

## EVENT REVIEW

# Labor Day 2020 Promotions

In this event review, we analyzed general merchandise promotions from the two weeks preceding Labor Day to find out if retailers adjusted their promotional strategies this year. Read on to learn:

- What categories were promoted most for Labor Day 2020
- The breakdown in media type for 2020, vs 2019
- How deep the discounts were overall and by category

# Labor Day Promotions

In advance of Labor Day 2020, retailers ran significantly fewer promotions overall than in 2019. The average discount across all categories was also lower in 2020—though only slightly—while private label share of promotions was slightly increased this year.

Average  
Discount

**31%**

Index: 97

Promoted  
Products

**17,832**

Index: 65

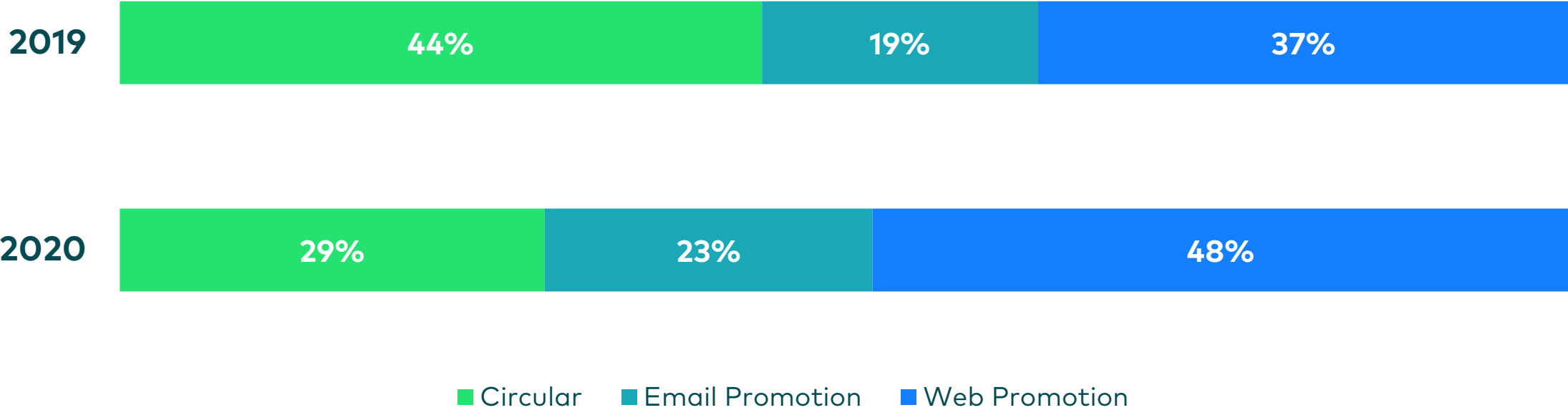
Private  
Label Share

**15%**

Index: 102

# Labor Day Promotions by Media Type

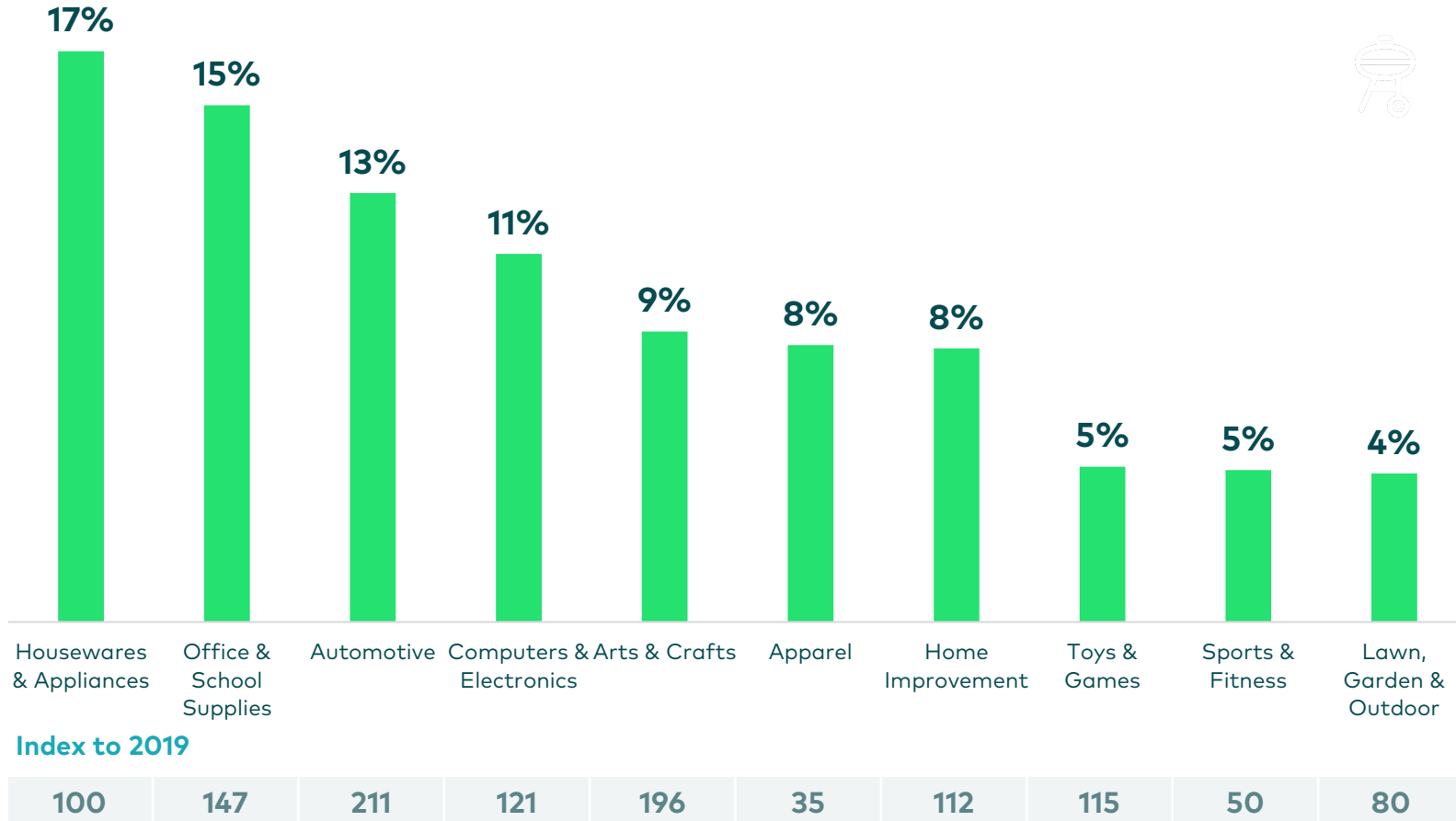
Compared to 2019, there was a clear shift from print to digital for Labor Day 2020, with email & web promotions combined accounting for over 70% of total Labor Day promotions.



Source: Numerator Promotions Intel, 8/23/20 – 9/7/20. General Merchandise & Sporting Goods promotions across a representative set of Mass, Department, Club, Internet & Specialty Retailers, all media types

# Top Promoted Categories, Circulars

These categories received the most circular promotional support in the two weeks preceding Labor Day 2020.



Source: Numerator Promotions Intel, 8/23/20 – 9/7/20. General Merchandise & Sporting Goods promotions across a representative set of Mass, Department, Club, Internet & Specialty Retailers, Circular only

## Top 5 Categories, Labor Day 2019



**APPAREL**

Share: 23%



**HOUSEWARES**

Share: 17%



**OFFICE & SCHOOLSUPPLIES**

Share: 10%



**COMPUTERS & ELECTRONICS**

Share: 9%



**SPORTING & FITNESS**

Share: 9%

# Average Discount by Category, Circulars

Arts & Crafts were discounted most heavily within Labor Day circulars, followed closely by Office & School Supplies. With many school years starting later this year, retailers may have been trying to capture last minute Back-to-School purchases.



