

# 2018 HOLIDAY SHOPPING TRENDS

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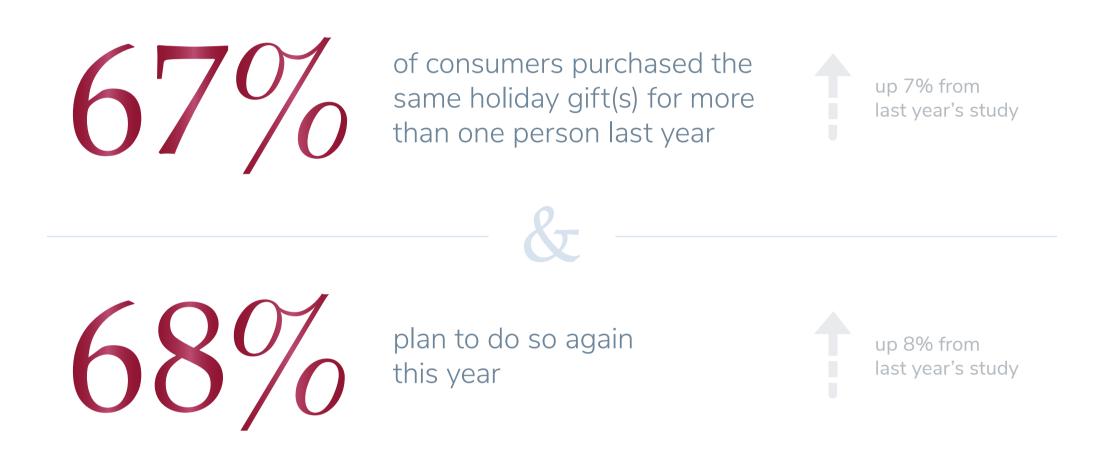


of consumers\* plan to purchase gifts 4 – 6 weeks in advance

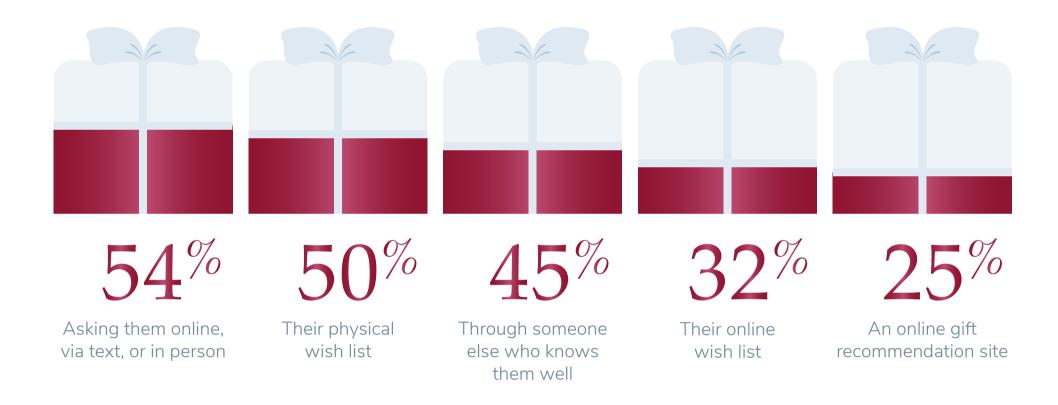
Planned Spending Per Person



<sup>\*</sup>Consumers we spoke to in our survey.



Consumers Are Using the Following Resources for Gift Ideas



## Which Gifts Are Being Purchased Most Often?

| 68%                          | 65%                       |
|------------------------------|---------------------------|
| Gift Cards &<br>Certificates | Clothing &<br>Accessories |
| Toys                         | 61%                       |
| Food (Gift Baskets or Treats | ) 42%                     |
| Jewelry                      | 40%                       |
| Media                        | 36%                       |
| Pet Toys                     | 28%                       |

### The Majority of Consumers Plan to Make a Total of...



visits to a store or website to complete their shopping

...and Plan to Visit

**different stores or websites** to complete their shopping

| Kitchen A | Accessories | 27%         |  |
|-----------|-------------|-------------|--|
| Smartph   | ones        | 23%         |  |
| Sporting  | Goods       | <b>22</b> % |  |
|           |             |             |  |

#### Where Are They Planning to Shop?

| Mass Retailers    | 81%         |
|-------------------|-------------|
| Websites          | <b>67</b> % |
| Shopping Malls    | <b>58%</b>  |
| Department Stores | 56%         |
| Club Stores       | <b>36</b> % |
| Specialty Stores  | 26%         |



#### About GutCheck

We pioneered agile market research to provide our clients with actionable answers and insights, globally, at the speed of their business. Our team of experts uses our analytics platform to help clients make more confident business decisions by connecting them with their target consumers more often and earlier on in development. **For more information visit: gutcheckit.com** 

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This quantitative study, n=300, was conducted by the GutCheck research team.

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