



REPORT

2024 Holiday Consumer Research

**HOLIDAY SEASON SHOPPER INSIGHTS
AND MARKET PREDICTIONS**

Seasons Greetings: The Holidays Are Here for Brands

Ready or not, the holidays are here for brands — and consumers are shopping earlier than ever. While the most wonderful time of the year may not feel just around the corner, winning brands plan early to find digital shelf success.

We surveyed more than 1,000 holiday shoppers in the U.S. and U.K. to gain insights into how and when shoppers plan to spend this year, as well as the top gift verticals and discovery channels. We've also broken out our data across generation groups, flagging critical differences between Generation Z (Gen Z), millennial, Generation X (Gen X), and baby boomer shoppers.

Our consumer research covers spending predictions for holiday events like Black Friday and Cyber Monday, insights on when shoppers plan to start making their lists (and checking them twice), and everything in between. As you enter the holiday season, use these insights to build a clear foundation for meeting shoppers across the digital shelf and delivering the engaging shopping experiences they demand.



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2023 Holiday Spending

ECOMMERCE SPENDING GREW IN 2023 — AND WILL LIKELY REMAIN STRONG IN 2024

Shoppers worldwide spent \$1.17 trillion over the 2023 holiday season, according to [Salesforce](#) — a staggering, but not surprising, amount.

A substantial 25.47% of this spending happened during Cyber Week, which Salesforce defines as the one-week period starting the Tuesday before U.S. Thanksgiving and ending on Cyber Monday. Global year-over-year sales growth trends for Cyber Week also show a 6% increase from 2022 to 2023, according to Salesforce.

To say this period is critical is an understatement. While shoppers start shopping for the holidays at different times, most plan to show up on Black Friday and Cyber Monday, so much of their spending will be concentrated during this period.

Brands must be ready to meet shoppers at Cyber Week and capitalize on this peak shopping period by optimizing their marketing efforts, promotions, and inventory management. They must also be proactive to ensure their plans are in place well ahead of the holiday shopping season to drive sales performance.

\$1.17 Trillion

Total Global Ecommerce Spending Holiday Season 2023

Source: Salesforce

\$298 Billion

Total Global Ecommerce Spending Cyber Week 2023

Source: Salesforce

Cyber Week Makes Up 25.47% of Global Ecommerce Spending for the Entire Holiday Season

Source: Salesforce

2024 Holiday Spending Predictions

SHOPPERS WILL SPEND THE SAME AS LAST YEAR

Holiday shoppers aren't big fans of change, with 65% saying they plan to spend about the same on holiday gifts as last year. This preference is also clear across generation groups, as the majority of shoppers across groups say they're staying put with spending.

Gen Zers (22%) and millennials (17%) stand out as the big(ish) spenders who plan to shell out more money than they did last year. And 26% of Gen Zers and 21% of baby boomers plan to cut back.

