



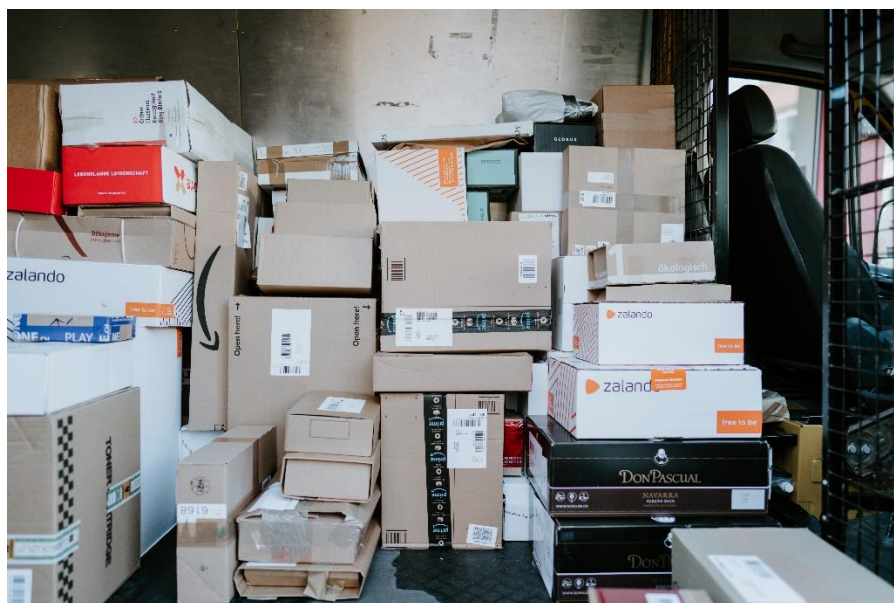
November 2023 Executive Sales Briefing

Key Takeaways:

- Almost half of the surveyed U.S. consumers returned at least one gift during the 2022 holiday season.
- BJ's Wholesale Club is entering their 20th state
- E-Commerce sales have reached a new height during Black Friday weekend
- In-store traffic was up 4.6% compared to last year

Shipping and Returns are a Big Deal for Holiday Shoppers:

- 3 in 10 people plan to buy multiple items knowing they'll have the option to return later
- 32% of respondents plan to only purchase from retailers who offer free shipping and returns
- Sustainable shipping is priority of nearly 63% of the respondents
 - One-third of surveyed people said that delayed shipments represented their biggest pet peeve of the 2022 holiday season.
- It was found that consumers prefer accessible return policies
 - Stricter return policies have deterred 59% of respondents from making a purchase





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BJ's to Make Alabama Debut:

- BJ's Wholesale Club is entering their 20th state
- They opened a new store in Madison, AL on November 10th
- This is the retailers 239th club, and the first ever in the state of Alabama
- Along with the addition of Alabama, the wholesale retailer is expanding their footprint in Tennessee, with plans to open a new location in Goodlettsville, early next year.



Black Friday Weekend Sets E-Commerce Records

- E-Commerce sales have reached a new heigh during Black Friday weekend
- Consumers spent a record \$9.8 billion online on Black Friday
 - This number is up 7.5% over last year.
- In-store sales were up 4.6% year-over-year
- Season to date (Nov.1 – Nov. 26) consumers have spent a total of \$96.6 billion online, up 7% year-over-year
- Data from Adobe and Salesforce indicates that mobile devices, buy-now-pay-later payments, and omnichannel pick up options played a major role in the increase of e-commerce sales this year.



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Black Friday In-Store Traffic Up 4.6% Over Last Year

- In-store traffic was up 4.6% compared to last year
 - This is the strongest Black Friday increase in recent years
 - The peak time for in-store shopping this year was 2-3pm
- With Christmas falling on a Monday this year, nine of the top 10 busiest days of 2023 are still to come
 - These remaining days will account for a little under 30% of all holiday traffic
- Grant Gustafson, head of consulting and analytics at Sensormatic Solutions said, "Our main takeaway from these results is their strength compared to previous years. This is the most significant Black Friday increase we've seen in recent memory. It's great news for retailers and consumers as we head into the remaining days of the holiday season."





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Articles Sources:

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- https://chainstoreage.com/black-friday-store-traffic-46-over-last-year?utm_source=swiftmail&utm_medium=email&utm_campaign=CSA_NL_DayBreaker&mkt_tok=ODI1LUxTUC01NDUAAAAGPtJIObu_wZTWYF8G0FjSzHCJzyfw8FPs4k_R60nCuIVRR3Q9PoP1iIXsh-5AX1OMAymlHAADxWAoAaGa46hS9c-hZKiVqL2yKbe2Qm5ts5CF

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