

It's the most critical time of the year.

Retailers wishing for shopping spirit from consumers



1 in 5
retailers are dependent on this year's holiday sales



AND YET...
1 in 3
retailers expect 2020 sales to be lower than last year



Staying holiday hopeful

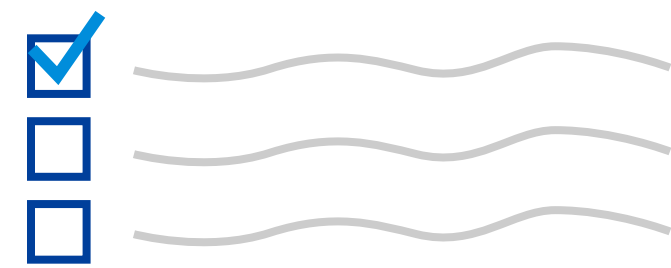
45%
of retailers who offer "buy now, pay later" say it helps increase sales

Holiday Checklist

Unprepared and understaffed

57%

of retailers haven't started holiday planning



70%

of retailers are not hiring or rehiring staff

BE RIGHT BACK

An online study commissioned by PayPal and conducted by Netfluential in August 2020 involving 1000 U.S. PayPal SMB merchants selling products directly to consumers through a website or e-commerce platform. The sample is made up of merchants in different verticals, 200 in fashion, 200 in cosmetics and 600 across home-goods, furniture, garden electronics and sport.