



# 2024 BLACK FRIDAY SHOPPING TRENDS

Peek into the minds of 8K+ consumers from Europe and beyond for consumer spending insights.



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How holiday spending plans differ by demographic

Consumers are feeling the effects of inflation, hard. But widespread financial vigilance won't curb holiday spending this year—and many people are open to shopping earlier, seeking creative ways to save.

Based on responses from 8,538 consumers worldwide, a new Klaviyo survey reveals that while inflation is currently impacting and/or will impact spending habits for 88% of the population, a cautious economic outlook won't dampen holiday spending. The majority of consumers (80%) plan to spend the same amount or more this holiday season—and over half (51%) are open to holiday promotions in the months before November–December.

## FEATURING INSIGHTS FROM



# SURVEY METHODOLOGY

The survey asked questions about when, where, how, and why consumers spend their money during the holiday season. Respondents were a near-even mix of gender and household income brackets, and all were decision makers when it comes to household spending.

Total respondents

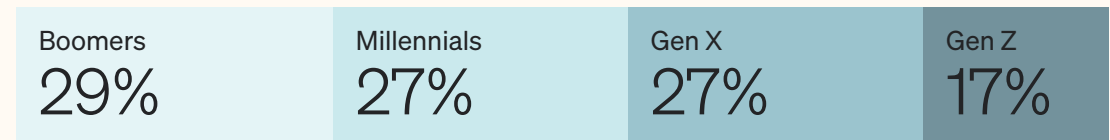
# 8,538

## Sample breakdown

### Regional



### Generational



### Parental status



### Relationship status



# KEY TRENDS

The survey asked questions about when, where, how, and why consumers spend their money during the holiday season. Respondents were a near even mix of gender and household income brackets, and all were decision makers when it comes to household spending.

## 01

### Consumers are feeling inflation, hard

Consumer economic outlook is cautious. Less than a third of consumers expect the job market, the political climate, the stock market, or interest rates to improve by the end of the year, and inflation is affecting current and/or future spending habits for the vast majority. Most consumers are spending more on essentials as the cost of goods and services continues to rise, while discretionary spending holds fairly steady.

## 02

### More people are open to pre-November holiday shopping

Although most consumers wait until the end of the year to do their holiday shopping, they may be willing to change their minds if it means stretching their dollars. When we asked them to identify the “ideal month” for brands to begin their holiday season sales and promotion activities, more than half identified a month earlier than November. Compared to other income brackets, lower-income consumers are both more likely to shop early, and more likely to shop last-minute, possibly to spread out costs and take more consistent advantage of savings.

# 03

## Cautious economic outlook won't dampen holiday spending

Despite widespread financial vigilance, a healthy majority of consumers expect to spend the same amount or more on holiday shopping compared to last year. Nearly three-fourths of consumers plan to spend \$250–2,500\*, and most are actively seeking discounts and sales. Price is the top factor influencing consumer purchase decisions, with quality close behind—suggesting the name of the game for brands this holiday season is value.

# 04

## Shoppers demand both in-store and online options

Nearly five years after COVID shut down the world, IRL is back: most consumers plan to split their holiday shopping between in-store and online, and consumers consider window shopping, both online and in-person, as the most influential when deciding what gifts to buy. In terms of marketing channels, younger consumers, non-parents, and singles are more influenced by social media, whereas older consumers, partnered consumers, and parents are more influenced by TV.

# 05

## Spending plans differ significantly by demographic

Gen Z, for example, is most likely to increase their holiday spending this year compared to last. Older and partnered consumers spend more, on average, than younger and single consumers, and holiday spend also increases alongside income. Gen Z and higher-income consumers are both more likely than other demographics to purchase gifts in the jewellery & watches category this year, while Boomers and higher-income consumers are more likely than other demographics to purchase from the food & beverage category.

# CURRENT MOOD: CAUTIOUS

Global trends has consumers more sceptical than optimistic



# LOOKING AHEAD, CONSUMERS ARE FEELING CAUTIOUS ABOUT PRETTY MUCH EVERYTHING

No matter where they live, how old they are, or how much money they make, one thing is clear:

Most people are feeling **more sceptical than optimistic** about the general state of things as 2024 starts to wrap up.

Around the world, less than a third of consumers expect the job market, the political climate, the stock market, or interest rates to improve by the end of the year.

Consumers are the least hopeful about the state of the job market and the political climate: less than a quarter think either will improve, and less than half expect either to stay the same.

Which of the following statements best reflects how you expect X to change through the end of the year?

↗ Improve

↘ Worsen

⊖ Stay the same

? I don't know

Interest rates



Stock market



Political climate



Job market





# INFLATION IS TOP OF MIND FOR EVERYONE

97%

of consumers are aware that inflation is affecting the cost of goods and services.

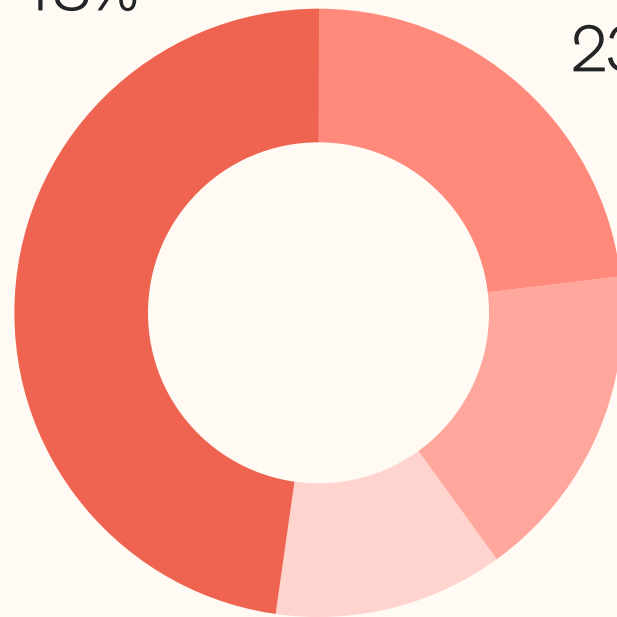
88%

say inflation is currently affecting and/or will affect their spending decisions.

As a result, consumers are either purchasing fewer things and spending the same amount as last year (54%), purchasing the same number of things and spending more (32%), or purchasing more things than last year and spending more (15%).

And is this inflation we are experiencing currently impacting your spending habits?

48%



23%

17%

12%




- Inflation is affecting my spending decisions right now
- Inflation will be affecting my future spending decisions
- Inflation is affecting my current and future spending decisions
- Inflation is not currently and will not affect my spending decisions

# HIGHER INFLATION + HIGHER COSTS = HIGHER SPENDING ON ESSENTIALS

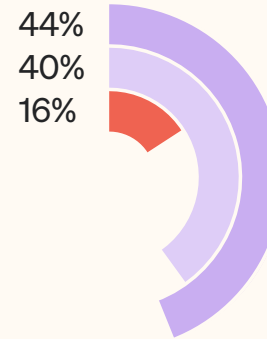
Higher inflation brings higher costs—and higher costs mean tighter purse strings. The cost of goods and services has an impact on spending for 93% of consumers, followed by interest rates (66%) and the political climate (55%).

As a result, consumers are spending more on essential goods—and larger purchases have taken a significant hit.

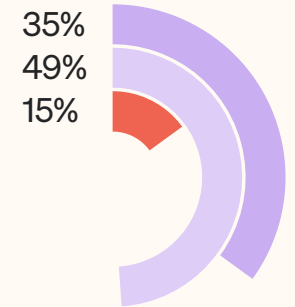
Overall, when compared with 2023, how would you say your behaviours have changed in the following areas?

-  More than last year
-  The same as last year
-  Less than last year

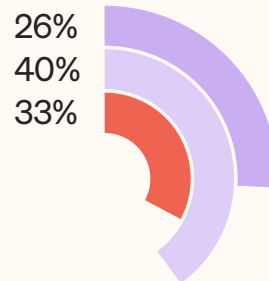
Essential spending



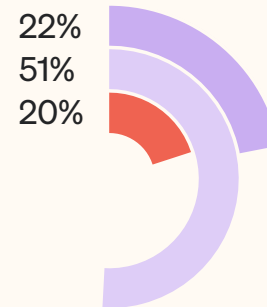
Earning



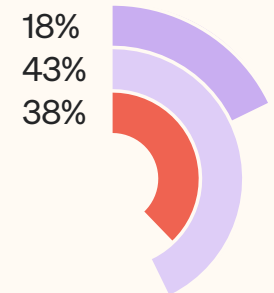
Discretionary spending



Investing



Large purchases



# MORE OF WHAT THEY NEED, THE SAME OF WHAT THEY DON'T

For the areas listed below, how has your spending in 2024 changed compared to 2023?

