



SpendTrend® Holiday Countdown A League of Their Own

Total Average Ticket Size YoY Change

 eCommerce	 B&M
-6.3%	1.0%

TOP RETAIL CATEGORIES

BRICK AND MORTAR



eCOMMERCE



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.

Note: Measurements based on time period November 23, 2017 – December 8, 2017.

All data is First Data proprietary data and includes only actual card-based forms of payment. First Data SpendTrend® is a macro-economic indicator and does not represent First Data's financial performance.

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