

HOLIDAY SHOPPING TRENDS 2024

INFLATION, EXPERIENCES, AND THE CONSUMER'S NEW PRIORITIES

U.S. CONSUMER SURVEY & INSIGHTS



With the 2024 holiday season underway, inflation and the rising cost of living continue to impact consumer spending habits, even as optimism remains high. The latest industry data sheds light on three emerging trends all retailers should keep in mind this season: Shoppers' cautious spending plans, their focus on discounts, and the increasing shift toward experiential spending.

In a season typically marked by spending, Snipp's 2024 Holiday Survey, which polled U.S.-based consumers, shows that inflation and rising living costs are heavily influencing holiday budgets. Read on to learn more!

Inflation's Strong Influence on Holiday Budget

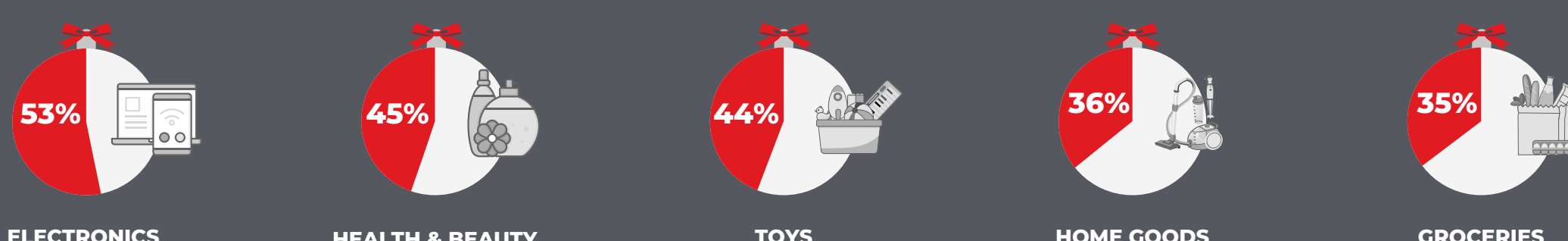


Generationally... Gen Z Feeling the Pinch!



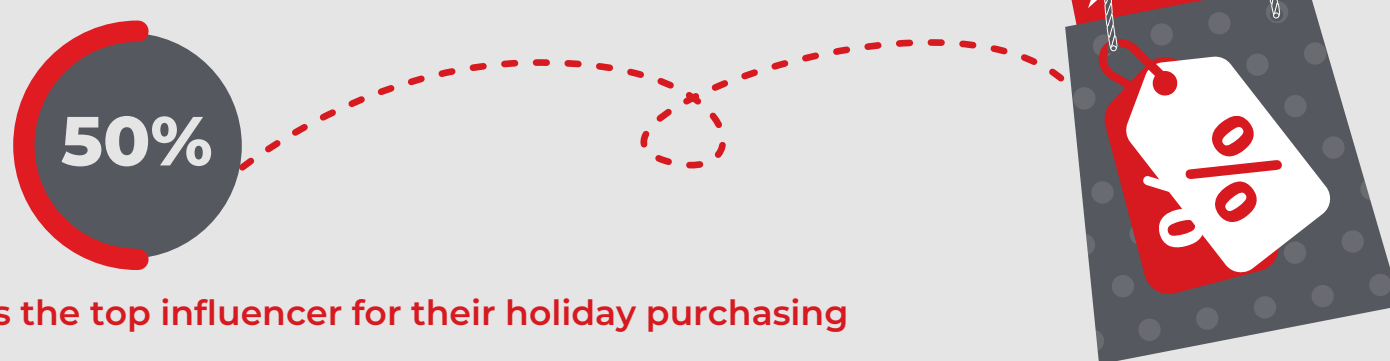
Cutting Back - Categories

Consumers are prioritizing essentials and scaling back on higher-priced gift items this year. Here is where they are cutting back