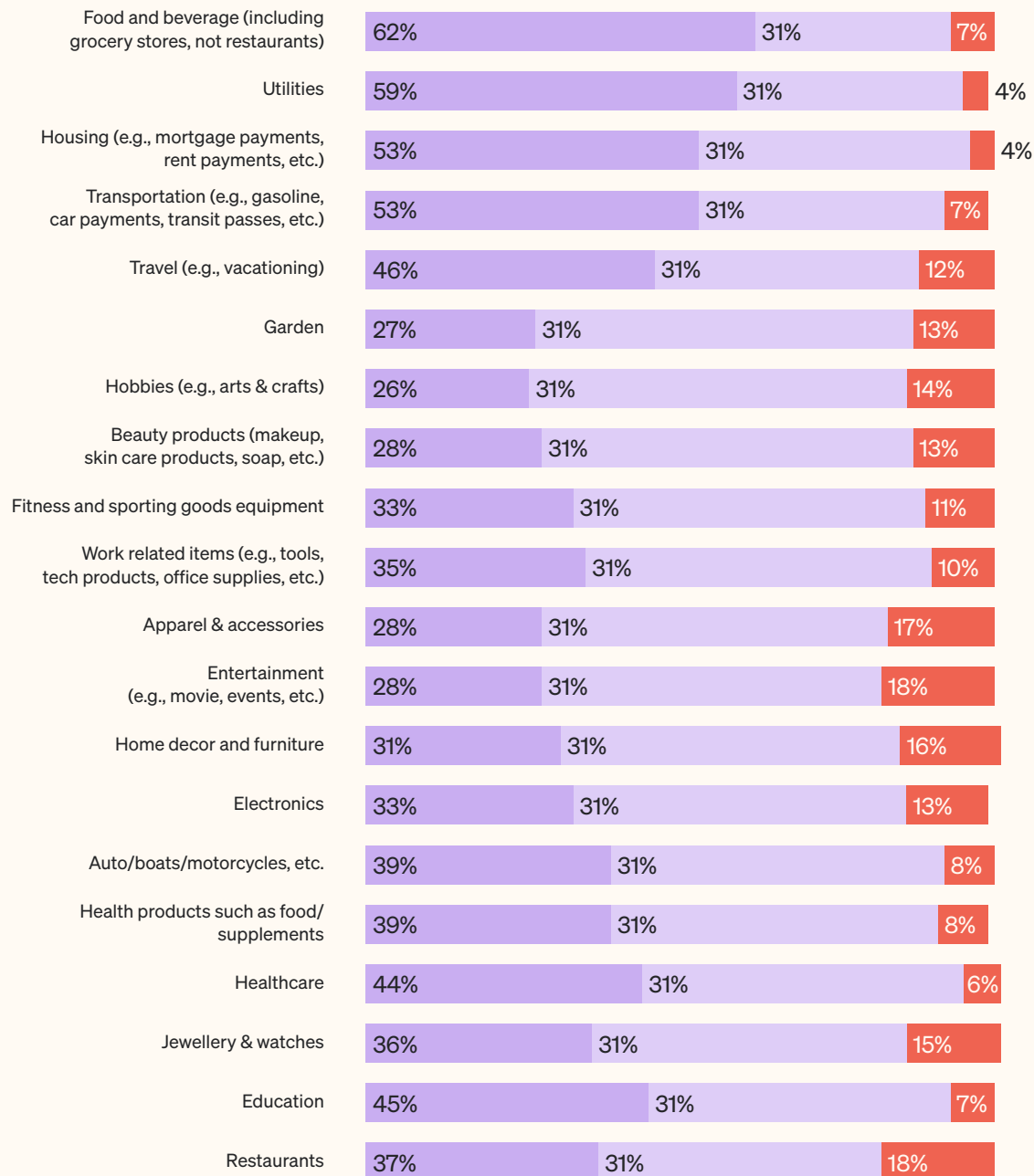
## ↗ Increase

Consumers have mostly increased spending on essential goods such as food and beverage, utilities, housing, and transportation. Travel is the only discretionary category where consumers are more likely to increase spending.

## = Stay the same

Consumers are mostly keeping their spending consistent across discretionary categories. While consumers are less likely to plan on increasing their discretionary spending, they're also less likely to plan on decreasing it: there are no categories where over a fifth of consumers plan to decrease their spending this year.

## ↘ Decrease



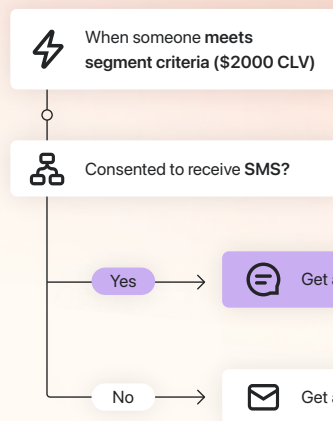
# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY

## Align your offers with the customer journey



To win over price-conscious and bargain-hunting shoppers during BFCM, ecommerce brands need to combine strategic segmentation with personalised offers. Start by analysing purchase history, browsing behaviour, and discount sensitivity to tailor your approach. Differentiate between loyal customers and first-time buyers, offering exclusive discounts to retain the former and irresistible deals to attract the latter. One effective tactic: bundle deals. This allows you to maintain your AOV while still providing discounts that appeal to budget-conscious shoppers.

**Midge Hazewinkel**  
Head of Klaviyo



**Segment > VIPs**

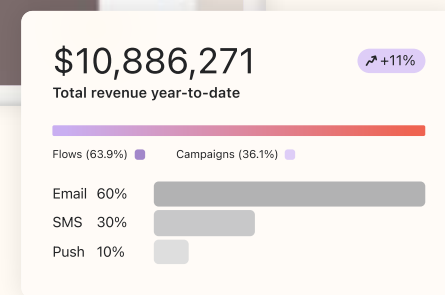
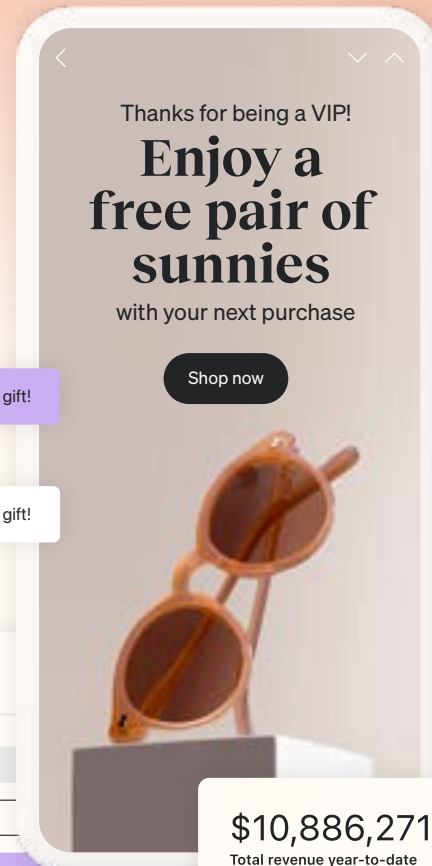
Properties about someone

Customer lifetime value  is at least

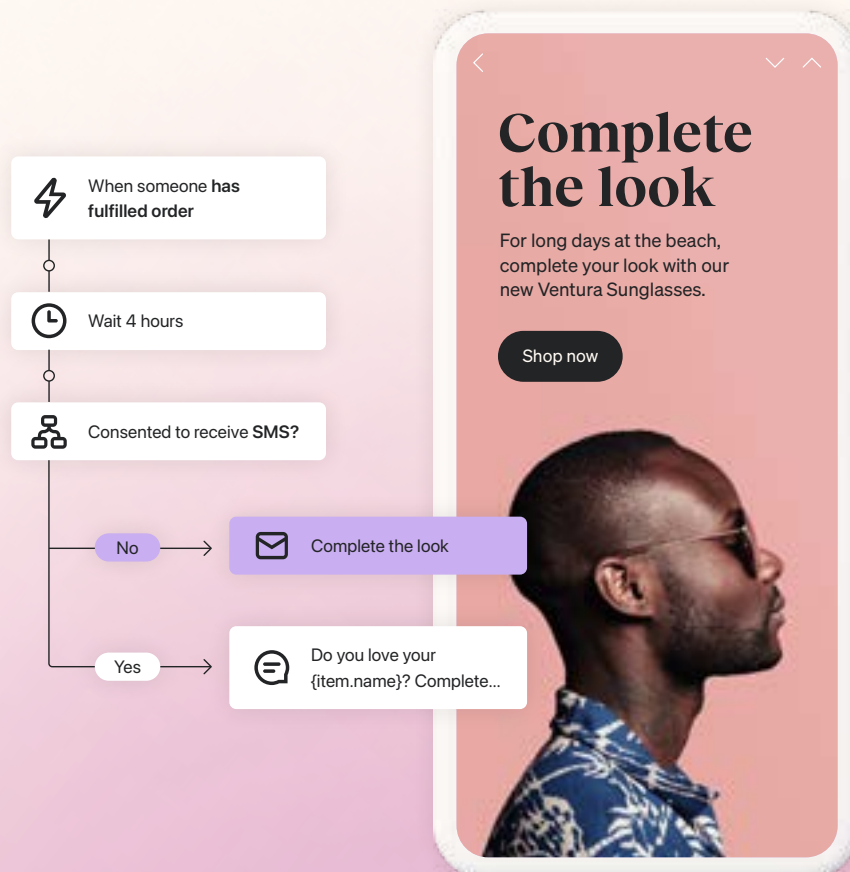
AND

Properties about someone

Loyalty level  equals



# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY



## Sharpen your discount strategy



Retailers have traditionally focused on building hype through offering blanket discounts in the lead-up to major sales periods. However, with consumer sentiment on the decline and discretionary spending tightening, many are rethinking their strategies. We're now seeing a shift toward more targeted promotions that protect margins by offering bigger discounts on less popular or older stock, while maintaining the value of bestsellers and fast movers.

