

# Retailers **Betting Big** on Promotions this Holiday Season

## 2022 Holiday Promotions vs. 2021

Retailers anticipate...

**11%**  
Shallower Discounts

**44%**  
Same Discounts

**45%**  
Deeper Discounts

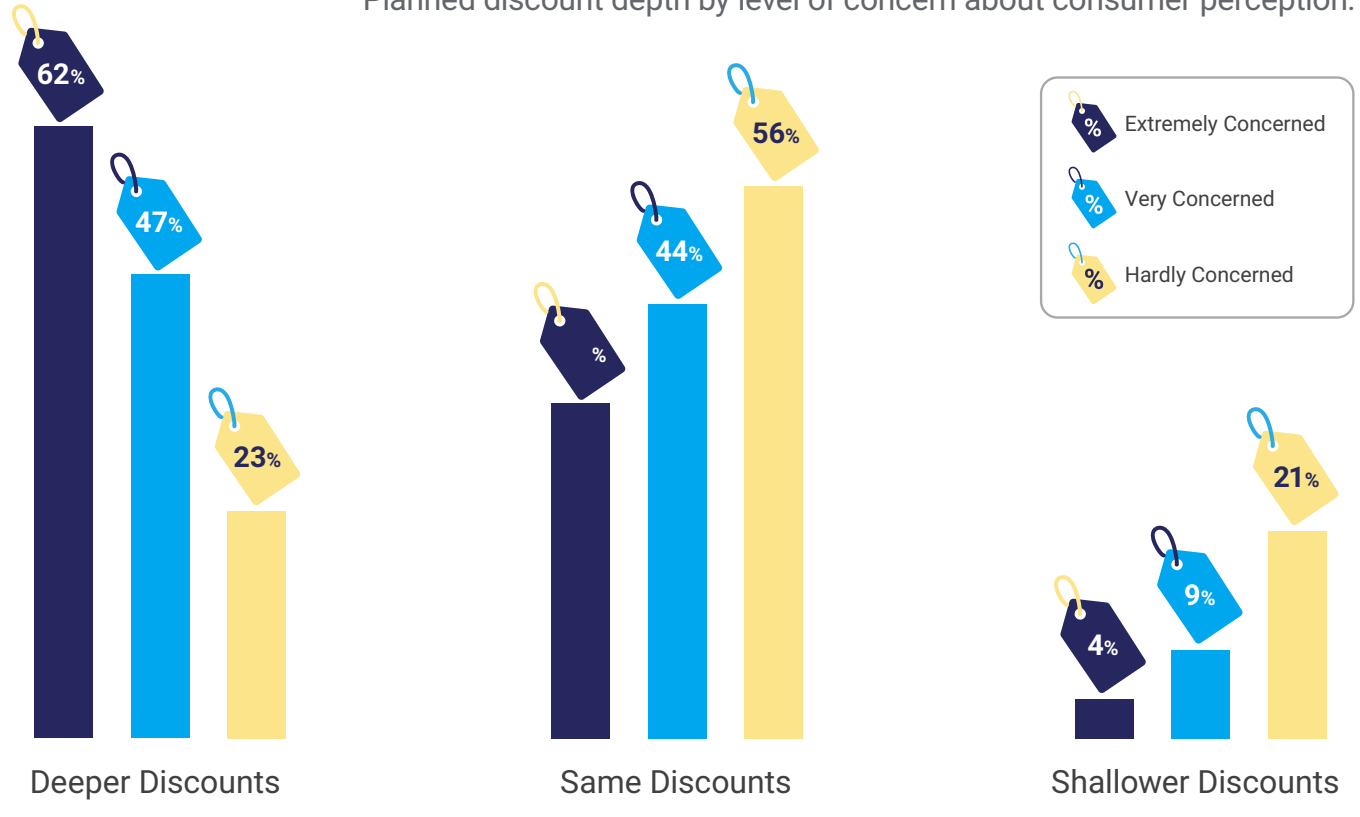
**44%**  
Same Time

**10%**  
Starting Later

**45%**  
Starting Earlier

**Deeper promotions** are driven by perception concern

Planned discount depth by level of concern about consumer perception:



eCommerce players **lead the pack** on timing

Of retailers starting promotions earlier:



**Uncertainty around promotions success** results in the same old holiday promotions

Retailers with little confidence in the effectiveness of their promotions are planning:



### Research Methodology

The results in this report are from an online survey conducted by Researchscape International and commissioned by Revionics, an Aptos company. The survey was fielded from September 10 to November 5, 2022. There were 311 respondents to the survey. Respondents were from 11 different countries. The responses were not weighted.

### About Revionics

Revionics guides retailers on the lifecycle pricing journey with leading AI solutions for pricing, promotions, and markdowns. As a trusted partner, we provide our customers with clarity and confidence to make optimal pricing decisions for powerful results.

Revionics is an Aptos company and plays a key role in their suite of unified retail solutions.