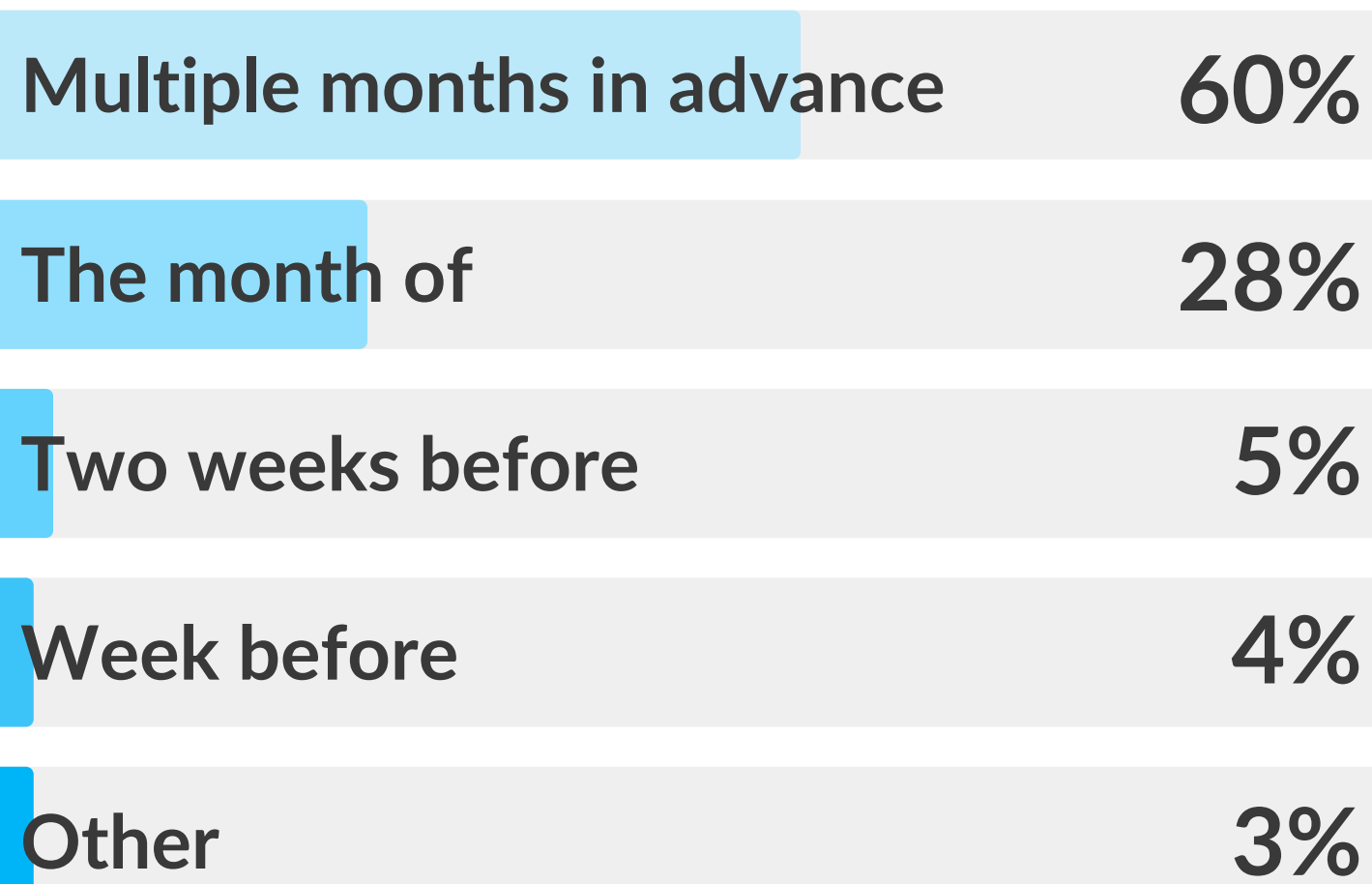


# Unveiling Consumer Holiday Shopping Preferences

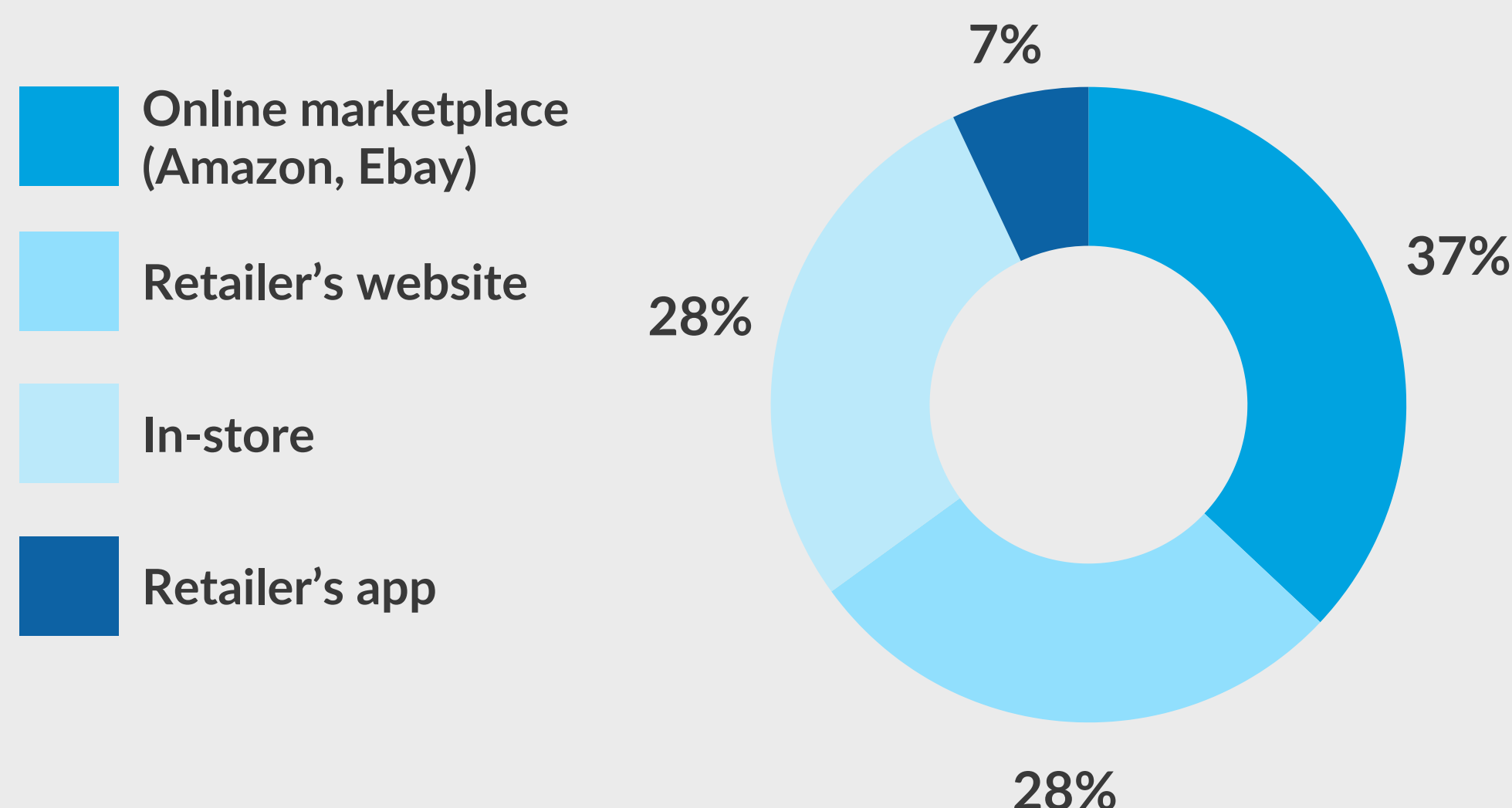
With the holiday season fast approaching, we surveyed 1459 North American consumers to uncover their shopping habits. From when they start buying to what influences their decisions, discover key insights that reveal how shoppers plan and purchase during the holidays.



