

# POWER THROUGH PEAK SEASON



## Concentric 2023 US Holiday Season Manufacturing Outlook

### Executive Summary:

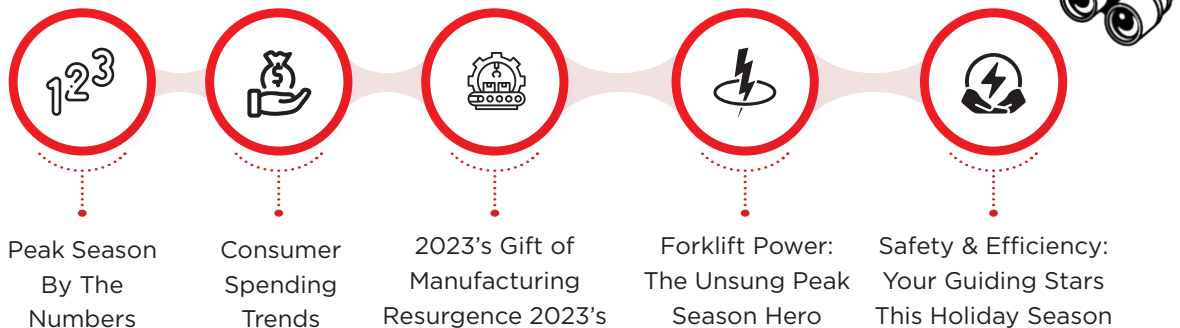
**W**ith the backdrop of a world recovering from the COVID-19 pandemic, paired with technological advancements and shifts in global supply chains, this year's peak season promises to be one of significant transformation and growth.

2023 has unveiled itself as a pivotal year for the US manufacturing sector and consumer behavior in the United States.

### Here's a forecasted outlook on what to expect:

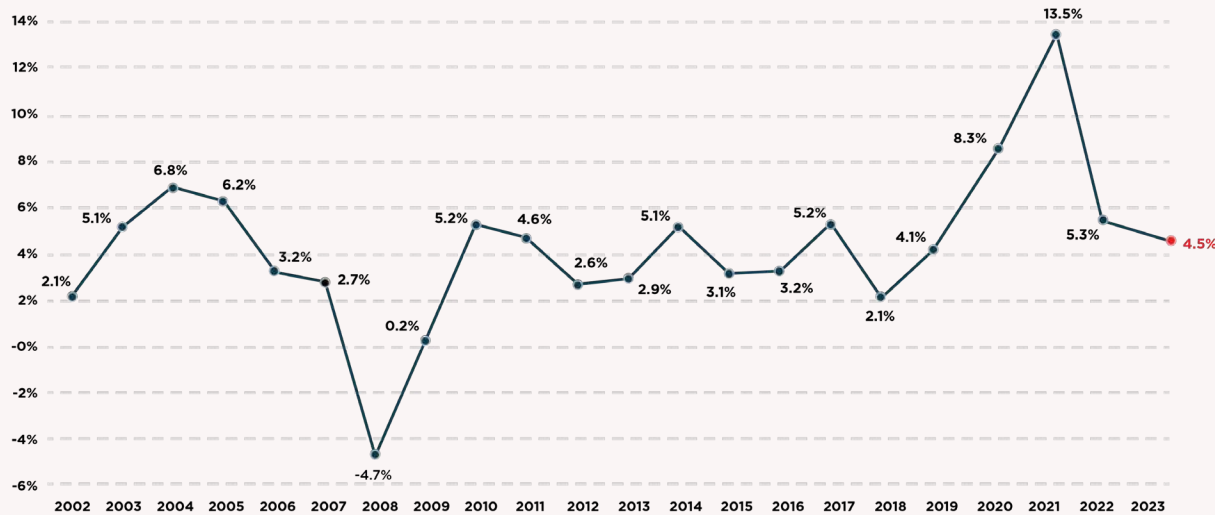
- ❄️ The U.S. Census Bureau has reported a 20% increase in online retail sales for the first half of the '23 alone.
- ❄️ It is predicted that there will be a whopping 40% increase in shipments compared to 2022, based on data from the National Retail Federation.

### What's inside:



## 123 By The Numbers

### US Holiday Season Retail Sales Growth (NRF) 2002 - 2022 (historical) and 2023 (forecast)



- ❄️ This NRF historical data set shows a steady increase in holiday sales over this period, reflecting the resilience and adaptability of the retail sector.
- ❄️ While some years experienced modest growth due to economic downturns (i.e. The Great Recession) or external events, there was an evident rebound and accelerated growth, especially in the latter part of this timeframe.
- ❄️ The rise of e-commerce, especially during the 2020 and 2021 seasons, marked a significant shift in shopping patterns, further emphasizing the evolving nature of the U.S. retail landscape.