**Adam Sharon-Zipser**  
Managing Director



# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY

## Sweat the small stuff in your campaigns



Creating a sense of urgency and scarcity is key. Use countdown timers in your campaigns and ensure your low-inventory and price-drop alerts are active. This taps into shoppers' fear of missing out, driving quicker purchase decisions. Post-purchase strategies are equally crucial. Send thank you emails with additional offers and include a discount code for future purchases, valid for 1–3 months, depending on your product cycle. Finally, craft compelling CTAs that drive clicks. Phrases like 'Check availability,' 'Claim your discount,' or 'Limited-time offer' can significantly increase engagement.

**Midge Hazewinkel**  
Head of Klaviyo

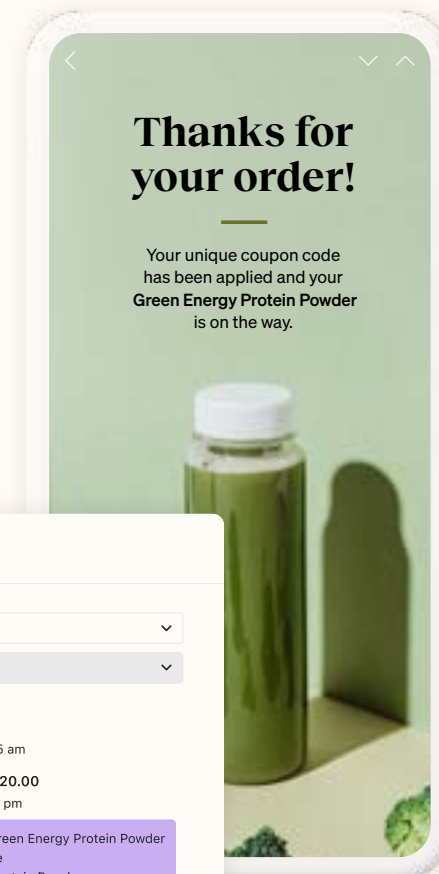


## Make constant adjustments throughout the season



The focus has shifted from maximising volume to maximising value, ensuring long-term success despite current economic challenges. As the 'peak period' stretches out, continually adjust the product mix mid-campaign to keep customers engaged. This approach helps brands capture demand, stay relevant during the sale, and avoid training customers to expect constant discounts, thereby protecting future profitability.

**Adam Sharon-Zipser**  
Managing Director



**Activity log**

⚡ All events ▾

Last 7 days ▾

- Woo Fulfilled order**  
Jan 15, 2024 at 11:05 am
- Woo Placed order for \$20.00**  
Jan 13, 2024 at 6:43 pm
  - Product names: Green Energy Protein Powder
  - Used coupon: True
  - Item categories: Protein Powder
  - Shipping methods: Standard shipping
  - Coupons: CBAKHFKIWEO
- Woo Started checkout**  
Jan 13, 2024 at 3:22 pm
- Active on site**  
Jan 13, 2024 10:34am

# EARLY BIRD GETS THE SALE

More people are open to  
pre-November holiday shopping



# CONSUMERS ARE WILLING TO SHOP EARLIER –IF YOU GIVE THEM A GOOD REASON

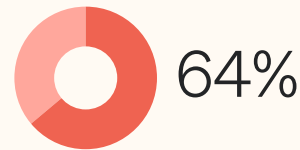
ONLY 14% of consumers shop for holiday gifts throughout the year.

Although most consumers (86%) wait until the end of the year (October–December) to do their holiday shopping, **they may be willing to change their minds if it means stretching their dollars.**

When we asked them to identify the “ideal month” for brands to begin their holiday season sales and promotion activities, more than half of shoppers (51%) identified a month earlier than November. And when we asked those who shop throughout the year why they do, the majority (64%) said it’s to take advantage of discounts.

You mentioned that you make your holiday gift purchases throughout the course of the entire year. Why is that?

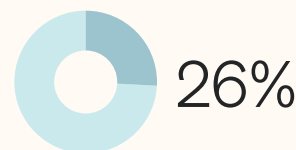
To take advantage of promotions and discounts I come across throughout the year



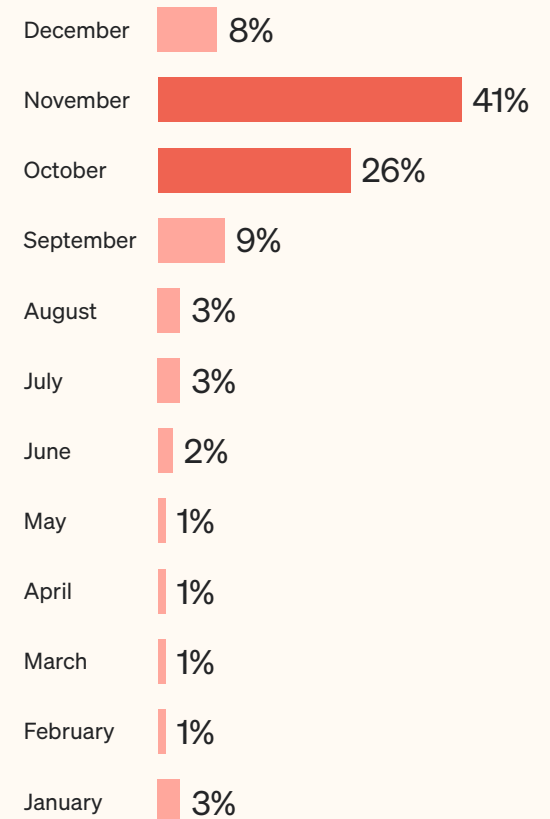
To spread out my holiday spending throughout the year



To plan ahead and coordinate gifts with others



When is the ideal month for brands to begin their holiday season sales (e.g., Black Friday/Cyber Monday) and promotion activities?



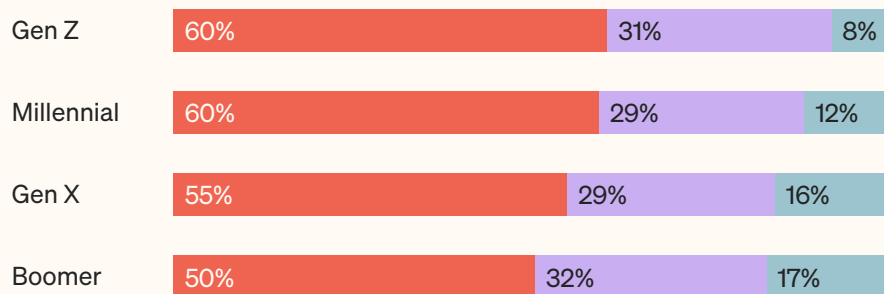


# HOLIDAY SHOPPING TIMELINES

## When do you normally make your holiday gift purchases?

- October / November
- December
- Throughout the year

### By age



### Older consumers come more prepared

Across all age groups, consumers are most likely to shop for holiday gifts in October–November.

But compared to Gen Z and millennials, Gen X and Boomers are slightly more likely to do their holiday shopping throughout the course of the entire year—which means they might be more intrigued by those early promotions.

### By income



### Lower-income consumers are more likely to prepare—and also more likely to procrastinate

While consumers across income brackets are most likely to do their holiday shopping in October–November, lower-income consumers are slightly more likely than higher-income consumers to put their holiday shopping off until December.

But they’re also slightly more likely to spread their shopping throughout the course of the year—which might allow them to break up their spending and take advantage of more consistent savings throughout the year.

# HOLIDAY SHOPPING TIMELINES

## When do you normally make your holiday gift purchases?

- October / November
- December
- Throughout the year

### By relationship status



### Singles, non-parents more likely to procrastinate

Regardless of relationship status, October–November are the most popular holiday shopping months for consumers, including both single and partnered consumers as well as parents and non-parents. But comparatively, single consumers and non-parents tend to do more of their holiday shopping last-minute —so while you’re planning your holiday promo strategy, don’t forget those mid-December marketing efforts.

# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY

## Create perceived value



With inflationary pressures, lower-income earners are likely to be very responsive to early BFCM sales and will be price-matching to find the best deals. During BFCM, we anticipate low-income earners to prioritise spending on items that offer long-term value or fulfill immediate needs. Brands should consider tiered discounts, bundles, and flexible payment options to attract and retain this segment.

**Jordan Erickson**  
Director of Email & SMS



Start earlier than you think you need to



In the lead-up to November, get ready by auditing past BFCM performance and competitor activity to identify successful strategies. Grow your subscriber lists with enticing promotions, prepare target segments, integrate with ad platforms, and optimise core flows. Create a dedicated Black Friday landing page to highlight top deals and streamline the shopping experience.

