



Hiring Elves for the Holidays

700,000
Seasonal workers will be hired this holiday season

Holiday sales are expected to increase between **4.3-4.8%**

E-Commerce sales are expected to increase **16%**

Sales will total **\$717-\$720 billion**

Holiday Spending Trends

Winter holidays account for **30%** of all annual retail sales
The average consumer typically spends:



\$87
on Halloween



\$796
on winter holidays

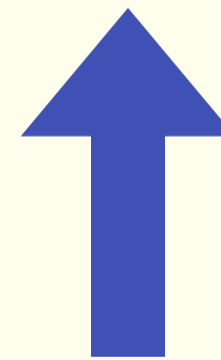


\$137
on Valentine's Day

Seasonal Compensation Trends

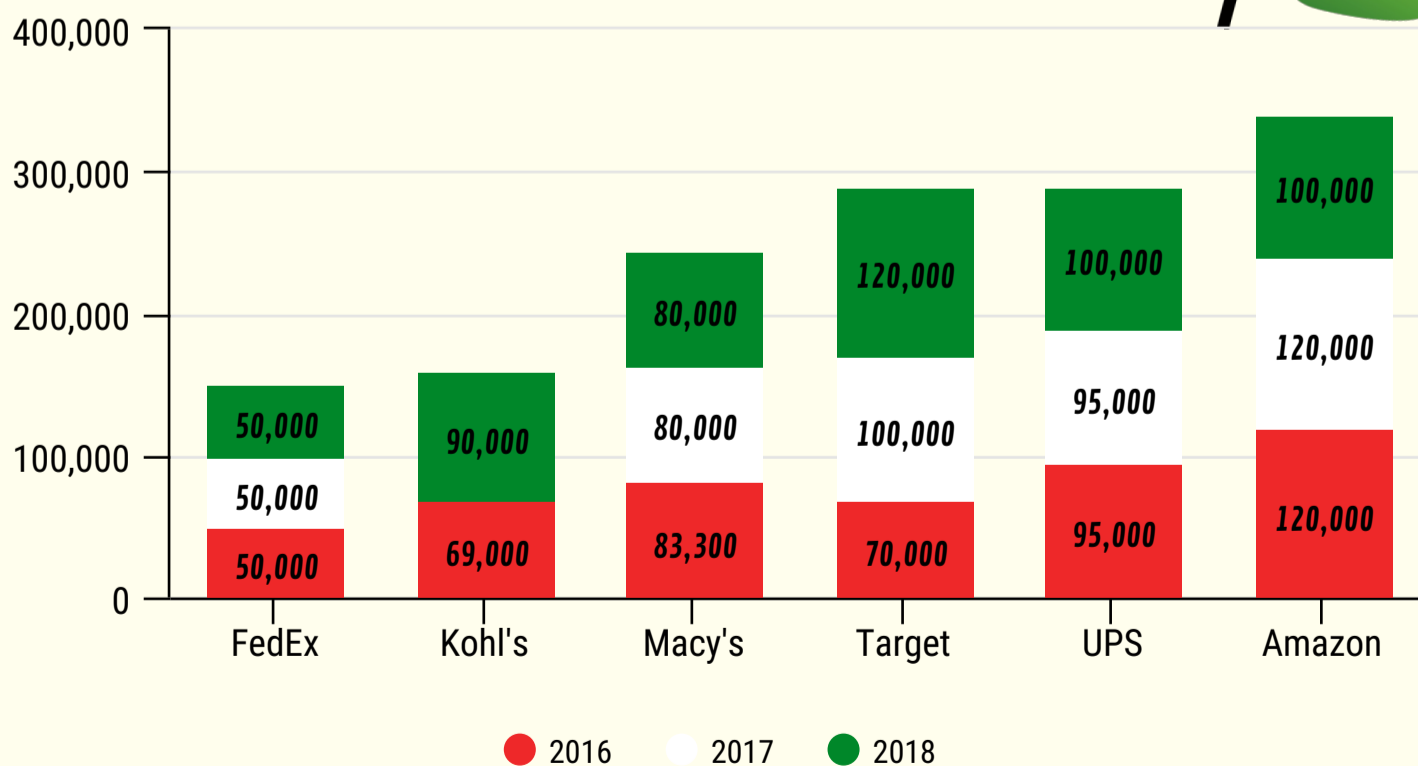
This year, companies are increasing minimum wage just before the holidays on top of hiring seasonal workers, including:

Amazon \$15
Target \$12
Wal-Mart \$11



Retailers such as Target are using their hires to play a part in e-commerce with expanding drive-up and in-store order pickup options

3 Year Seasonal Hiring Trends



● 2016 ● 2017 ● 2018

Sources: Challenger, Gray & Christmas, NRF, Statista, Digital Commerce 360, ABC, Money



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