

2024 Ho-ho-holiday Shopper Survey Results



The holiday shopping season is crucial for brands and retailers. For as critical as this time is, so much of your success depends on factors that are out of your control. Chief among these factors is customer behavior.

We recently surveyed **more than 1,000 adult shoppers** in the United States to get a pulse on their attitudes and anticipated holiday activities. Here's what we found.

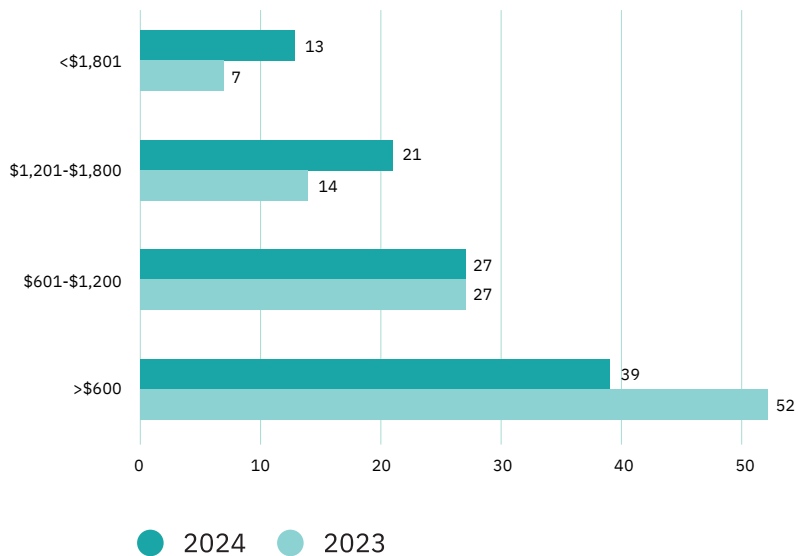
Shoppers will spend more and shop longer

The big picture

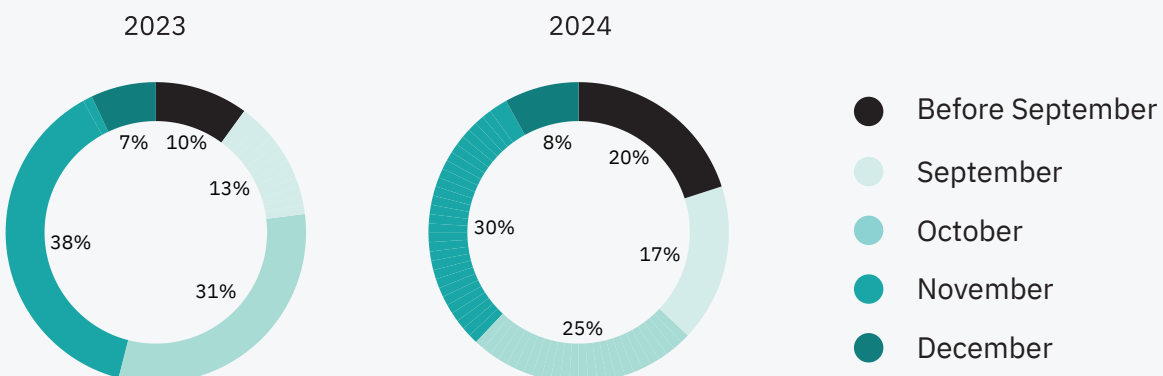
Consumers will spend more this year and will spend it over longer periods of time. The percentage of shoppers planning to spend \$1,800 or more nearly doubled year over year as did the percentage of consumers who started holiday shopping before September.

Of those who will spend less this holiday season, nearly half said they're cutting back due to rising prices on essentials like gas and groceries.

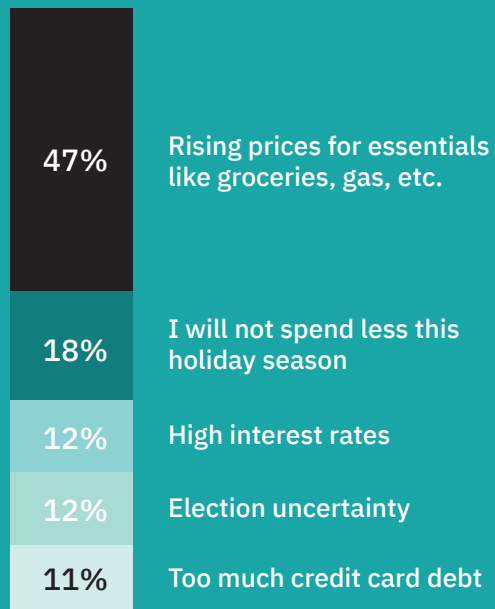
How much do you plan to spend this holiday season?