**Nick Whiteacre**  
Managing Director



The image shows two overlapping mobile app screens. The background screen is a 'Join the club' verification page with a close button (X) in the top right. It asks the user to 'Enter 6-digit verification code' and shows the code '497359' in a purple box. Below the code, there are two buttons: 'Sign up' (black) and 'No thanks' (white). The foreground screen is titled 'Add step' and has a close button (X) in the top right. It asks 'Which list should subscribers be added to?' with 'Newsletter' selected. Below that, it asks 'Select how visitors will opt-in' with three options: 'Smart opt-in' (selected and marked 'Recommended'), 'Traditional SMS double opt-in', and 'Tap to text' (with a 'Mobile only' tag). The 'Smart opt-in' description says 'Visitors receive a one-time code that auto... a mobile device.' The 'Traditional SMS double opt-in' description says 'Visitors reply to a welcome text or send a...'. The 'Tap to text' description says 'The form opens the visitor's native SMS app with a custom text message to send to subscribe.' At the bottom of the 'Add step' screen are 'Back' and 'Add step' buttons.

# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY

## Incentivise early-bird gifting



As BFCM approaches, generate buzz by dropping hints about upcoming offers through teaser emails, banners, social posts, and pop-ups. Use dynamic countdown timers to build anticipation and urgency. Invite customers to start planning their purchases by wishlisting or bookmarking gift ideas. Lastly, offer early access to sales for VIP customers who sign up for SMS notifications.

**Nick Whiteacre**  
Managing Director

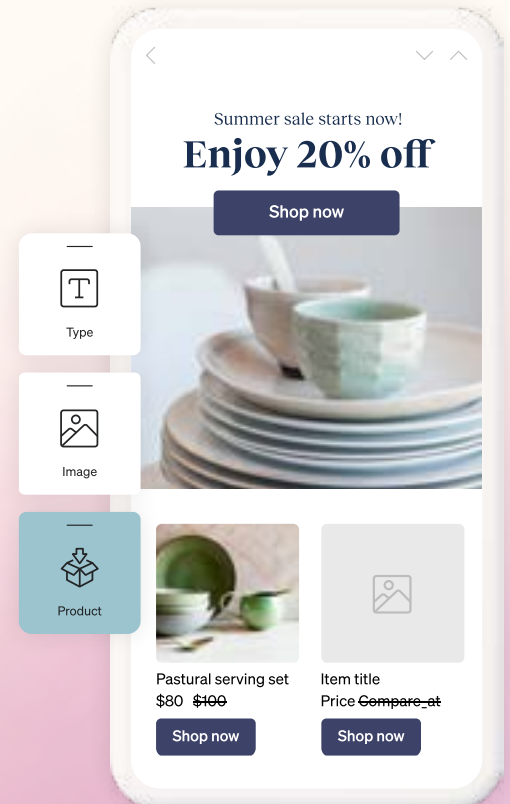


## Understand which customers care about deals



Lower-income earners are becoming increasingly selective with their discretionary spending, focusing on essential items and prioritising value over luxury. We've observed a shift toward purchasing more practical, multi-use products and taking advantage of discounts and promotions. It's important to segment your audience by users who purchase regularly without any sort of promotion and those that exclusively purchase when there is a deal available, to maximise margin where possible and make discounts elsewhere more feasible.

**Jordan Erickson**  
Director of Email & SMS



# DEFYING INFLATION

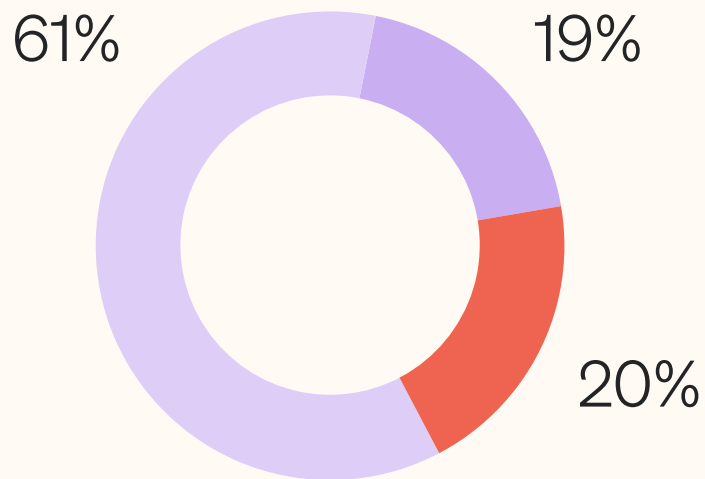
Cautious economic outlook  
won't dampen holiday spending



# DESPITE ECONOMIC UNCERTAINTY, MOST CONSUMERS WILL SPEND THE SAME AS USUAL ON HOLIDAY GIFTS THIS YEAR

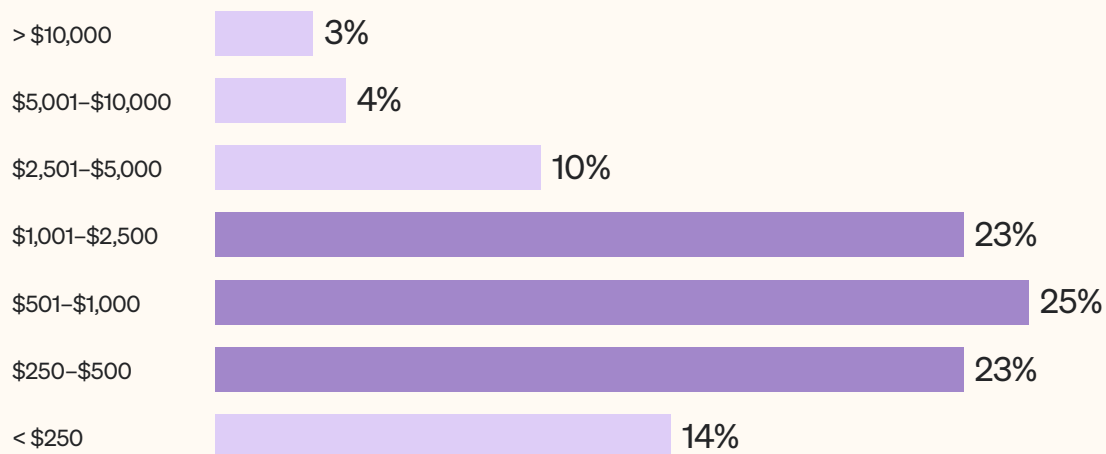
Even though consumers have serious concerns about the economy and are tightening their purse strings overall, most of them (61%) plan to spend the same amount on holiday shopping as last year—and a good portion of them (19%) are even planning on increasing their spend.

Do you see the amount you spend during the holiday season changing this year?



- ↗ I am planning on spending more than I usually do this year
- = I am planning on spending the same amount I usually do
- ↘ I am planning on spending less than I usually do this year

On average, how much would you say you have spent each holiday season over the past few years?



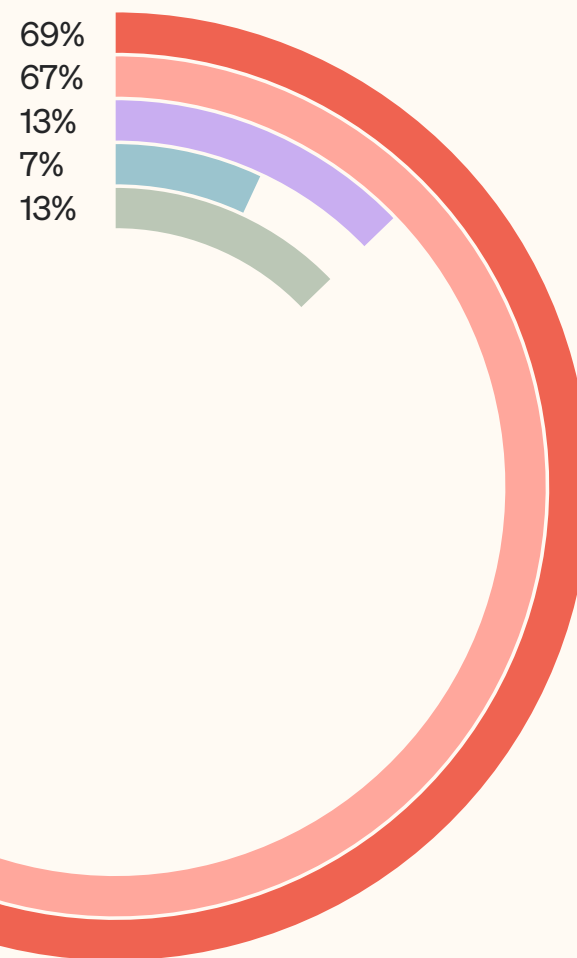
# THE NO. 1 FACTOR IN PURCHASE DECISIONS: PRICE

Given the state of the economy, consumers are understandably price-sensitive heading into the 2024 holiday season.

To keep costs low over the holidays, the majority of consumers are on the lookout for discounts (67%) and sales (69%).

Which of the following do you look for when planning to purchase gifts for the holidays?