## 💰 Consumer Spending Trends

#### Total Consumer Spend (Past 4 Years)

2019: \$730.2B  
2020: \$789.4B  
2021: \$889B  
2022: \$936.3B

#### Online & Non-Store Sales (Past 4 Years)

2019: \$142.5B  
2020: \$208B  
2021: \$238.9B  
2022: \$261.6B

- ❄️ **Sustainability Sells:** Consumers in 2023 are more informed and concerned about the planet. Products that champion sustainability, be it in their production process, packaging, or utility, are expected to gain significant traction. Brands that transparently communicate their sustainability efforts will likely find favor among consumers.
- ❄️ **Experiential Purchases Gain Momentum:** While tangible goods remain dominant, there's a growing appetite for experiences. Whether it's travel, dining, workshops, or online courses, U.S. consumers are seeking richer, more memorable engagements, signaling a broader shift in the perception of value.
- ❄️ **E-commerce Boom Continues:** The pandemic-induced surge in online shopping isn't waning. With improved logistics and faster delivery options, consumers are finding fewer reasons to visit physical stores. This peak season will likely witness record-breaking e-commerce sales.



## 2023's Gift of Manufacturing Resurgence

2023 has ushered in a vibrant resurgence of manufacturing in the United States, painting a landscape of innovation, job creation, and domestic production strength.

This resurgence is driven by a combination of technological advancements, policy shifts, and a renewed emphasis on local supply chains. It not only signifies a return to form but also positions the U.S. as a dominant player on the global manufacturing stage.



**Technological Integration:** Smart manufacturing is no longer a concept of the future.

With the Internet of Things (IoT) and Artificial Intelligence (AI) making significant inroads, manufacturing units are becoming more efficient and adaptive. Expect faster response times to market demands and a higher degree of customization in products.



**Green Manufacturing:** With increasing attention to climate change and sustainability, U.S. manufacturers are investing more in eco-friendly processes and technologies. This trend not only aligns with global sustainability goals but also caters to a consumer base that's becoming more environmentally conscious.



**Supply Chain Reshuffling:** The previous year's disruptions led many businesses to re-evaluate their supply chain dependencies. As a result, there's been a surge in reshoring efforts, with companies bringing manufacturing back to the U.S. or closer to home. This translates to a more localized and resilient manufacturing for the foreseeable future.



## Forklift Power & Maintenance: The Unsung Heroes of Peak Season.

Your forklift power and maintenance are vital to your success, ensuring the seamless flow of goods, enabling timely deliveries and optimal productivity.

Yet, they often operate in the background, and their significance is taken for granted, until a breakdown disrupts the entire supply chain.

**Consider these tips to get the most out of your material handling assets and power through the 2023 peak season.**

### ❄️ Leverage Flex Rentals To Meet Peak Season Demand

<https://blog.concentricusa.com/engineering-uptime/5-ways-to-leverage-flex-rentals-to-meet-peak-shipping-season-demands>

### ❄️ 8 Questions To Help Your Material Handling Survive an Unpredictable Holiday Season

<https://blog.concentricusa.com/engineering-uptime/8-questions-to-help-your-material-handling-survive-an-unpredictable-holiday-season>

### ❄️ How To Execute Proactive Maintenance Well During Peak Season

<https://blog.concentricusa.com/engineering-uptime/how-to-execute-proactive-maintenance-well-during-peak-season>

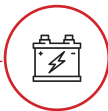


## **A Word On Safety & Efficiency: Your Guiding Stars This Holiday Season**

As we embrace 2023's manufacturing revival and the hustle and bustle of the holidays, two pillars stand out: Safety and Efficiency. And at their core? The crucial role of your forklift power and maintenance.

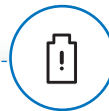
This holiday season, as we navigate the peak demands, let's remember to keep our operations running smoothly and our teams safe. Because when we take care of the essentials, we pave the way for health, peace, and prosperity.

Warm wishes to you and your team for a safe, efficient, and joyous holiday season.



### **Forklift Power & Batteries**

Progressive battery, charger and maintenance programs that make life easier for your forklift operators and serve the volume requirements of today's warehouse.



### **Critical Power**

Next-generation critical infrastructure and energy storage programs that move us toward energy independence, resiliency and a clean economy.



### **Dedicated On-Site Maintenance**

Material handling and automation maintenance performed by full-time on-site technicians who ensure safety, compliance and real-time data drive the right maintenance decisions.