When do you plan to start your holiday shopping?



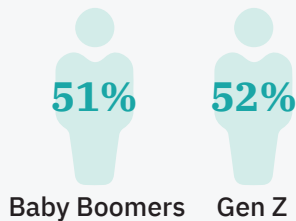
If you're spending less this holiday season, what factor will impact you the most?



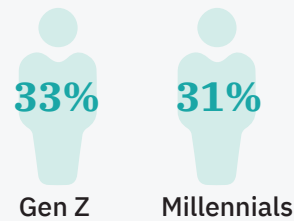
A closer look

The oldest and youngest shoppers have the lowest budgets.

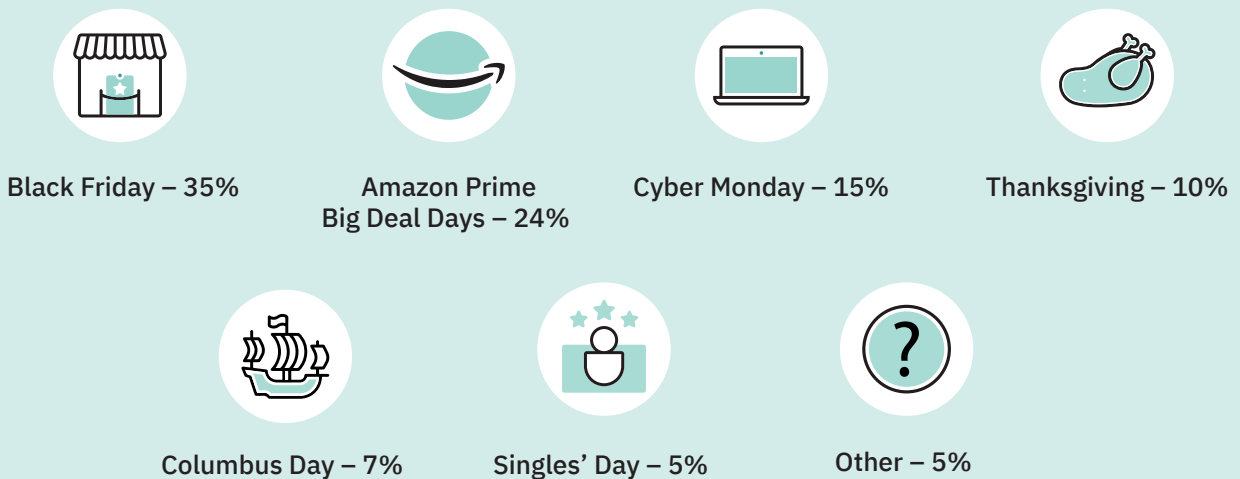
Holiday budget of less than \$600



Holiday budgets of \$901-\$1,500



In addition to asking consumers when they planned to start shopping, we also asked them which of the major shopping sale days they would shop the most.



Most of the respondents who chose **Other** said they will look for deals and discount events throughout the holidays instead of one specific day. Of all the age cohorts, Baby Boomers were the most likely to seek out discounts in general and not depend on sale days.

Our survey found that early shoppers will still take advantage of sale events in October and November.

Shoppers that started holiday shopping before September

Shoppers that start holiday shopping in September

31% will shop Black Friday
21% will shop Amazon's October Prime Day
18% will shop Columbus Day

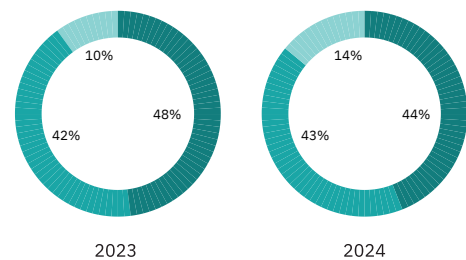
24% will shop Black Friday
31% will shop Amazon's October Prime Day
12% will shop Columbus Day

Singles' Day – which falls on November 11 every year - is catching on with younger consumers. 11% of Gen Z shoppers said they would shop Singles' Day. That compares to only 5% of Millennials, 4% of Gen X and 1% of Baby Boomers.

Ecommerce continues to be popular and TikTok continues to gain influence

The big picture

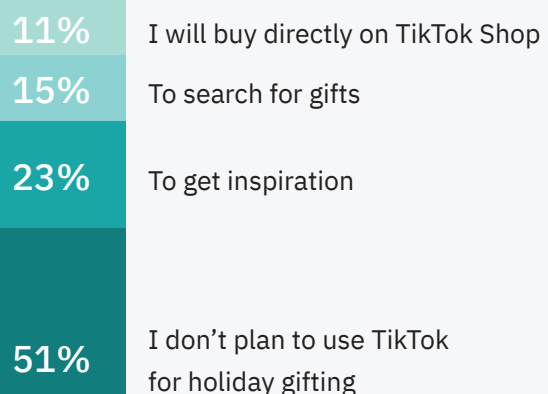
Nearly 90% of shoppers plan to shop as much or more online compared to last year. Nearly half of shoppers also said they plan to use TikTok for inspiration, searching for gifts and buying from TikTok Shop.



