

MARYLAND RETAILERS ASSOCIATION

The Voice of Retailing in Maryland



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Holiday Sales Spending Set to Increase with a Continued Increase in Online

Spending

[Annapolis, MD] – Retail holidays sales are set to increase yet again, accounting for over 25% of sales for the entire year for many brick and mortar stores. The National Retail Federation estimates a 4.1% increase in sales- a figure that has continued to rise consistently over the past three years. Four out of ten consumers according to the National Retail Federation, will start holiday shopping by November, but 71% of consumers now say they will use the internet to research or make their purchases.

“For the past two years, more consumers have shopped online than in brick and mortar stores,” said MRA President Cailey Locklair Tolle. “With many online retailers being forced to collect sales tax and brick and mortar stores focused on creating experiences for their shoppers, we are hopeful these numbers will start to level off. As the number one private sector job provider in the State, the best way to invest in Maryland and the community is to shop local.”

Consumer spending should continue to increase with a projected average of \$1,008 on holiday gifts, décor and other items. Gift cards remain the top item on