



Holiday Consumer Survey 2023



Methodology

- An online survey was conducted from September 22-23, 2023
- Panel of 890 U.S. adults who identified “consumer shoppers” who were the primary decision-makers in the household and planned to buy holiday gifts this year.
- The panel was balanced for age, gender, and household income.
- Margin of error: +/- 3.352%



General Audience

High Level Takeaways

- 91% of U.S. adults bought holiday gifts last year and plan to do the same this year
- The estimated holiday budget for all respondents is \$762.42
 - 52% of shoppers plan to spend more this year than last
 - 26% of shoppers plan to spend the same as last year
 - 9% of shoppers plan to spend less than last year
- 90% of holiday shoppers plan to shop online
 - 42% will shop online more than last year
- 71% of shoppers report that higher prices have impacted their shopping
 - Up from 59% in our 2021 Holiday Survey

*Results may not add to 100 due to rounding



General Audience

Consumer Confidence

- 52% of shoppers have a pessimistic outlook for their budget this year*
 - 20% of shoppers expect to spend more money this year and get less
 - 16% of shoppers expect to spend more and get the same
 - 11% of shoppers expect to spend the same amount and get less
 - 4% of shoppers expect to spend less and get less
- 27% of shoppers have an optimistic outlook for their budget this year
 - 15% of shoppers expect to spend more and get more
 - 7% of shoppers expect to spend the same and get more
 - 3% of shoppers expect to spend less and get more
 - <2% of shoppers expect to spend less and get the same

*Results may not add to 100 due to rounding



General Audience

Ready, Set, Shop

- The average day shoppers will begin shopping for Holidays is October 22
 - 25% will (or have) started earlier than last year
 - 8% will (or have) started at the same time as last year
- 23% are Early Bird Shoppers (started prior to October)
 - Average budget (\$828.19) is 9% higher than all respondents
 - Average budget (\$828.19) is 22% higher than Last Minute Shoppers
- 46% are Last Minute Shoppers (start November or later)
 - Average budget (\$679.93) is 11% lower than all respondents
 - Average budget (\$679.93) is 17% lower than Early Birds

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General Audience

TikTok Shop

- 36% of all respondents will use TikTok for holiday shopping this year
 - 23% will use TikTok to get inspiration for gifts
 - 18% will use TikTok to search for specific gifts
 - 10% will buy gifts from TikTok Shop if available
- 53% of respondents between 18 – 29 years old plan to use TikTok for holiday shopping
 - 39% will use TikTok to get inspiration for gifts
 - 23% will use TikTok to search for specific gifts
 - 8% will buy gifts from TikTok Shop if available
 - 16% of respondents between 45 – 60 years old will buy from TikTok shop

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General Audience

Amazon Effect

- Shoppers will wait an average of 6.95 days in exchange for free domestic shipping
 - Delivery expectations don't change between Early Bird and Last-Minute Shoppers
- Shoppers will pay an average of \$6.43 for expedited shipping, well below the average cost to merchants (Priority Mail from USPS starts at \$9.35)
 - Early Birds expect to pay 12% less than average shoppers (\$5.68)
 - Last-Minute shoppers expect to pay 3% less than average shoppers (\$6.25)

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Online Shoppers

Those who plan to spend more online this year

- 42% of all respondents plan to spend more online this year than last
- Shoppers who plan to increase online spending also plan to spend 3% more (\$783.74)
- 65% of respondents who plan to do more online shopping plan to spend more overall

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