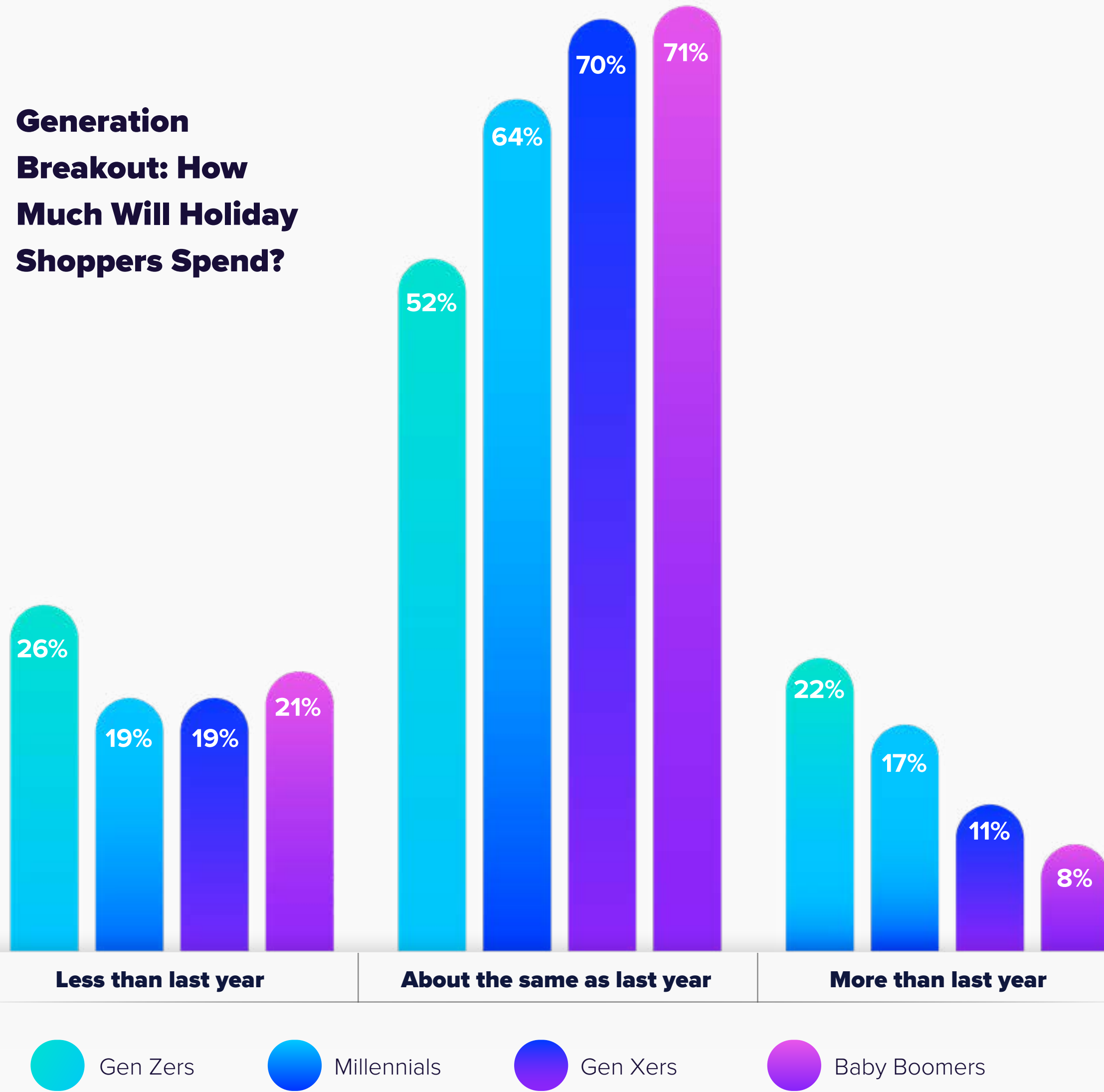
While economic uncertainty is top of mind for many shoppers — 39% said they have increased their focus on budget-friendly options for day-to-day shopping, according to the Salsify “[2024 Consumer Research](#)” report — the holidays are clearly a unique outlier.



- 65% **About the same as last year**
- 21% **Less than last year**
- 15% **More than last year**

QUESTION: ABOUT HOW MUCH MONEY DO YOU PLAN TO SPEND ON HOLIDAY SHOPPING THIS YEAR? BASE: ALL COMPLETE RESPONSES (N=1,026)

Generation Breakout: How Much Will Holiday Shoppers Spend?



QUESTION: ABOUT HOW MUCH MONEY DO YOU PLAN TO SPEND ON HOLIDAY SHOPPING THIS YEAR? BASE: ALL COMPLETE RESPONSES (N=1,026), GENERATION GROUPS



Holiday Shopper Styles

SHOPPER STYLES HIGHLIGHT WAYS TO MEET IMPORTANT VALUES


Shoppers come in all types and styles. Thirty-six percent identify as The Bargain Hunter — who loves a good deal — and 32% identify as The Research Maven — who put the work in to ensure they get the best product.

Product quality emerges as an essential value across several shopper styles (i.e., The Bargain Hunter, The Research Maven, The Brand Loyalist, and The Swayable Shopper), illustrating the need for engaging, high-quality product information that details specifications.

Product information, as well as ratings and reviews, are critical for both The Research Maven and The Swayable Shopper. Both want to make informed purchase decisions and care about the opinions of their peers.

The Luxury Lover and The Brand Loyalist care deeply about brand identity and trust, valuing consistency and reliability in their go-to brands.