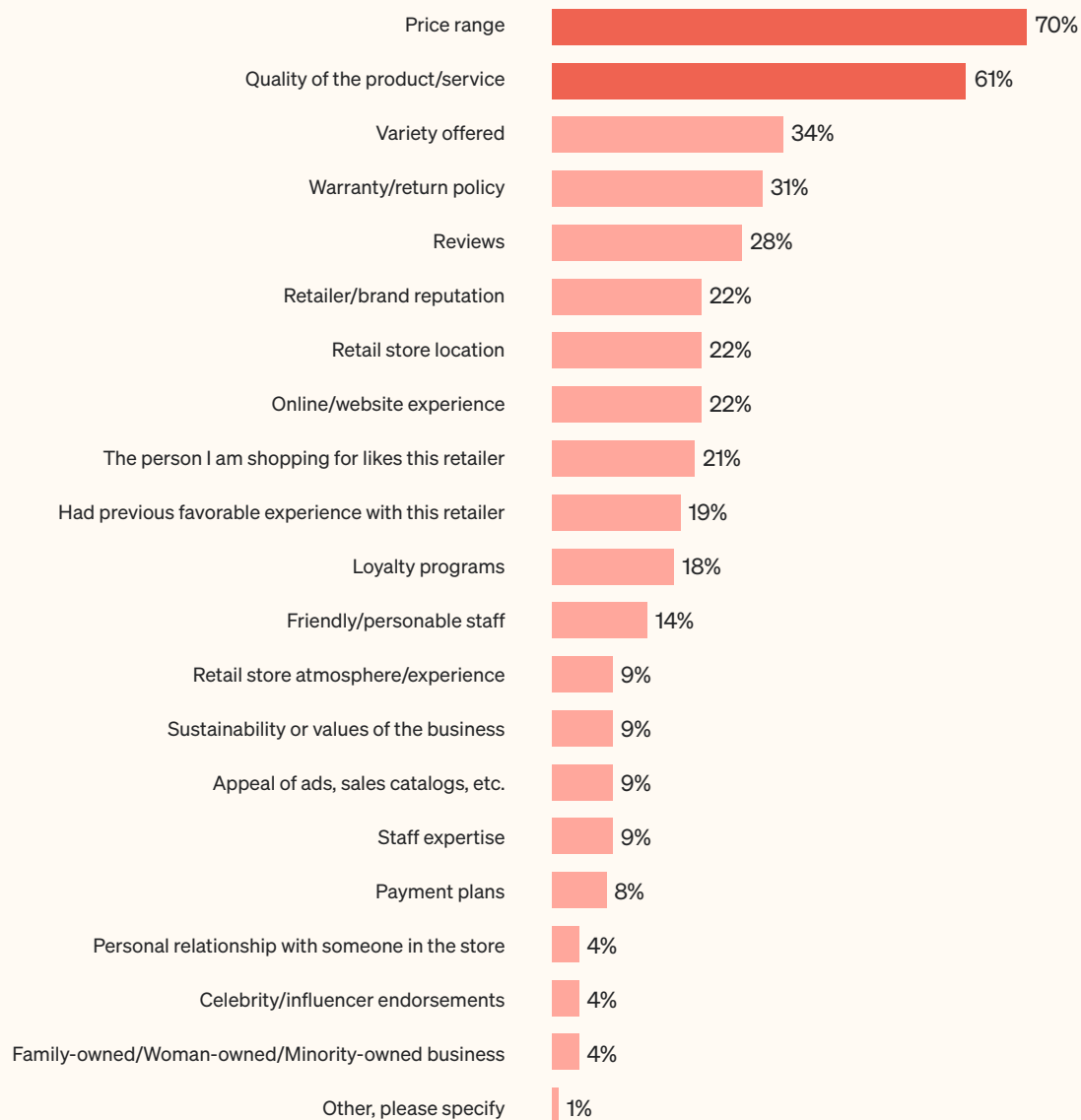
- Sales
- Discounts/  
Promotional Codes
- Limited inventory
- Celebrity/influencer endorsements
- None of the above



**70%** of consumers said price range was the top factor in purchase decisions

Quality was named second at 61%. The next most important factor, variety, lags far behind—suggesting that for most shoppers and the brands vying to earn their wallet share, the name of the game this holiday season will be value.

**When deciding where to purchase a gift for the holidays, which of the following, if any, are most important when making your decision? Please select your top 5**



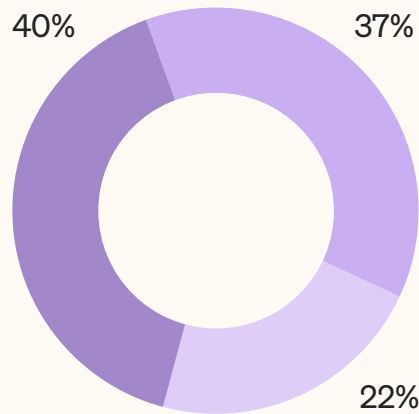


# BEYOND DISCOUNTS: BNPL INTRIGUES CONSUMERS AS A CREATIVE APPROACH TO BUDGET MANAGEMENT

**59%** of consumers have either used or are interested in using buy now pay later options

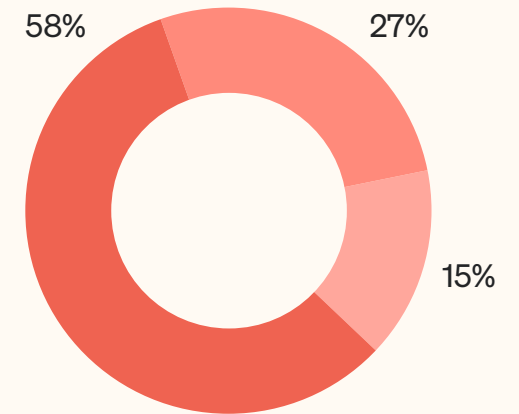
Of those who have used BNPL, nearly a third (27%) say they would be more likely to spend money on discretionary goods if a brand offered BNPL as an option.

When purchasing products, which best reflects your use of the buy now and pay later option?



- This payment option is something I have never used but would consider using
- This payment option is something I have used
- This payment option is something I have never used and would not consider using

In what way, if any, would having the option to buy now and pay later influence your decision when it comes to spending money on discretionary goods?



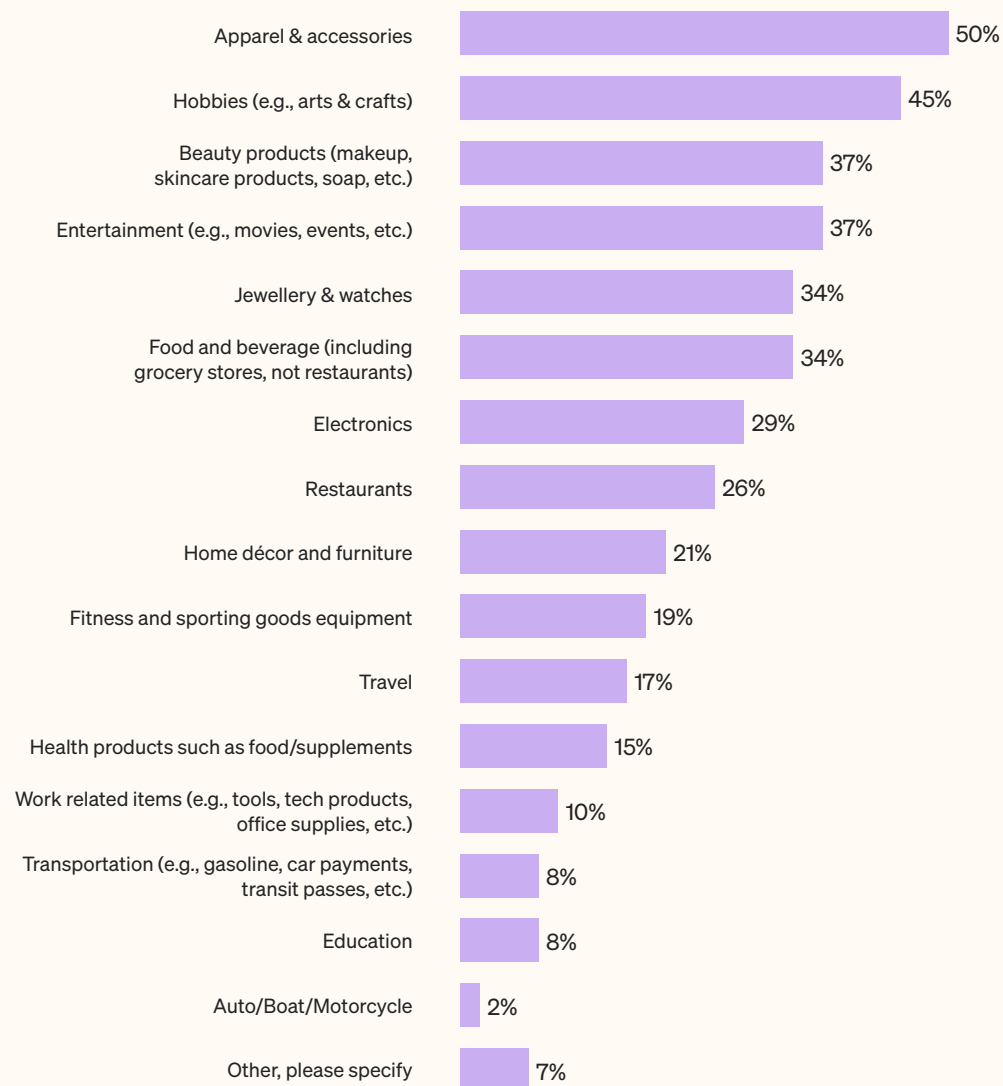
- It would have no impact on my likelihood to purchase discretionary goods.
- I would be more likely to buy discretionary goods
- I would be less likely to buy discretionary goods

# THIS YEAR, CONSUMERS ARE GIFTING CLOTHES, CRAFTS, BEAUTY PRODUCTS, AND ENTERTAINMENT

Half of consumers gift apparel & accessories for the holidays. The hobbies category is similarly popular, with 45% of consumers gifting arts & crafts.