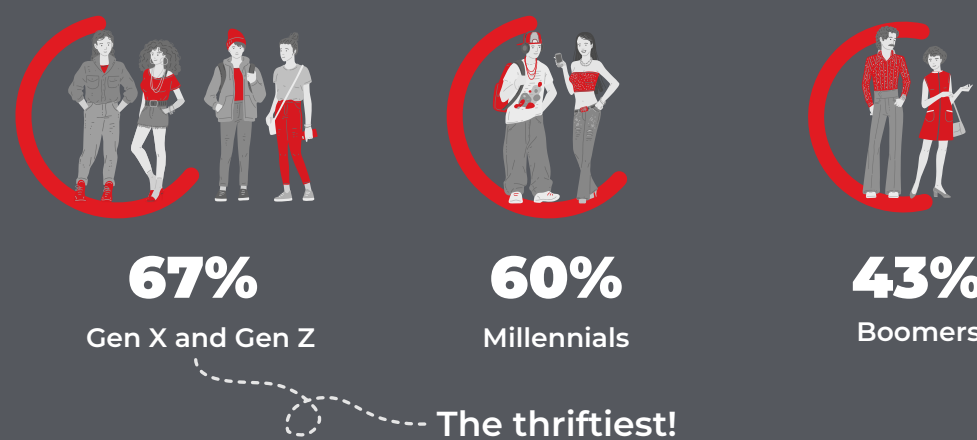


Deals and Discounts: The Key to Holiday Shopping

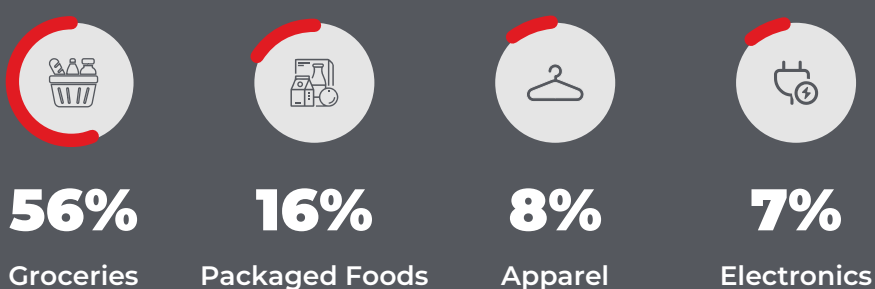
Amid rising prices, consumers are focused on finding the best deals.



Always or frequently use coupons



Where coupons and promotions are most valued



Where consumers search for offers



Where they like to receive offers



Where consumers plan to shop
A growing preference for convenience



Millennials Boomers



Top holiday shopping destinations



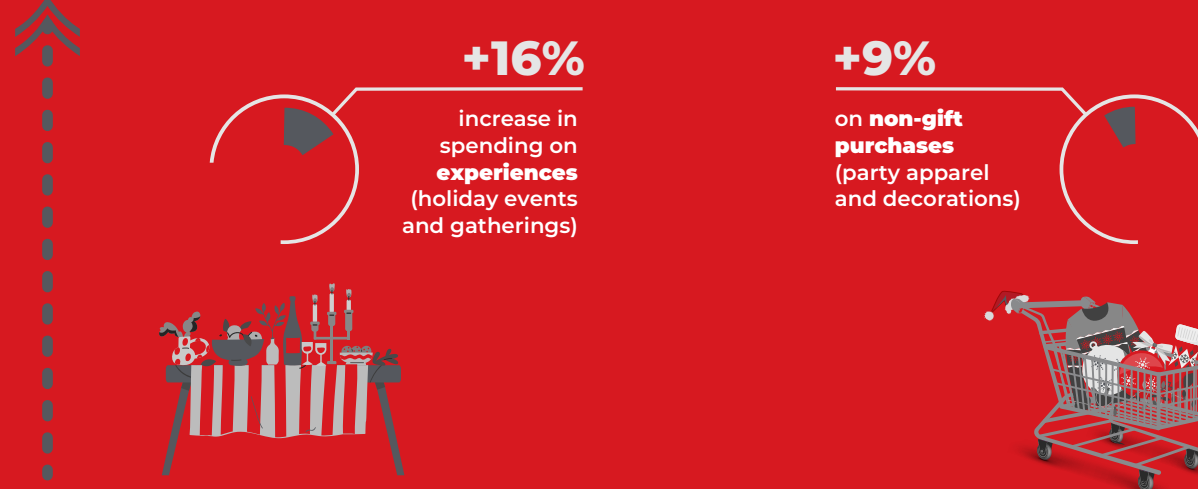
Creative Savings!

Inflation is also pushing consumers to find creative ways to save on holiday meals

Budget-friendly alternatives



Experiential Spending



CONCLUSION:

CONSUMERS ARE SPENDING, BUT CAREFULLY

As the holiday season unfolds, consumer behavior is shaped by a mix of cautious spending, and a desire for value. While inflation is prompting many to cut back and seek out discounts, the importance of experiences is growing, with many shoppers focused on creating memorable celebrations rather than splurging on goods. Retailers and CPG brands catering to this demand for value and convenience, particularly through online channels and experiential product offerings, will be well-positioned for success in the 2024 holiday season.

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