First Data®

SpendTrend® Holiday Countdown
A League of Their Own

DAY 3

Total Average Ticket Size YoY Change

eCommerce **-6.3%** B&M **1.0%**

TOP RETAIL CATEGORIES

BRICK AND MORTAR

	Electronics & Appliances	Hotels	Building Materials Stores
Sales	17.4%	9.7%	9.2%
Avg. Ticket Growth	14.4%	−10.4%	4.4%

eCOMMERCE

	Travel	Building Materials Stores	Leisure
Sales	15.6%	12.0%	5.5%
Avg. Ticket Growth	−15.1%	12.0%	−2.9%

MOST ACTIVE COMMERCE SEGMENTS – MORNING VS. EVENING
Segment Ranking By Spending Volume

Gas Stations

Food & Beverage

Did You Know?
Building Materials stores are also a top early morning destination.

Within 2 Hours of shopping at Electronics & Appliances or Building Materials stores, most shopping occurs next at Grocery Stores

Go to www.firstdata.com/spendtrend to learn more about how First Data Information & Analytics solutions can help your business.