ARTS & CRAFTS

40%



OFFICE & SCHOOL  
SUPPLIES

35%



PETS

27%



HOUSEWARES &  
APPLIANCES

24%



SPORTS & FITNESS

24%



TOYS & GAMES

24%



APPAREL

27%



COMPUTERS &  
ELECTRONICS

26%



HOME IMPROVEMENT

26%



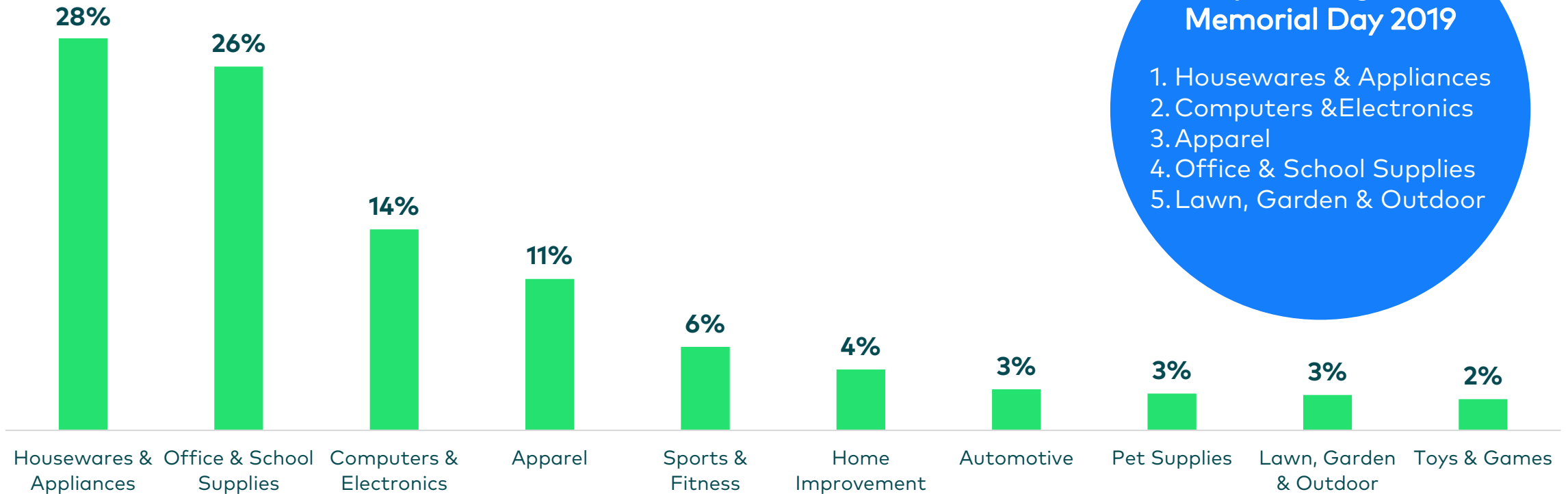
AUTOMOTIVE

25%

Source: Numerator Promotions Intel, 8/23/20 – 9/7/20. General Merchandise & Sporting Goods promotions across a representative set of Mass, Department, Club, Internet & Specialty Retailers, Circular only

# Top Promoted Categories, Web & Email Promotions

These categories were featured most in web & email promotions during the two weeks leading into Labor Day 2020.



**Top 5 Categories Memorial Day 2019**

1. Housewares & Appliances
2. Computers & Electronics
3. Apparel
4. Office & School Supplies
5. Lawn, Garden & Outdoor

## Index to 2019

|    |     |     |    |     |    |    |     |    |    |
|----|-----|-----|----|-----|----|----|-----|----|----|
| 74 | 257 | 116 | 88 | 169 | 93 | 83 | 108 | 45 | 41 |
|----|-----|-----|----|-----|----|----|-----|----|----|

Source: Numerator Promotions Intel, 8/23/20 – 9/7/20. General Merchandise & Sporting Goods promotions across a representative set of Mass, Department, Club, Internet & Specialty Retailers, web & email only

# Average Discount by Category, Web & Email Promotions

The Lawn, Garden & Outdoor category saw the deepest discounts in web & email promotions, followed closely by Office & School Supplies.



LAWN, GARDEN &  
OUTDOOR

37%



OFFICE & SCHOOL  
SUPPLIES

36%



APPAREL

31%



HOME IMPROVEMENT

31%



HOUSEWARES &  
APPLIANCES

31%



COMPUTERS &  
ELECTRONICS

30%



AUTOMOTIVE

29%



SPORTS & FITNESS

29%



TOYS & GAMES

25%



ARTS & CRAFTS

17%

Source: Numerator Promotions Intel, 8/23/20 – 9/7/20. General Merchandise & Sporting Goods promotions across a representative set of Mass, Department, Club, Internet & Specialty Retailers, web & email only

# Category Snapshot: Apparel

Kids' Casual Apparel was the top promoted subcategory within Apparel, while Cat & Jack took the spot of top promoted brand.

