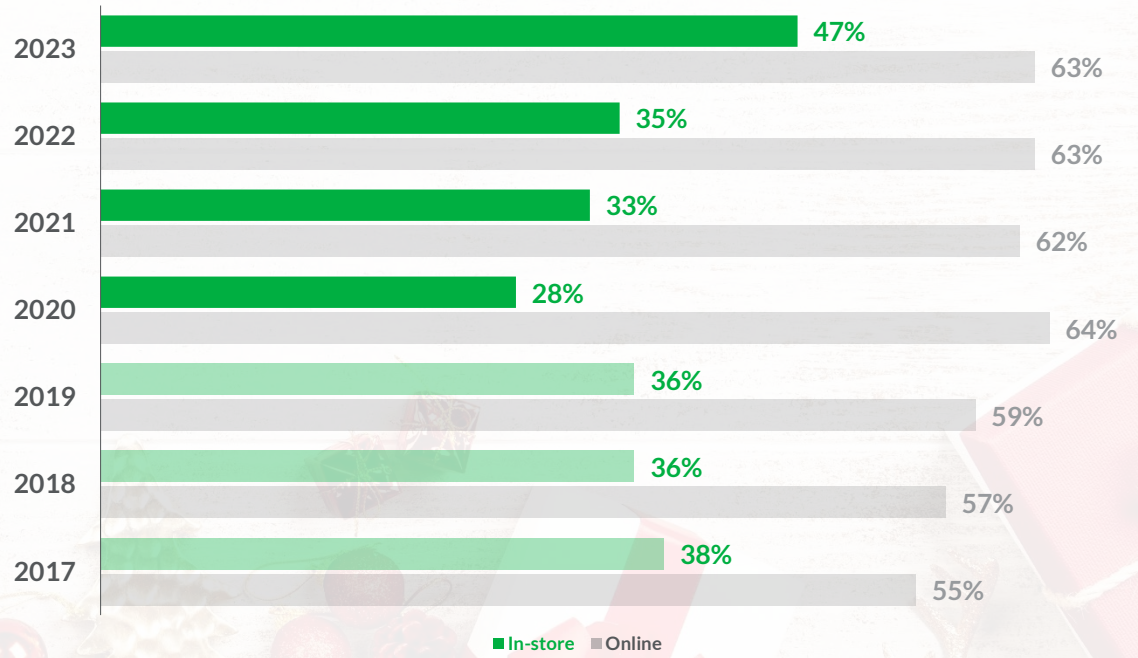


Unwrapping the 2023 Holiday Shopping Trends



Omnichannel is Key: Online continues dominance, but in-store making a comeback

US holiday eCommerce sales continue their shift to online platforms, but shoppers still split their time between channels with instore shopping increasing to pre-pandemic levels.



Deloitte: 2023 Holiday Retail Survey, percentage of respondents reporting spending by channel



Tech assisted shopping is on the rise

Holiday shoppers are embracing digital tools for online price comparisons, product research, AI assistants, and social media influence, highlighting the growing importance of technology and automation in catering to tech-savvy consumers.

53%



of consumers use virtual interactions with customer service agents.

51%



utilize AI gift recommendations.

37%



purchase items resulting from browsing/testing via metaverse platforms.

33%



search for a product before purchasing.

33%



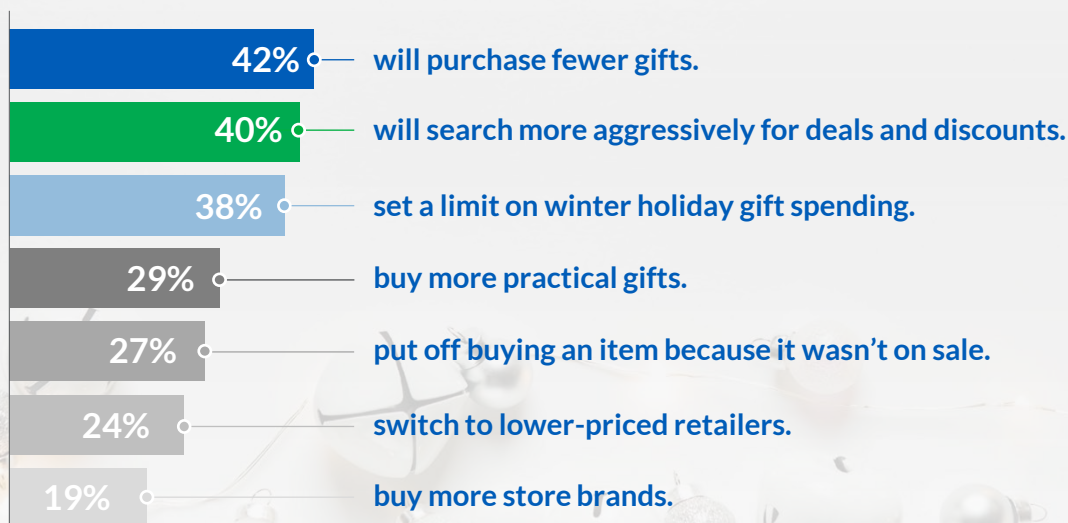
utilize AI "virtual try on" tools.

PwC: 2023 Holiday Outlook Trends, percentage of respondents reporting technology assisted shopping



Financial pressures are changing holiday shopping habits this year:

Many holiday shoppers seek deals, reflecting their intention to reduce spending due to economic pressure and inflation, emphasizing the importance of cost-consciousness and the necessity for retailers to offer competitive pricing and promotions.



Mintel: Winter Holiday Shopping US 2023

The holiday is "me-time" this year with self-indulgence and memorable gifting:

The average shopper will spend almost \$300 on the "big" gift.

→ **\$295**

on "treating themselves."

→ **\$299**

on children.

→ **\$197**

on significant others.

Samba TV H2 2023 Holiday Report