Across these shopper styles, exceptional shopping experiences that feature informative product content — with remarkable brand storytelling — will help you meet each of their unique demands across the digital shelf.




The Bargain Hunter

Most Important Values

- Savings
- Discounts
- Value

Percentage of Shoppers **36%**




The Luxury Lover

Most Important Values

- Prestige
- Exclusivity
- Product quality

Percentage of Shoppers **13%**




The Research Maven

Most Important Values

- Product information
- Ratings and reviews
- Product quality

Percentage of Shoppers **32%**




The Impulse Buyer

Most Important Values

- Instant gratification
- Novelty
- Convenience

Percentage of Shoppers **7%**




The Brand Loyalist

Most Important Values

- Brand trust
- Brand identity
- Product quality

Percentage of Shoppers **4%**



The Swayable Shopper

Most Important Values

- Product features
- Product variety
- Ratings and reviews

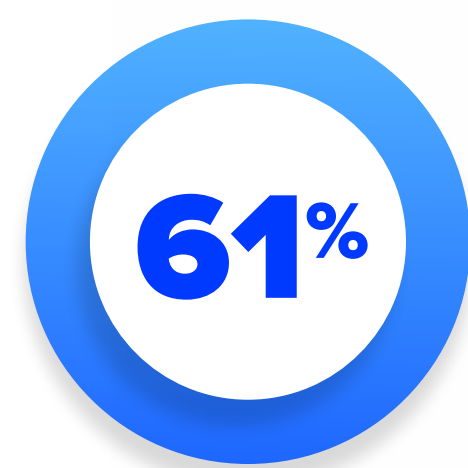
Percentage of Shoppers **3%**

Shoppers Will Treat Themselves This Holiday Season

As shoppers spend endless hours searching for the perfect gifts, they're bound to come across an item (or two) they want or need. And in life, it's important to treat yourself.

While 61% of all shoppers will treat themselves while they work through their gift lists, millennials (73%) and Gen Zers (68%) are the most likely to practice some self-spending. On the flip side, baby boomers are the only group in which most (53%) typically pass on purchasing something for themselves while they shop for the holidays.