Next up are beauty products (37%) and entertainment (37%)—suggesting that consumers value experiences and togetherness as much as they value material items.

Which of the following would you say are areas where you shop for gifts? Please select all that apply.



# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY

## Understand customer intent —and communicate accordingly



Retailers should prioritise collecting zero-party and first-party data through pop-ups or by tracking the collections users view. This data can be used for paid media retargeting as well as flow triggers, starting 2–3 weeks before the holiday season, to keep your brand top of mind. Personalised product recommendations—which we’ve seen boost conversion rates by up to 4x—and timely delivery reminders can significantly increase conversions and customer satisfaction.

**Nina Jung**  
Chief Revenue Officer



To maximise the opportunity for sales over the upcoming holiday season, understanding customers’ intent is key. Analysing existing customer behaviour using RFM, purchase, and loyalty data will help brands understand historic buying patterns across sale and non-sale periods. Considering purchase intent over this period will also help drive the right promotions and discounting. Consider bundling products to build basket size, or creating buying guides to stimulate cross-sell. Being purposeful with promotions this season will help brands achieve financial targets and keep customers happy.

**Paul Pritchard**  
Group CEO

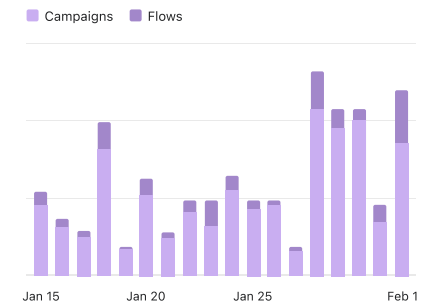
**OVERDOSE.**

### Top performing metrics

Last month (Jan 1, 2024)

Metric	Performance	Your value
Unsubscribe rate Email campaigns	✓ Excellent	0.06%
Average order Business performance	✓ Excellent	5.01
Bounce rate Email campaigns	✓ Excellent	0.11%
Unsubscribe rate All abandoned cart	✓ Excellent	0.29%
Email rever All browse i		

### Conversion summary



# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY

## Reward customers for their loyalty



When shoppers are cutting back on the number of gifts they buy, they're more likely to concentrate their spending with brands that offer them real value. By using loyalty programs that provide exclusive perks—like early access to holiday deals, personalised gift suggestions, or bonus points for purchases—retailers can keep these cautious shoppers engaged. This approach not only drives incremental sales during a tough season, but also helps build lasting relationships. A well-crafted loyalty program can make your brand the go-to choice when consumers are deciding how to stretch their holiday budgets, turning limited gift purchases into opportunities for repeat business.

**Brenden Rawson**  
Founder

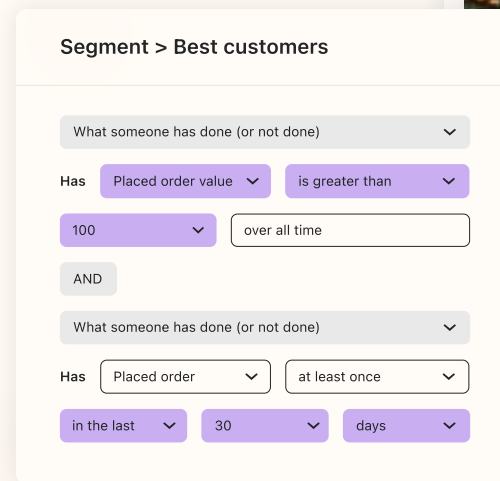
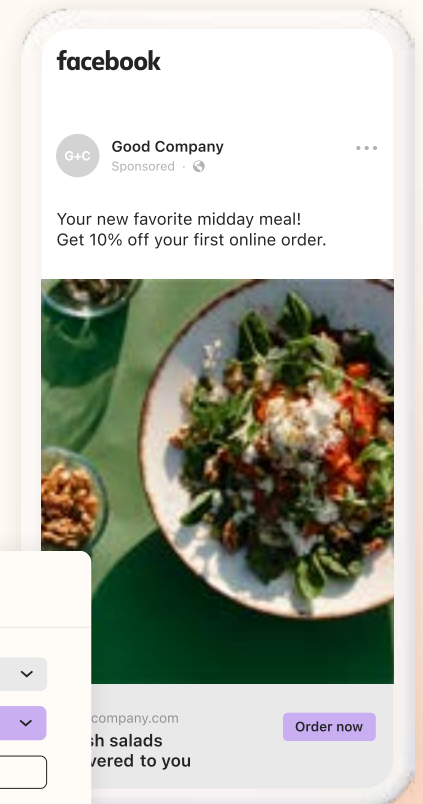


## Time your reminders just right



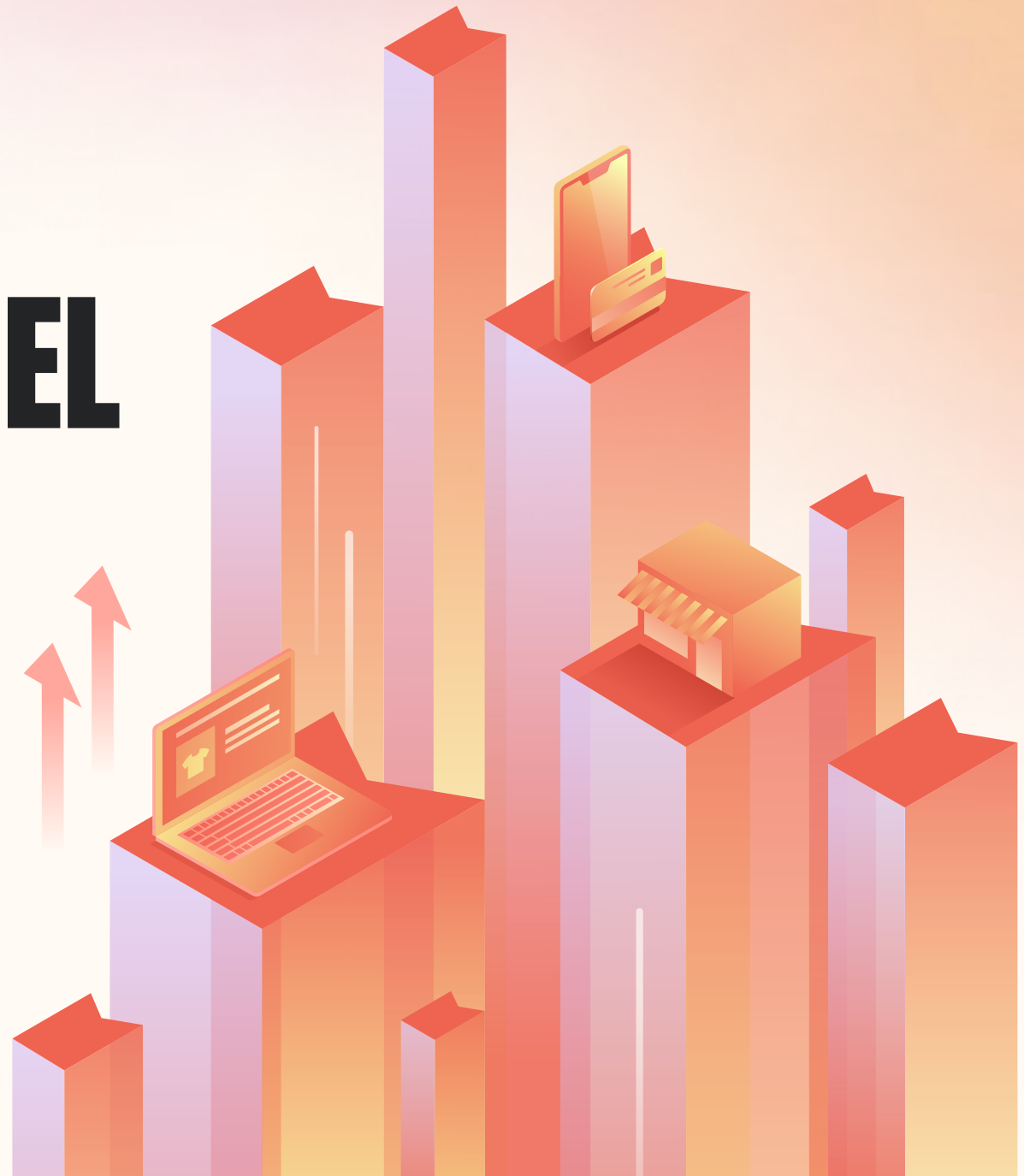
Leverage data for 'last-minute' email and SMS campaigns. These reminders often outperform our main campaigns, with click rates increasing by 10–20% and orders by 50–100%. Paired with a timely incentive, these messages nudge non-purchasers to complete their purchase before the holiday window closes.

**Nina Jung**  
Chief Revenue Officer



# OMNICHANNEL REIGNS

Shoppers demand both  
in-store and online options



# ACROSS DEMOGRAPHIC LINES, AN OMNICHANNEL EXPERIENCE IS ESSENTIAL

Nearly half a decade after COVID shut down the world, consumers are back to valuing IRL shopping experiences as much as online ones.

