CONSUMER TRENDS OF HOLDAYS

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



up to \$960B

US holiday sales forecasted value in 2022

\$82.2B

UK shoppers forecasted spend in 2022

\$832

what the average US shopper will spend in 2022



USA

spends more in the holidays than any other country

1 in 10

the holidays

Europeans borrow money or

run up credit card debt during

\$53.9B

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



62%

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

86%

of millennials research products online before purchasing in store

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



50% of UK consumers plan to cut back this holiday season

70% of US consumers will take inflation into consideration this holiday season

17% started exploring holiday gift ideas in May

56% of US consumers started holiday shopping in October





(Y)

83% of shoppers will look for more sustainable brands and products

56% say sustainability is more important than value and product quality

Spends by US consumers online in the 2021 holiday season \$204B (the highest ever)



Online



THE BODY SHOP

with water.org.

Give the Gift of Time

holiday shopping online

Eco-Friendly Gift Guide

The Body Shop helps eco-friendly shoppers find more sustainable gifts

Stella Artois raises funds for safe water through its annual partnership



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.



Petcare

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

LET'S TALK Sources

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.

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