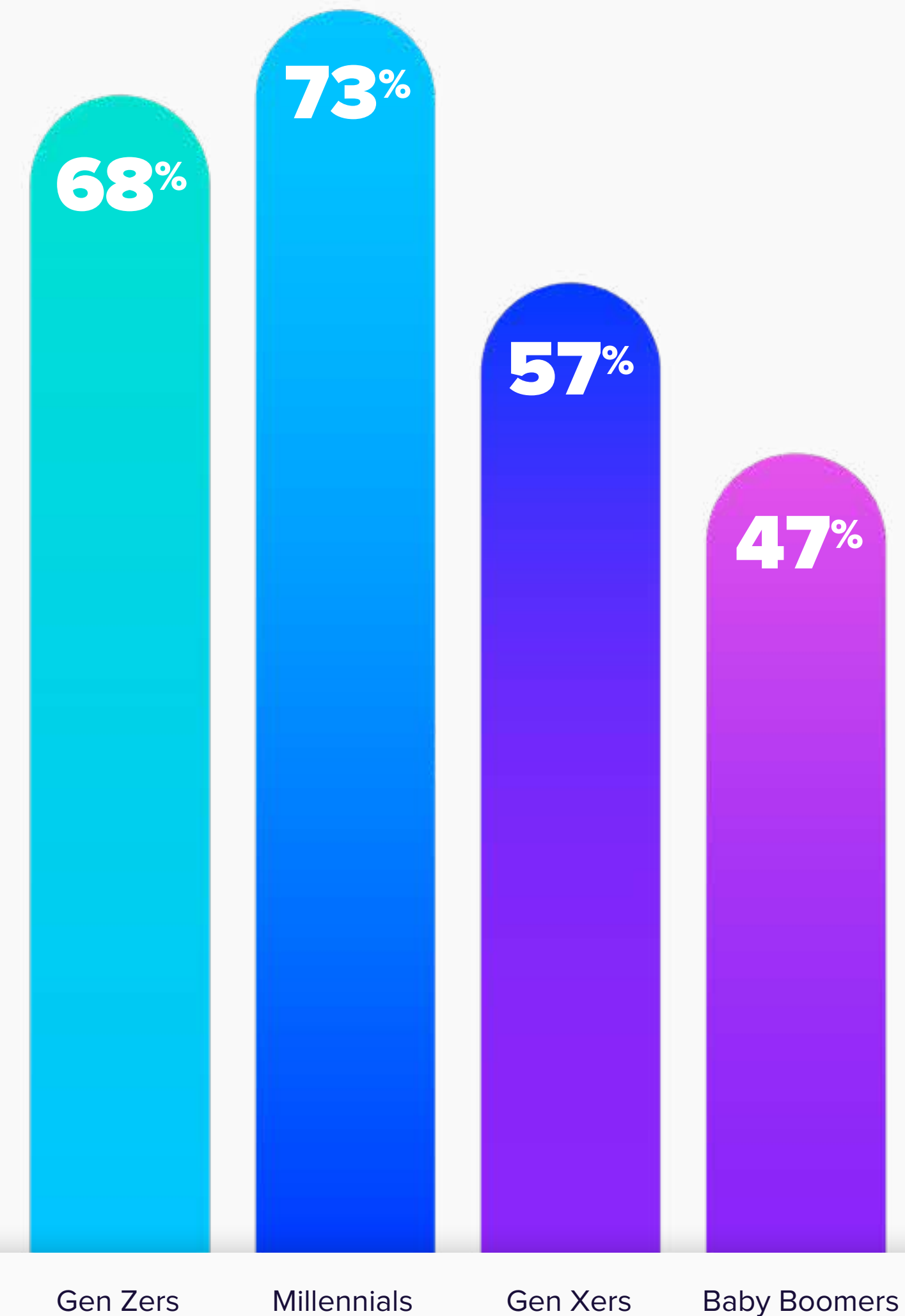
To capitalize on this buying behavior, consider how your unique audience fits within this trend and offer specific promotions and discounts that could drive incentives to self-spend, such as buy one, get one free (BOGO) offers; bundle deals; or free gifts for spending a select amount.



61% of Shoppers Buy Something for Themselves While Holiday Shopping

QUESTION: WHEN HOLIDAY SHOPPING, DO YOU TYPICALLY PURCHASE SOMETHING FOR YOURSELF? BASE: ALL COMPLETE RESPONSES (N=1,026)

Generation Breakout: Do Holiday Shoppers Buy Something for Themselves?



QUESTION: WHEN HOLIDAY SHOPPING, DO YOU TYPICALLY PURCHASE SOMETHING FOR YOURSELF? BASE: ALL COMPLETE RESPONSES (N=1,026), GENERATION GROUPS

Holiday Shopping Timelines

SHOPPERS WILL GET AN EARLY START ON HOLIDAY SHOPPING

Twenty-seven percent of shoppers start buying holiday gifts as early as October — well before most brands and retailers kick off their seasonal promotions. For 7% of shoppers, spending is a year-round event: Several even start shopping for the next holiday season the day after Christmas.

Thirty percent of Gen Xers and 24% of baby boomers plan to start in October. For millennials, 29% plan to start shopping in October and 29% plan to start in November, before U.S. Thanksgiving. Thirty-two percent of Gen Zers also plan to start in November.

The varying holiday shopping start times illustrate the diversity of planning styles for each generation group. Staying ahead of these timelines can help you ensure your brand meets shoppers whenever they're ready to make their lists.



- 27% October**
- 26% November (before U.S. Thanksgiving)**
- 19% Cyber Week (e.g., U.S. Thanksgiving, Black Friday, Cyber Monday)**
- 16% December**
- 7% Shop all year**
- 3% No holiday shopping plans**
- 3% Other**

QUESTION: WHEN DO YOU PLAN TO START SHOPPING FOR THE HOLIDAYS? SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,026)



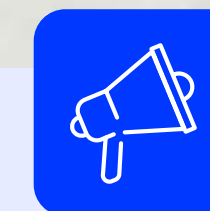
Start Your (Holiday Shopping) Engines

“I literally start Christmas shopping during the day-after-Christmas sales for the next year.”

— U.S. Holiday Shopper

Generation Breakout: When Will Holiday Shopping Start?

