

Five year rise in holiday spending

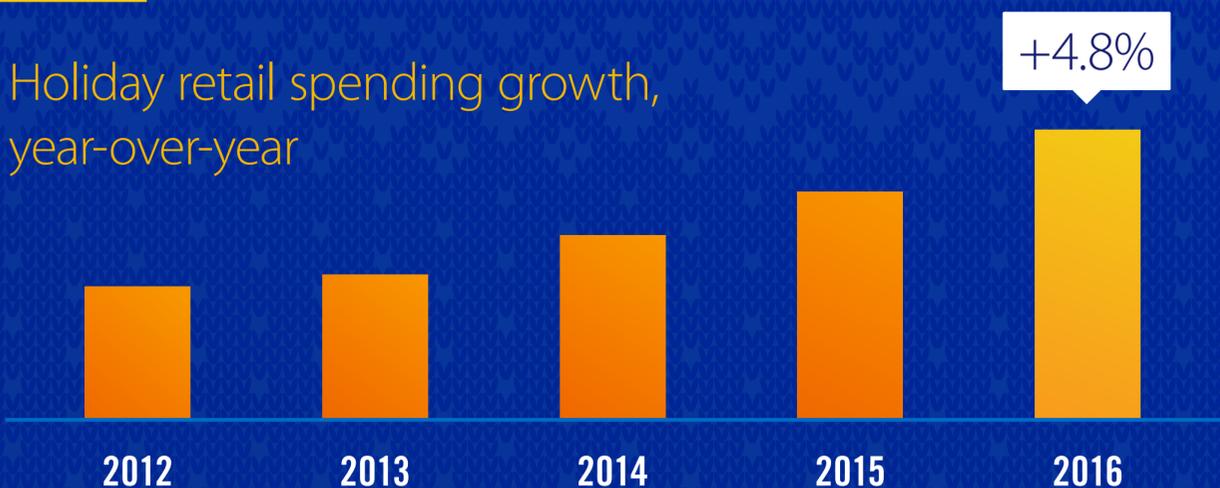
November and December 2016 saw a jump in U.S. spending growth, the largest in five holiday seasons. Consumer confidence was high, thanks in part to a rise in jobs and wages during both months. Here are more findings from Visa.



Total holiday spending

Retail spending grew by 4.8 percent through the holiday season compared to the same time in 2015 (the strongest since 2011).¹

Holiday retail spending growth, year-over-year



Retail spending excludes auto, gas and restaurants

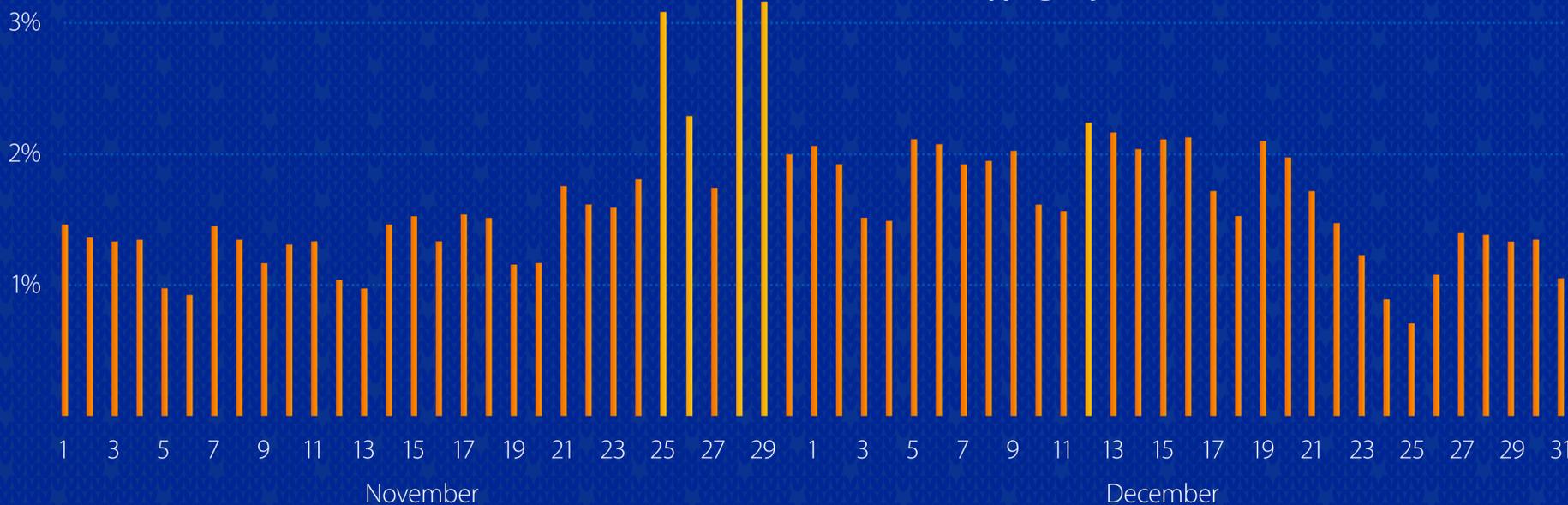


Online holiday spending

E-commerce was the rising star in retail with 19 percent growth in 2016, up from 14 percent in 2015.²

Top 5 e-commerce shopping days

Cyber Monday was still the largest e-commerce shopping day of the season.



2015



2016

Nearly a quarter of all spending during the holiday season was conducted online.

Sources:

¹ Visa Retail Spending Monitor, VisaNet data modeled to represent spending on all forms of payment

² VisaNet, Visa Business & Economic Insights