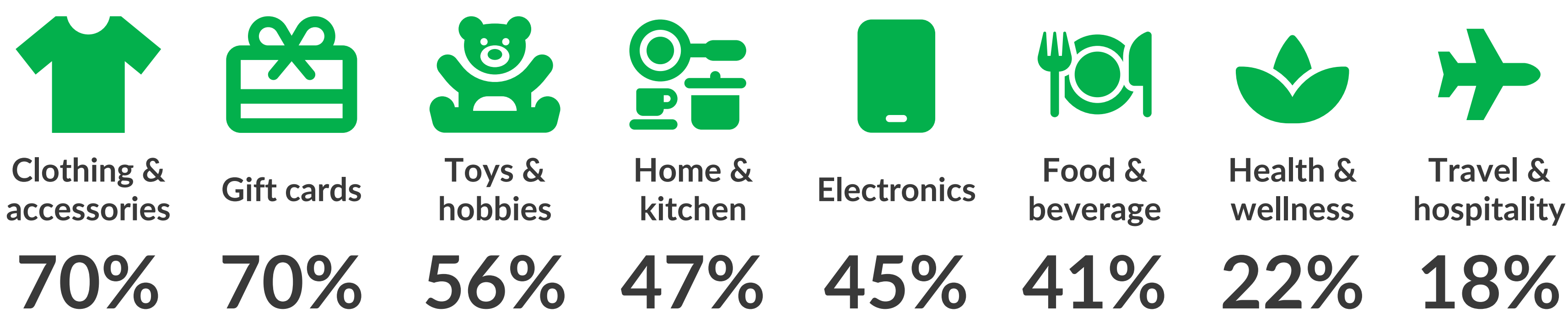
When buying gifts for the holidays, how *early in advance do you begin making your purchases?*



How do you *typically place your order* when ordering your holiday items?



What *type of gifts* do you typically purchase for the holidays?



The top *3 most influential factors* rated by respondents when choosing where to purchase gifts online are:

- #1 Free delivery
- #2 Sales on items
- #3 Return policy

51% of shoppers rely on customer reviews when choosing where to buy gifts online—making reputation management essential for standing out.

What type of *promotion* would most likely influence you to make a holiday purchase?



Among those planning to shop, these are the *items typically purchased* on Black Friday and Cyber Monday.

	Black Friday	Cyber Monday
Holiday Gifts	74%	69%
Electronics	67%	64%
Clothing	54%	50%
Beauty & personal care	41%	42%
Entertainments	39%	39%
Furniture & appliances	27%	20%
Other	3%	5%

**59%** **BLACK FRIDAY**

of consumers plan to shop on *Black Friday, Cyber Monday, or both.*

followed by 27% that won't be shopping on either day.



## Why is this important?

Understanding holiday shopping behavior is crucial for retailers aiming to maximize peak season opportunities. As shoppers start their holiday purchases earlier and across various channels, it's vital for businesses to be present when consumers are ready to buy. Key factors like free delivery, sales, and return policies are essential to consider in your holiday approach.

Promotions also play a significant role in consumer choice. With shoppers favoring percentage-off deals and limited-time offers, crafting attractive promotions can boost customer engagement and sales. Adapting to these insights helps retailers meet consumer expectations and stand out in a competitive market.

To navigate the holiday shopping season effectively and enhance your sales strategy, use data-driven insights. For tailored guidance on meeting consumer needs, Intouch is here to assist you.

## About Intouch Insight

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty. As a North American company, we are proud to deliver growth solutions to over 300 of the continent's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!  
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[Find out more](#)