	Gen Zers	Millennials	Gen Xers	Baby Boomers
Shop all year	5%	4%	9%	9%
October	25%	29%	30%	24%
November (before U.S. Thanksgiving)	32%	29%	24%	21%
Cyber Week (e.g., U.S. Thanksgiving, Black Friday, Cyber Monday)	29%	23%	16%	11%
December	7%	12%	15%	22%
No shopping plans	0%	2%	3%	7%
Other	2%	2%	3%	6%



‘Shopping Hard in October’

“Most of the time, I shop year round if I see what I want or a good bargain. Then, I really start shopping hard in October.”

— U.S. Holiday Shopper

Holiday Shopping Events

BLACK FRIDAY AND CYBER MONDAY WILL CONTINUE TO SNAG SHOPPERS

It's the not-so-age-old question: Are shoppers still excited about Black Friday?

For 62% of shoppers, it's an unequivocal yes — 75% of Gen Zers, 69% of millennials, and 62% of Gen Xers plan to shop on Black Friday. And while 44% of baby boomers have no plans to shop during any holiday shopping events, 43% still plan to show up on Black Friday.

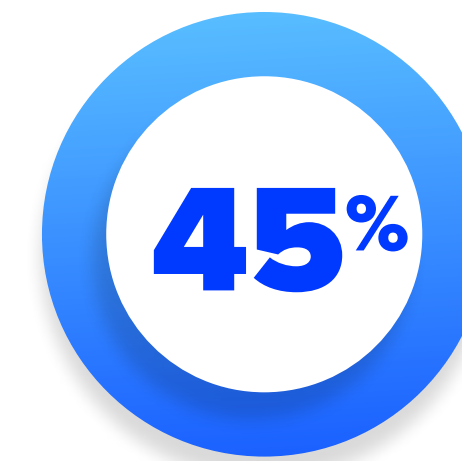
Cyber Monday numbers are also strong across generation groups too, with 53% of Gen Zers, 49% of millennials, 45% of Gen Xers, and 33% of baby boomers planning to spend that day.

Preparing to meet this strong demand requires the timeless basics: Plan early. Know your audience. Offer great shopping experiences and deals. Optimize. Repeat.



62% of Shoppers Plan to Shop During Black Friday 2024

QUESTION: DO YOU PLAN TO BUY GIFTS DURING ANY OF THE FOLLOWING HOLIDAY SHOPPING EVENTS? SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,026)

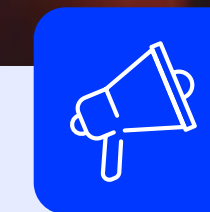


45% of Shoppers Plan to Shop During Cyber Monday 2024

QUESTION: DO YOU PLAN TO BUY GIFTS DURING ANY OF THE FOLLOWING HOLIDAY SHOPPING EVENTS? SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,026)

Generation Breakout: Which Holiday Shopping Events Will Shoppers Attend?

	Gen Zers	Millennials	Gen Xers	Baby Boomers
Black Friday	75%	69%	62%	43%
Small Business Saturday	18%	22%	16%	11%
Cyber Monday	53%	49%	45%	33%
Giving Tuesday	12%	15%	8%	4%
Super Saturday	14%	21%	17%	11%
Boxing Day	22%	18%	16%	9%
No Shopping plans	12%	12%	20%	44%



Snagging Cyber Week Deals

“I start with a list of what people want (or I think they would like). Then, Amazon is my first stop to build a gift list. I try to have this done before Black Friday or Cyber Monday so that I can get the best deals for my purchases. If I can purchase everything online roughly within the same window, that is what I do.”

— U.S. Holiday Shopper

QUESTION: DO YOU PLAN TO BUY GIFTS DURING ANY OF THE FOLLOWING HOLIDAY SHOPPING EVENTS? SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,026), GENERATION GROUPS

Top Gift Verticals

SHOPPERS WILL BUY HOLIDAY GIFTS ACROSS VERTICALS — AND THEY NEED GREAT PRODUCT CONTENT TO MAKE INFORMED CHOICES

Great gift-givers know there's an art to finding the perfect gift. While others might rush to buy in the final days before the holidays, they instead turn to a wide range of channels for inspiration, seeking out everything they can learn about products that fit their giftees' hobbies and interests.