**82%** of consumers shop for holiday gifts throughout the year

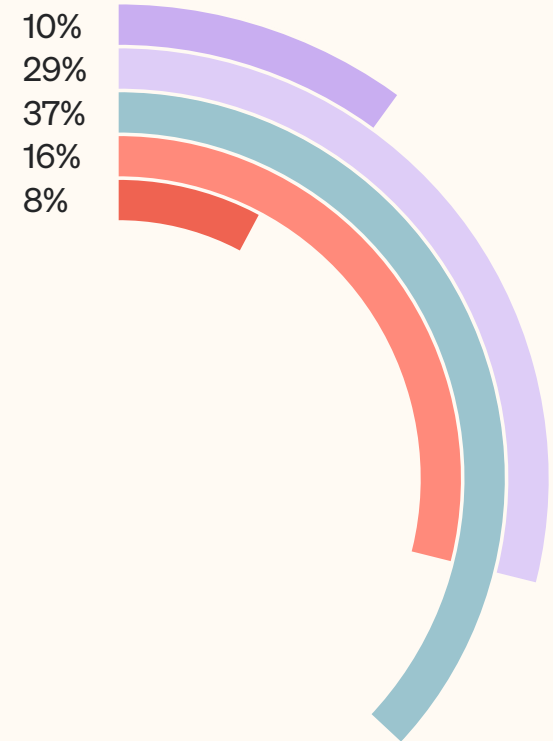
FOR **71%** this approach won't be different from last year

While relationship and parental status do not have much bearing on whether someone prefers in-store vs. online shopping, preferences do differ by generation and income bracket.

## When it comes to your 2024 holiday shopping, where do you plan on shopping?

I plan on doing my holiday shopping....

- All online
- Mostly online
- Equally in person and online
- Mostly in person
- All in person



# AFFECTION FOR IRL SHOPPING INCREASES WITH AGE

Although consumers plan to mix in-person with online holiday shopping regardless of age, younger generations lean more on online shopping, while older generations lean more on in-person.

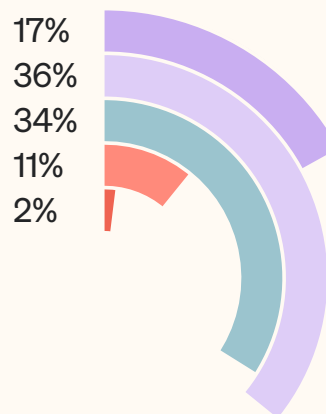
For most, this is consistent with how they shopped last year, but younger consumers also appear to be more likely to increase their IRL holiday shopping this year: a little less than a third of Gen Z and just over a quarter of millennials say they did more online shopping last year.

## When it comes to your 2024 holiday shopping, where do you plan on shopping?

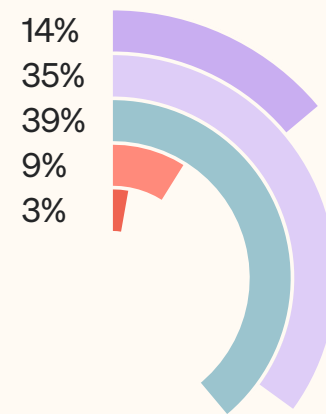
I plan on doing my holiday shopping....

- All online
- Mostly online
- Equally in person and online
- Mostly in person
- All in person

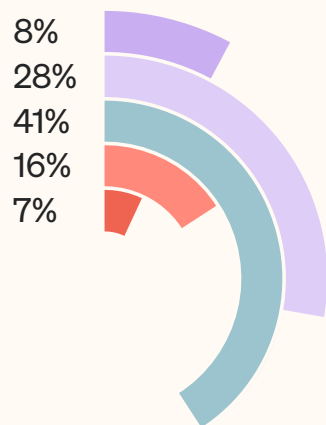
Gen Z



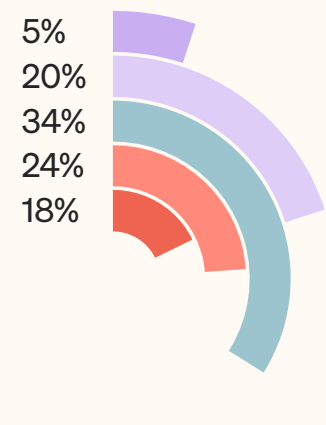
Millennial



Gen X



Boomer



# AFFECTION FOR ONLINE SHOPPING INCREASES WITH INCOME

Although consumers plan to mix in-person with online holiday shopping regardless of income, those with higher incomes tend to lean more on online shopping, while those with lower incomes lean more on in-person.

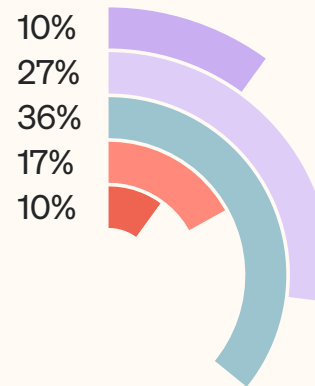
For most, this is consistent with how they shopped last year, but those with higher incomes also appear to be more likely to increase their IRL holiday shopping this year: a little less than a third of those with household incomes above \$200,000 say they did more online shopping last year.

## When it comes to your 2024 holiday shopping, where do you plan on shopping?

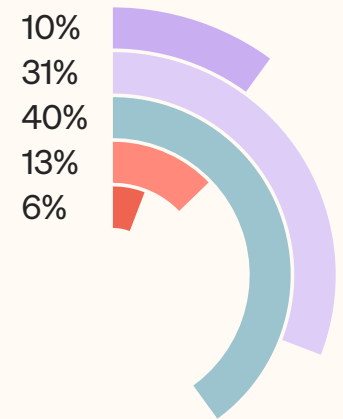
I plan on doing my holiday shopping....

- All online
- Mostly online
- Equally in person and online
- Mostly in person
- All in person

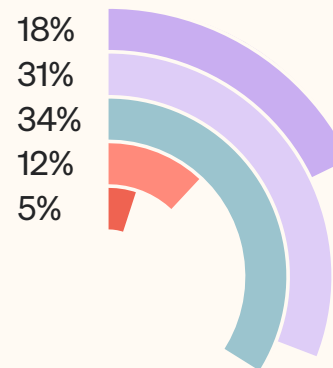
### < USD \$100K



### \$100K-\$200K



### > USD \$200K



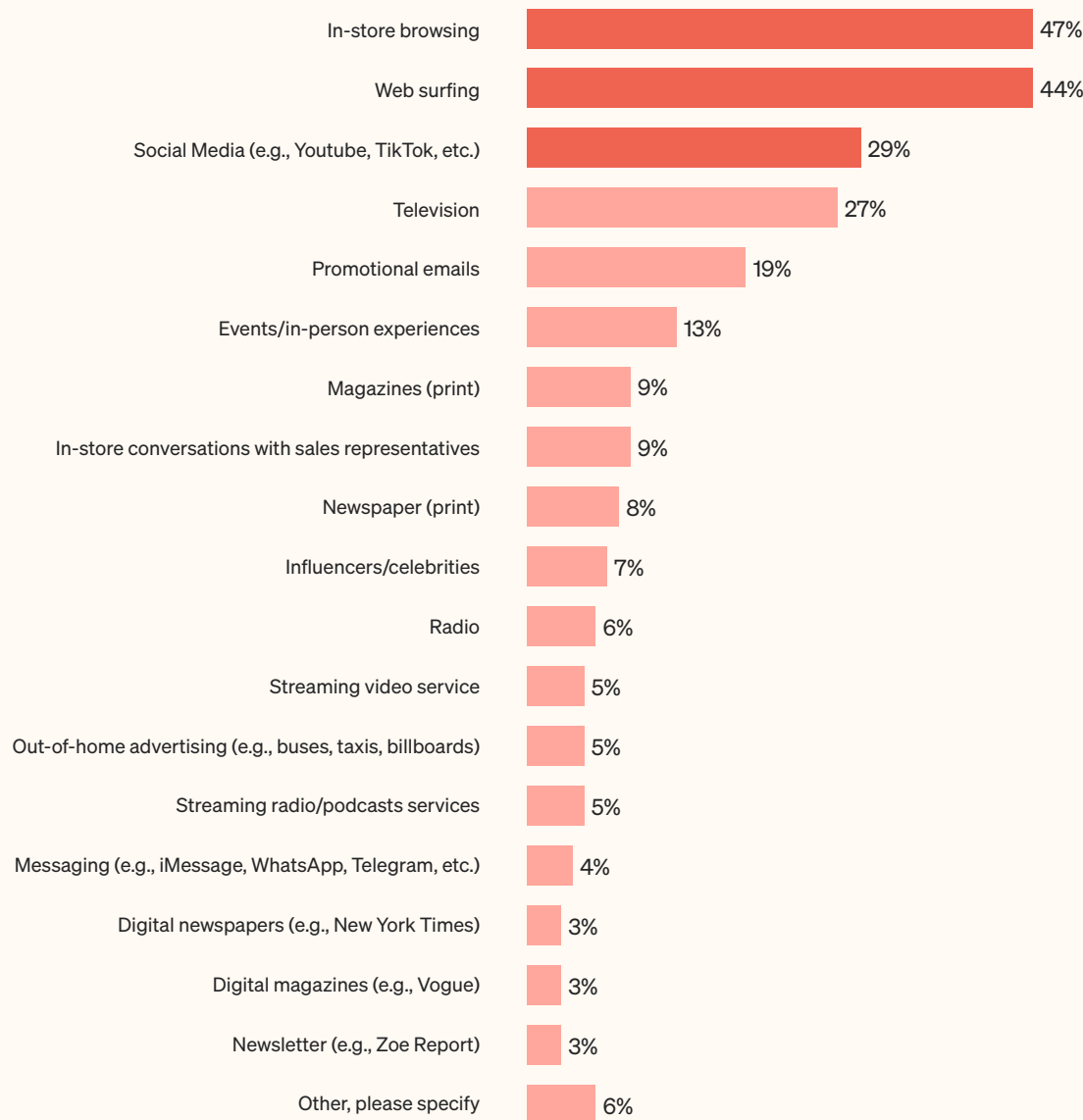


# THE NO. 1 MARKETING INFLUENCE ON HOLIDAY PURCHASE DECISIONS: WINDOW SHOPPING, BOTH IRL AND ONLINE





Considering the majority of consumers plan to split their holiday shopping between online and in-person channels, it makes sense that they cite the simple act of browsing, both in-store (47%) and online (44%), as the activity that has the most influence on their holiday purchase decisions.