## Top Promoted Subcategories

| SUB-CATEGORY           | SHARE |
|------------------------|-------|
| Kids' Casual Apparel   | 12.7% |
| Men's Casual Shirts    | 7.9%  |
| Women's Casual Apparel | 7.6%  |
| Kids' Casual Shoes     | 4.3%  |
| Men's Casual Pants     | 4.3%  |
| Men's Casual Shoes     | 3.9%  |
| Socks                  | 3.6%  |
| Women's Casual Shoes   | 3.6%  |
| Handbags/Wallets       | 2.9%  |
| Men's Sports Apparel   | 2.9%  |

## Top Promoted Brands

| BRAND                  | SHARE |
|------------------------|-------|
| Cat & Jack             | 4.3%  |
| Nike                   | 3.6%  |
| Adidas                 | 3.0%  |
| Tommy Hilfiger         | 2.4%  |
| Carhartt               | 2.3%  |
| Gildan                 | 1.9%  |
| Puma                   | 1.6%  |
| Levi's                 | 1.5%  |
| The North Face         | 1.4%  |
| Lauren by Ralph Lauren | 1.0%  |
| Vince Camuto           | 1.0%  |



# Category Snapshot: Computers & Electronics

Laser Printers had the highest subcategory share of Computers & Electronics category promotions.

## Top Promoted Subcategories

| SUB-CATEGORY         | SHARE |
|----------------------|-------|
| Printer-Laser        | 9.4%  |
| Laptops/Notebooks    | 8.8%  |
| USB Flash Drives     | 7.0%  |
| Computer Software    | 6.5%  |
| Monitors             | 4.8%  |
| Printer-Inkjet       | 4.7%  |
| Drives & Storage     | 4.6%  |
| Computer Accessories | 4.2%  |
| Headphones           | 4.0%  |
| Televisions          | 3.9%  |

## Top Promoted Brands

| BRAND                | SHARE |
|----------------------|-------|
| HP (Hewlett Packard) | 18.2% |
| Lexar                | 4.6%  |
| Epson                | 3.9%  |
| Samsung              | 3.2%  |
| Lenovo               | 3.0%  |
| Logitech             | 2.7%  |
| Apple                | 2.6%  |
| Microsoft            | 2.5%  |
| 3M                   | 2.1%  |
| Western Digital      | 2.1%  |

# Category Snapshot: Sporting Goods

Non-team sports were the focus of promotions within Sporting Goods, with Firearms & Hunting taking the top promoted subcategory spot.

## Top Promoted Subcategories

| SUB-CATEGORY            | SHARE |
|-------------------------|-------|
| Firearms & Hunting      | 10.7% |
| Camping Accessories     | 4.4%  |
| Miscellaneous           | 3.8%  |
| Golf Bags & Accessories | 2.8%  |
| Exercise Accessories    | 2.6%  |
| Exercise Cycles         | 2.6%  |
| Furniture               | 2.5%  |
| Golf Balls              | 2.4%  |
| Fishing                 | 2.3%  |
| Treadmills              | 2.2%  |

## Top Promoted Brands

| BRAND                    | SHARE |
|--------------------------|-------|
| Nike                     | 1.8%  |
| Wildlife Research Center | 1.4%  |
| Coleman                  | 1.2%  |
| Hornady                  | 1.0%  |
| Adidas                   | 0.9%  |
| Federal                  | 0.8%  |
| The North Face           | 0.8%  |
| Utarpit                  | 0.8%  |
| Intex Dura-Beam          | 0.5%  |
| GT                       | 0.4%  |

# Summary

1

This year retailers promoted significantly fewer products overall in advance of Labor Day, compared with 2019.

2

Retailers shifted heavily to digital media this year. Web & email promotions accounted for over 70% of all Labor Day promotions.

3

The average discount across categories was 31% for Labor Day 2020—about on par with 2019. Arts & Crafts had the deepest average discount in circulars, while the Lawn, Garden & Outdoor category had the highest average discount across digital promotions.



**Numerator**

For a more in-depth analysis of  
Labor Day promotions in your  
category, reach out to us at

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