Whether the giftee wants the latest it-sneaker, a great bottle of mezcal, a workhorse power tool, or any other product that will delight them to open, product content will make or break the sale.

Holiday shoppers of all styles will spend across verticals during the shopping season, and brands must deliver engaging, detailed product information to help them make their final buying decisions.

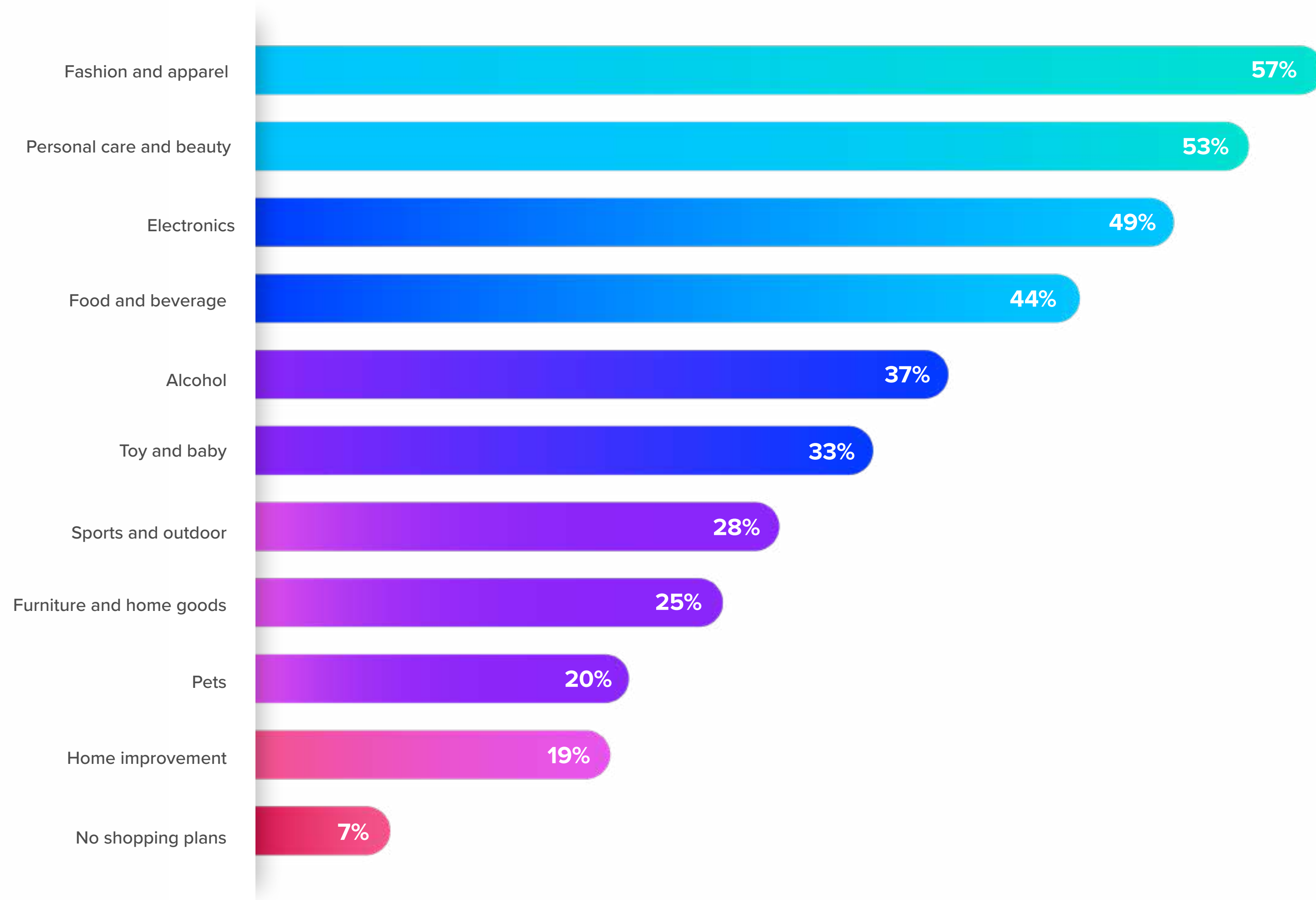


The Art of Gift Buying

“I normally think about the hobbies and interests of the person I am going to buy the gift for (sports, cooking, etc.). Then, I make a list of things related to this hobby — plus things I remember the person told me they wanted or needed. I go to Amazon and search for those products, plus the recommendations. I read reviews and compare prices. Finally, I choose the option I consider to have the best value (money/quality).”

