

CONSUMER TRENDS OF HOLIDAYS

PAST, PRESENT & FUTURE

For brands and retailers, the holiday season is one of the few constants in the shopping calendar. Through pandemics and inflation, you can always rely on consumers to splurge over the festive season. Here are some statistics, trends and examples of programs that shape this shopping season.

WHO SPENDS THE MOST



SPENDS



COUNTRY



DEMOGRAPHIC

up to \$960B

US holiday sales forecasted value in 2022

USA

spends more in the holidays than any other country

62%

of millennials and Gen Z say they'll splurge over the holidays

\$82.2B

UK shoppers forecasted spend in 2022

1 in 10

Europeans borrow money or run up credit card debt during the holidays

86%

of millennials research products online before purchasing in store

\$832

what the average US shopper will spend in 2022

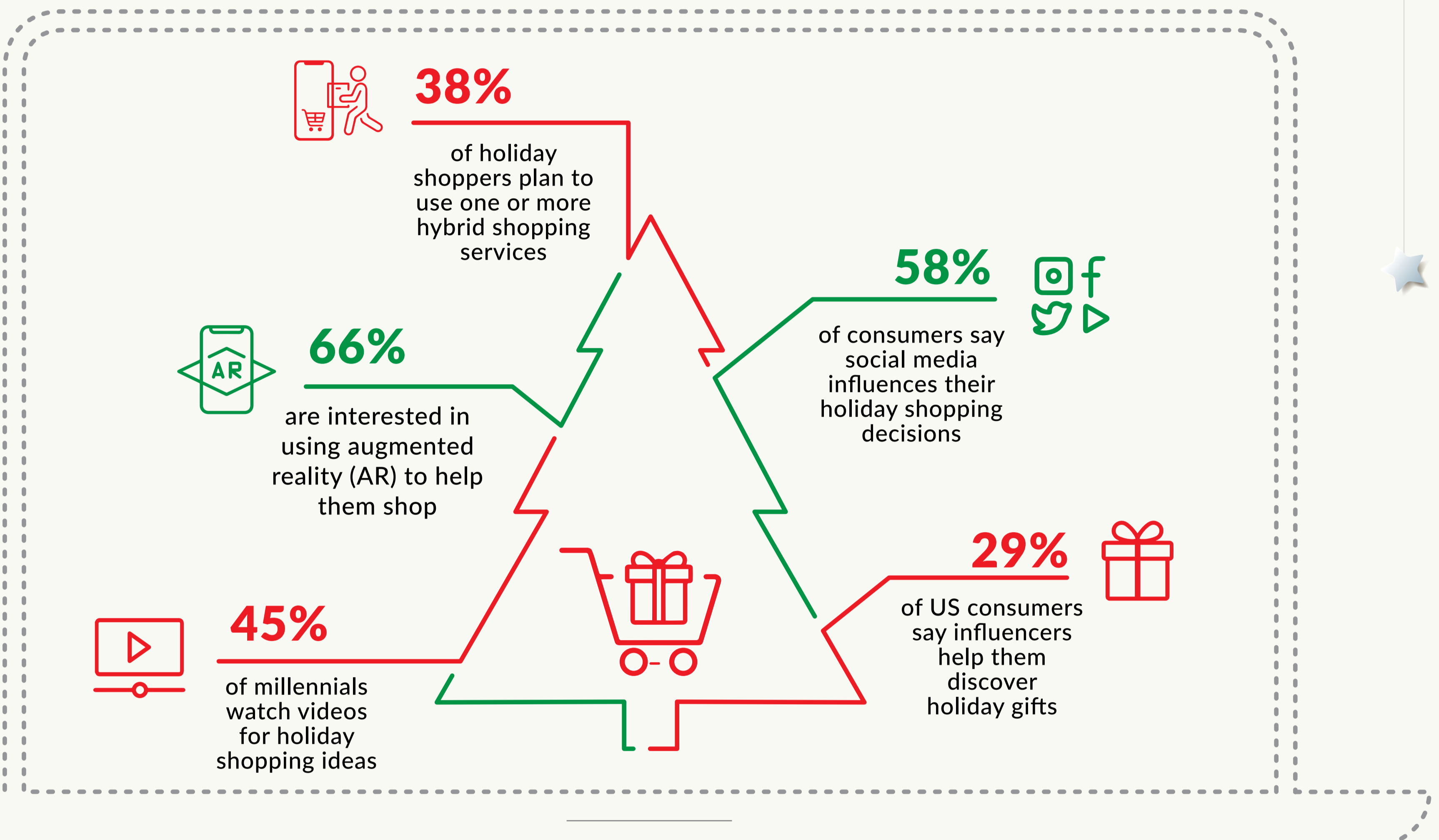
\$53.9B

was spent in-store by shoppers in the UK in 2021

Gen Z and Millennials

spend most of their shopping time buying gifts for others

