

## Shopular Unwraps It this Holiday Season to Deliver Great Retail Deals

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Shopular "Unwraps It" this Holiday Season to deliver great retail savings for Black Friday and 2014 holiday shopping! See why Santa and shoppers across America are using their mobile devices to save big bucks on presents this year in Shopular's Holiday Shopping Infographic featured on the Shopular Blog. Shopular offers the best selection of hand-picked in-store coupons and deals for your favorite stores like Kohl's, Costco, Forever 21, Starbucks, H&M, Gap, Old Navy, Express, Hollister and more.

Redwood City, California - Shopular, the leading mobile couponing and shopping app available for free download from Apple iTunes and Google Play, reveals how Santa - along with shoppers across America - will be using their mobile devices to find the best deals for 2014 holiday shopping. Mobile deal hunting has become a red-hot national pastime! Shopular recently surveyed nearly 600 consumers to find out why 'tis the season when holiday retail deal hunting has taken a decidedly mobile twist. (See more survey results in the 2014 Holiday Shopping Infographic currently featured on the Shopular Blog.) According to the research, 95% of consumers plan to use their mobile device to find deals while shopping on Black Friday.

The company also queried consumers to find out what gift categories they anticipate will shine as brightly as Rudolph's nose during this holiday shopping period. Given America's growing fascination with gadgets, it's not surprising that Electronics takes the lead at 77%, followed by Toys (35%), Women's Clothing (25%), Housewares and Home Accessories (22%), Children's Clothing (11%) and Men's Clothing (7%).

And, according to Shopular, more than 85% of shoppers typically do their shopping to find these and other items on Black Friday, one of the biggest shopping days of the year, with more than 60% of those surveyed already planning to hit the stores and malls on this year's can't miss it super-saver day. In fact, the majority of consumers polled indicated that the day after Thanksgiving is the day when they knock out the majority of their holiday purchasing.

While Black Friday will clearly be a peak shopping day across America, a new majority (52%) now also consider Turkey Day itself - dubbed "Black Thursday" - as an emerging trend as well. Many stores expect to see strong traffic after the tryptophan effect wanes and shoppers venture out for big savings!

And while buying online continues to gain in popularity, apparently Santa still loves an in-store deal. According to Shopular's research, 73% of consumers expect to find better deals on Black Friday than Cyber Monday, aligning with the public's continued preference for brick-and-mortar shopping.

As for Black Friday serving as a beacon for upcoming seasonal spending trends, the research revealed that 72% consumers believe that post-Thanksgiving Day shopping trends and sales results are indeed a good predictor of overall holiday retail sales health. Most consumers view Black Friday performance as a sneak peek into how consumers will, or won't, think with their wallets throughout the entire season.

Designed to make deal-hunting more fun than ever, the Shopular app is free to download and easy to navigate. Referred to as a mobile "Shopper's BFF," Shopular alerts consumers - while they're on their actual shopping excursion - to savings at retail outlets only they have selected. Backed by some of the most prominent names in Silicon Valley including Sequoia Capital and Y Combinator, this category-changing technology innovation has already redefined mobile couponing and enriched the shopping experience for millions. This year,

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Shopular is one of the best apps for holiday shopping, delivering great Black Friday deals at more than 40,000 retail venues across the U.S.

**Device Requirements:**

- \* iPhone, iPad, and iPod touch
- \* Requires iOS 7.0 or later
- \* Optimized for iPhone 5, 6/6 Plus
- \* 3.5 MB

**Pricing and Availability:**

Shopular 2.15 is Free and available worldwide exclusively through the App Store in the Catalogs category. For more information on "what's hot" and "what's not" this season, and for details about where to find the biggest and best holiday retail deals for 2014, visit Shopular online.

**Shopular 2.15:**

<http://www.shopular.com>

**Download from iTunes:**

<https://itunes.apple.com/app/shopular-hot-coupons-deals/id544118997>

**Shopular 2014 Holiday Shopping Infographic :**

<http://www.shopular.com/shopular-unwraps-it-this-holiday-season/>

**Shopular on Pinterest:**

<http://www.pinterest.com/shopular/>

**Shopular on Instagram :**

<http://instagram.com/shopular/>

**Media Assets:**

<https://drive.google.com/folderview?id=0BxqkX6SPTbxaY01XVDIxVk54RGc&usp=sharing>

Based in Redwood City, CA, Shopular was founded in 2012 to delight shoppers across America and connect them with the retail brands they love the most. The company delivers one of the best Black Friday shopping apps, and offers some of the best holiday retail deals on the market. Backed by the most prominent names in Silicon Valley including Sequoia Capital and Y Combinator, this category-changing technology innovation has already redefined mobile couponing and enriched the shopping experience for millions. All Material and Software (C) Copyright 2014 Shopular Inc. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

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