— U.K. Holiday Shopper

What Are the Most Popular Verticals for Holiday Gifts?



QUESTION: DO YOU PLAN TO BUY HOLIDAY GIFTS FROM ANY OF THE FOLLOWING PRODUCT CATEGORIES THIS YEAR? SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,026)



Big Deal Hunting

“I investigate the interests of the prospective recipient and then surf the web for good prices.”

— U.S. Holiday Shopper

Top Gift Discovery Channels

SHOPPERS WILL FIND INSPIRATION ACROSS THE (OMNICHANNEL) AISLES

With the rise of the digital shelf, the lines of commerce have blurred, and shoppers no longer distinguish between online and in-store experiences. Instead, they treat them both as part of the same buying journey. Research shows that 49% of shoppers prefer a mix of online and in-store shopping, according to the Salsify “[2024 Consumer Research](#)” report.

Shoppers’ preference to move seamlessly between the digital and physical aisle carries over into their top shopping channels too. Every generation group, our research found, finds inspiration for gifts on both online and offline discovery channels.

Meet these demands by ensuring that product content is consistent, accurate, and high quality everywhere a shopper interacts with your brand, whether in a brick-and-mortar store, on social media, on your brand website, or across the digital shelf. These seamless omnichannel shopping experiences drive sales and foster long-term customer loyalty.



Inspirational Amazon, Google, and TikTok

“When it comes to shopping, I always turn to Amazon and Google Search for inspiration. These platforms provide a vast range of products to choose from, making it easy to find what you need.”

— U.K. Holiday Shopper

“I like buying gifts throughout the year, and I mostly shop online — even though I do like going to in-person stores for things like candles or perfume. I also get ideas from TikTok or friends and family. I also get opinions about things you can’t buy in person from social media or friends.”