● Shop online more ● Shop online less ● Shop online the same amount

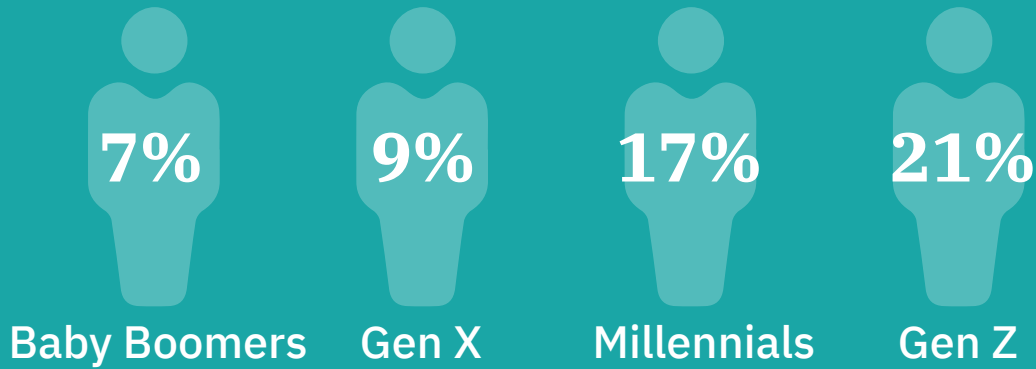


How do you plan to use Tiktok for gifting this holiday season?



Attitudes toward online shopping are still overwhelmingly positive. This year’s survey showed, however, that younger shoppers are more likely to reduce their ecommerce activity this year compared to older consumers. More than 1 in 5 Gen Z respondents said they’re cutting back.

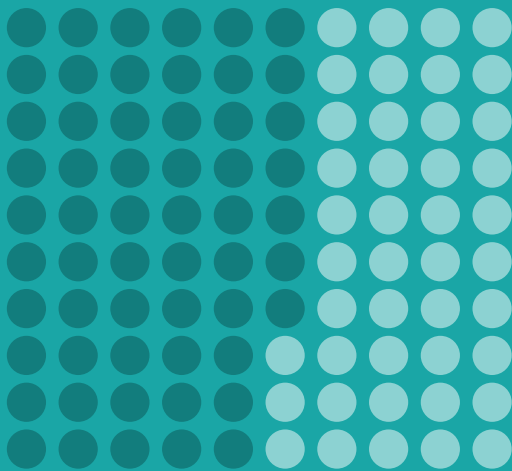
“I plan to shop online less”



Free shipping and free returns are important motivators



The big picture



When it comes to shipping and returns, holiday shoppers are hesitant to pay for either. Free shipping was the main factor for consumers to make a purchase.

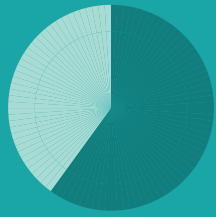
57%

said it was most likely to influence their decision to make a purchase.

When it comes to free returns, more than half (51%) said they would only make a purchase if returns were free.

In exchange for free shipping, shoppers will be patient. For example, one in three Millennials will wait eight to 10 days for an order if shipping is free.

Free shipping and returns are hugely popular and powerful motivators. But shoppers do understand that, in some circumstances, they have to pay. Their willingness to do so varies.



60% of shoppers of all ages will pay up to \$9 for expedited shipping.



More than half of Baby Boomers will not pay extra for expedited shipping.

When consumers start shopping has the most impact on how strongly they feel about free returns. Shoppers who started early were more likely to say that they would only buy if returns are free.

“I will only make a purchase if returns are free”

Overall – 51%

Shoppers who start before September – 58%

Shoppers who start in September – 62%







Shoppers who start in October – 47%

Shoppers who start in November – 44%

Shoppers who start in December – 48%

Retailer holiday checklist

Based on the results of our shopper survey, we recommend:

-  Thinking of the holiday shopping season as a marathon, not a sprint.
-  Strategically place promotions and offers throughout the fall and end of the year.
-  Focus on creating and executing an exceptional Black Friday and Cyber Monday.
-  Implement localised, holiday-specific return policies.
-  Offer omnichannel options for deliveries and returns.
-  Segment your customers by purchase history and personalise your promotions.



Contact us to learn how to make this and future holidays merry and bright.

Contact us