among online consumers."