

Forrester projects rise in online holiday sales

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(AP) -- Forrester Research Inc. is projecting an 8 percent increase to \$44.7 billion in online holiday sales compared with a year ago as bargain hunters turn to the Web for deals.

The Internet research company says the expected increase would be higher than the 5 percent [sales](#) gain posted for the 2008 [holiday season](#), but would be well below the 20 percent surge posted in 2007.

The Forrester figures exclude travel sales.

The National Retail Federation, the world's largest retail trade group, has forecast a 1 percent decline in overall U.S holiday retail sales for this year compared with a year ago.

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