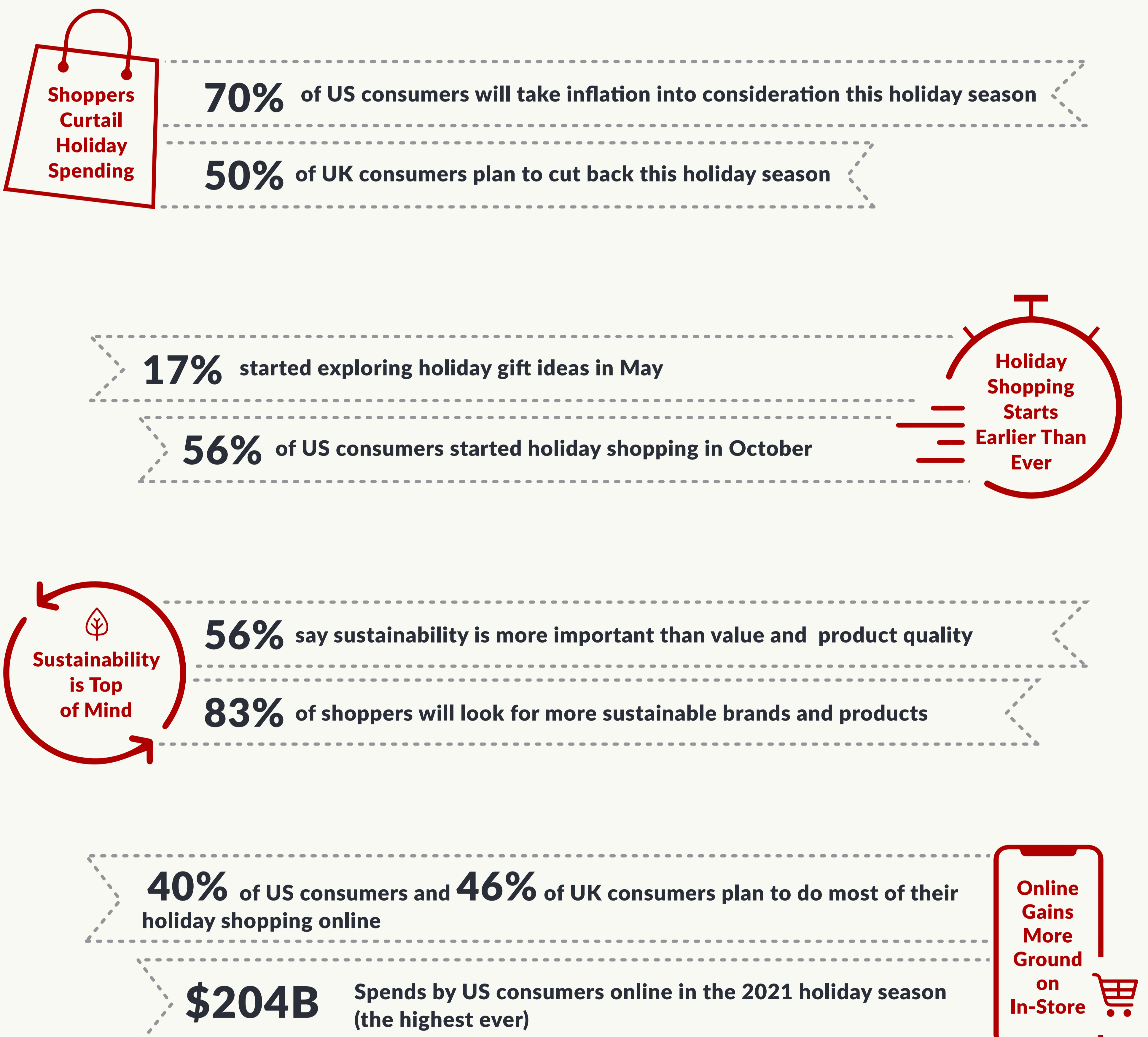
SOCIAL MEDIA, ONLINE SHOPPING AND THE METAVERSE



5 MAIN SOURCES OF INSPIRATION FOR GIFTS



HOLIDAY CONSUMER TRENDS



HOLIDAY BRAND PROMOTIONS TO INSPIRE YOU



Give the Gift of Time
Stella Artois raises funds for safe water through its annual partnership with water.org.



THE BODY SHOP

Eco-Friendly Gift Guide
The Body Shop helps eco-friendly shoppers find more sustainable gifts with its festive gift guide.



Is Your Pup Mistletoe Ready?
Mars Petcare incentivizes shoppers to buy Greenies dental treats and submit their in-store or online receipts to win pet gift cards.



Become Someone's Secret Santa
Cadbury UK promotes thoughtful gifting encouraging people to become Secret Santa's with the gift of Cadbury.

The Icing on Your Christmas Cake

Discover how our best-in-class promotions and loyalty solutions can inject some festive fun into your holiday promotions to drive sales and engage your customers.

LET'S TALK

Sources

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