— U.S. Holiday Shopper

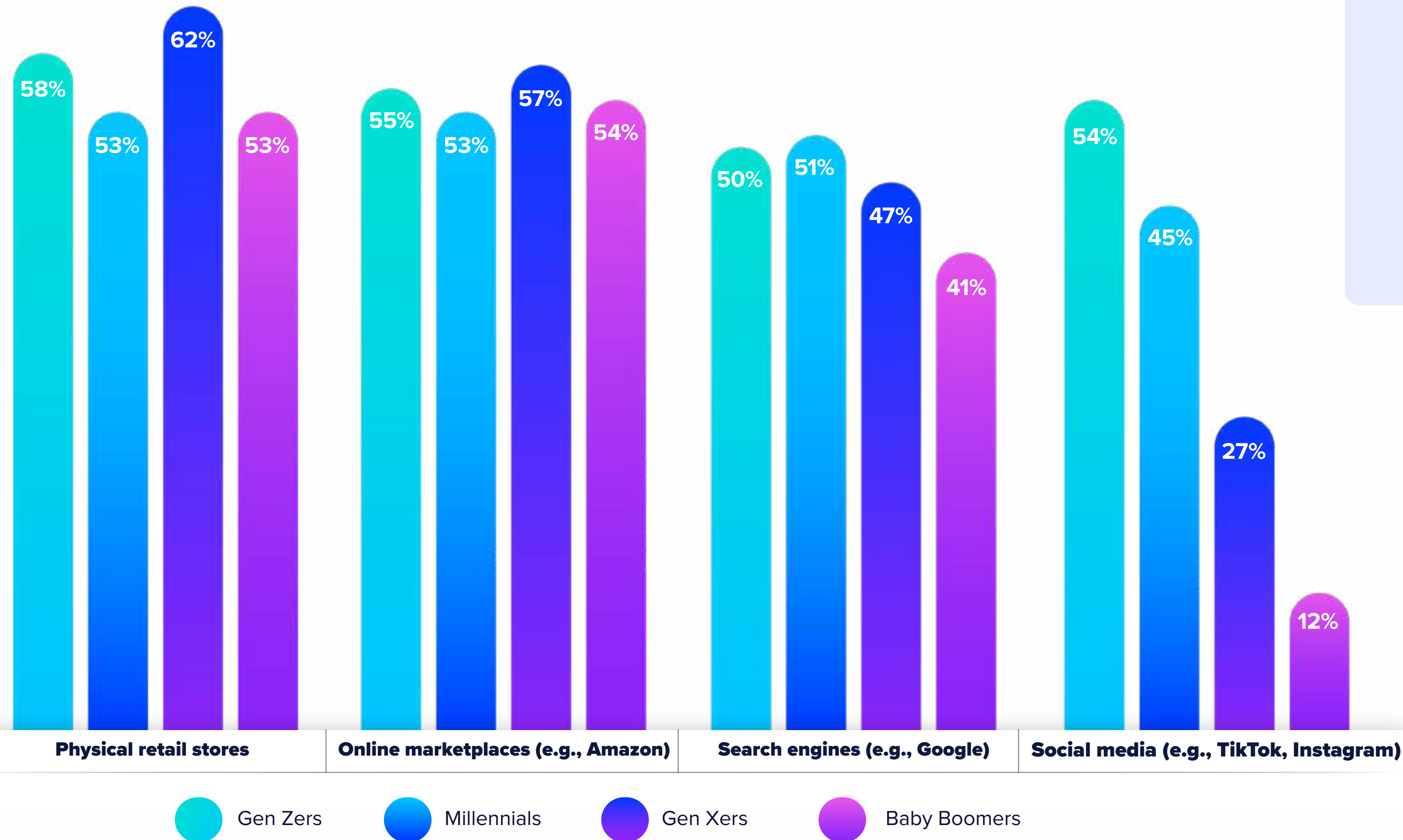
Generation Breakout: Where Do Holiday Shoppers Find Gift Ideas?



Moving Between the Digital and Physical Aisles

“I will spend a few hours researching online [to find] ideas, using various platforms and websites. I then will go into the shopping centre and see what I can find.”

— U.K. Holiday Shopper



About Salsify

Salsify empowers brands, retailers, and distributors in more than 100 countries worldwide to build shopper-centric, frictionless, and memorable commerce experiences. These experiences help increase brand trust, amplify product differentiation, boost conversion rates, grow profit margins, and speed time to market.

Learn why the world's largest brands like Mars, Inc., L'Oreal, The Coca-Cola Company, Bosch, and GSK and retailers and distributors like E.Leclerc, Carrefour, Metro, and Intermarché use Salsify to stand out on the digital shelf.

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Methodology

Salsify surveyed 1,026 participants, comprising 526 shoppers from the United States (U.S.) and 500 shoppers from the United Kingdom (U.K.). The survey was administered using SurveyMonkey, and data was collected on April 22, 2024.

For this report, we analyzed only completed responses. Incomplete or partially filled surveys were excluded to ensure the accuracy and reliability of the data.

Our aim was to employ a stratified sampling method for balanced, comprehensive, and diverse representation: a goal of 25% for each age group (ages 18–27, 28–43, 44–59, 60–78), a balanced gender ratio, and a balanced division between the U.S. and the U.K.

We pulled holiday shopper quotes from open-answer comment sections within the survey and edited them for length and clarity.

Our objective for this report was to obtain a foundational understanding of consumer purchasing habits during the holiday shopping season.

U.S. Consumer Survey: 526 Participants

AGE

18–27: 129 (24.52%)

28–43: 137 (26.05%)

44–59: 134 (25.48%)

60–78: 126 (23.95%)

GENDER

Female: 257 (48.86%)

Male: 269 (51.14%)

Non-binary: 0

A gender not listed here: 0

Prefer not to answer: 0

U.K. Consumer Survey 500 Participants

AGE

18–27: 110 (22%)

28–43: 141 (28.20%)

44–59: 126 (25.20%)

60–78: 123 (24.60%)

GENDER

Female: 250 (50%)

Male: 250 (50%)

Non-binary: 0

A gender not listed here: 0

Prefer not to answer: 0