Social media (29%), television (27%), and email (19%) round out the top 5 most influential channels on consumer holiday purchase decisions this year.

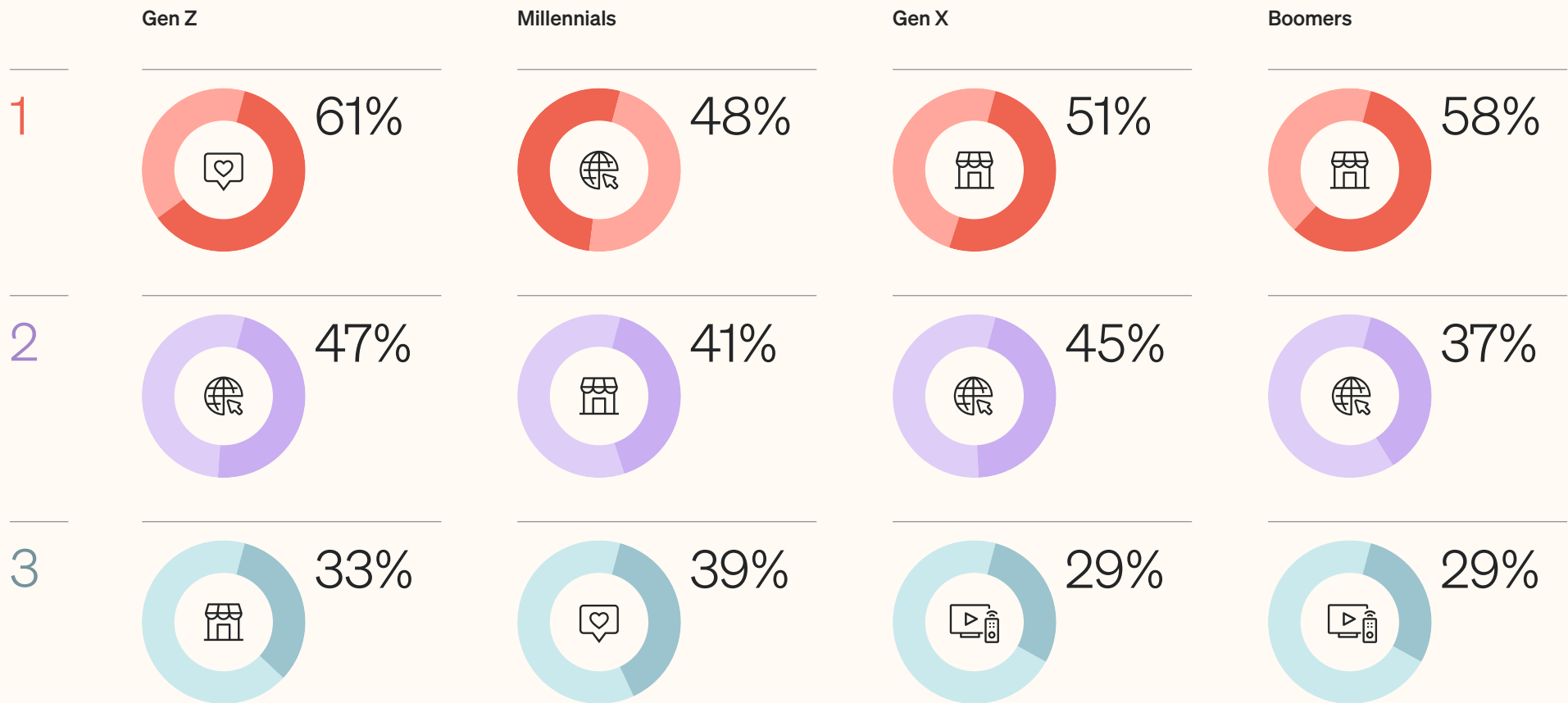
When purchasing a gift for yourself and others for the holidays, which of the following do you consider most influential when looking for gift ideas? Please select your top 3.







# SOCIAL MEDIA IS MORE IMPORTANT TO YOUNGER CONSUMERS; TELEVISION MATTERS MORE TO OLDER ONES

-  Web surfing
-  In-store browsing
-  Social media
-  Television

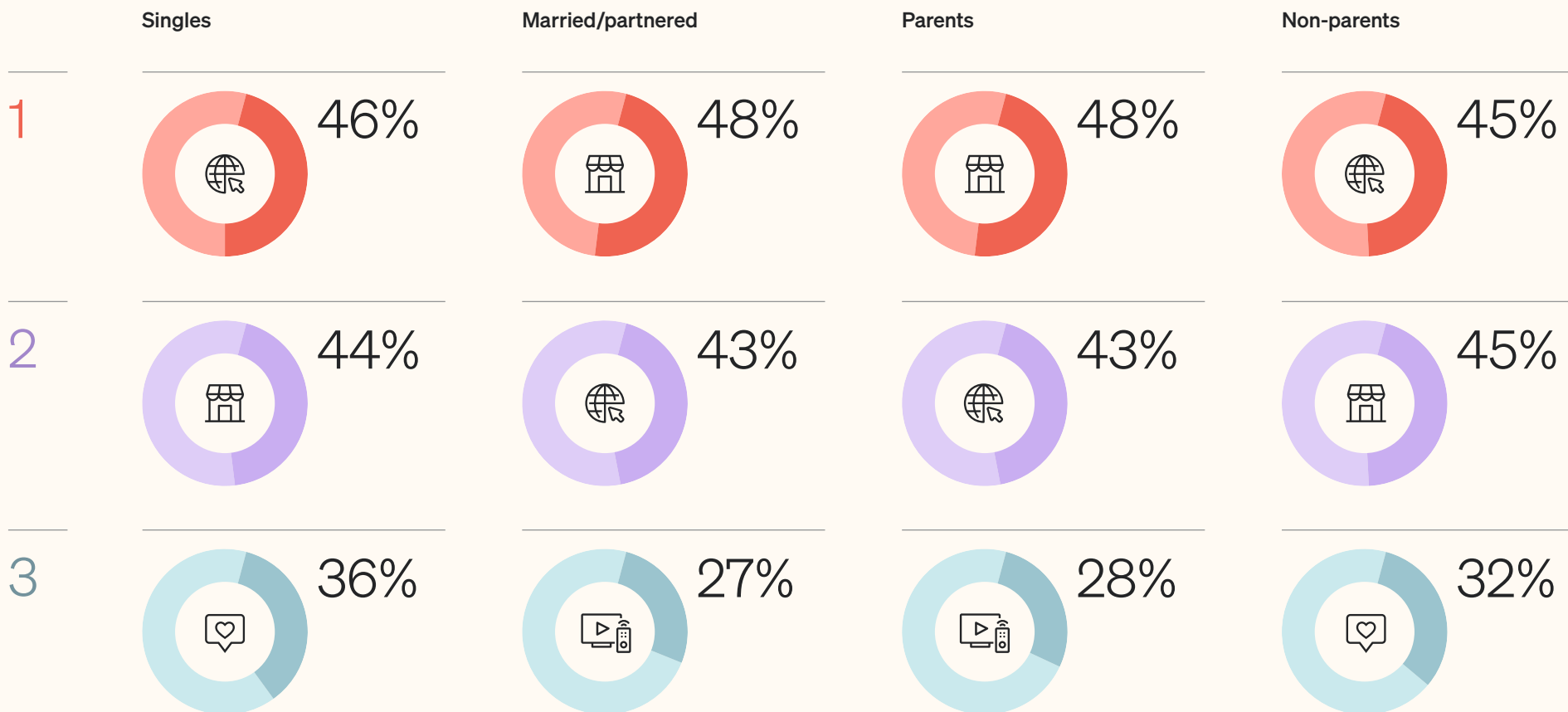
The top 3 most influential marketing channels by generation include:







# SINGLE CONSUMERS, NON-PARENTS ARE MORE INFLUENCED BY SOCIAL MEDIA THAN PARTNERED CONSUMERS, PARENTS

-  Web surfing
-  In-store browsing
-  Social media
-  Television

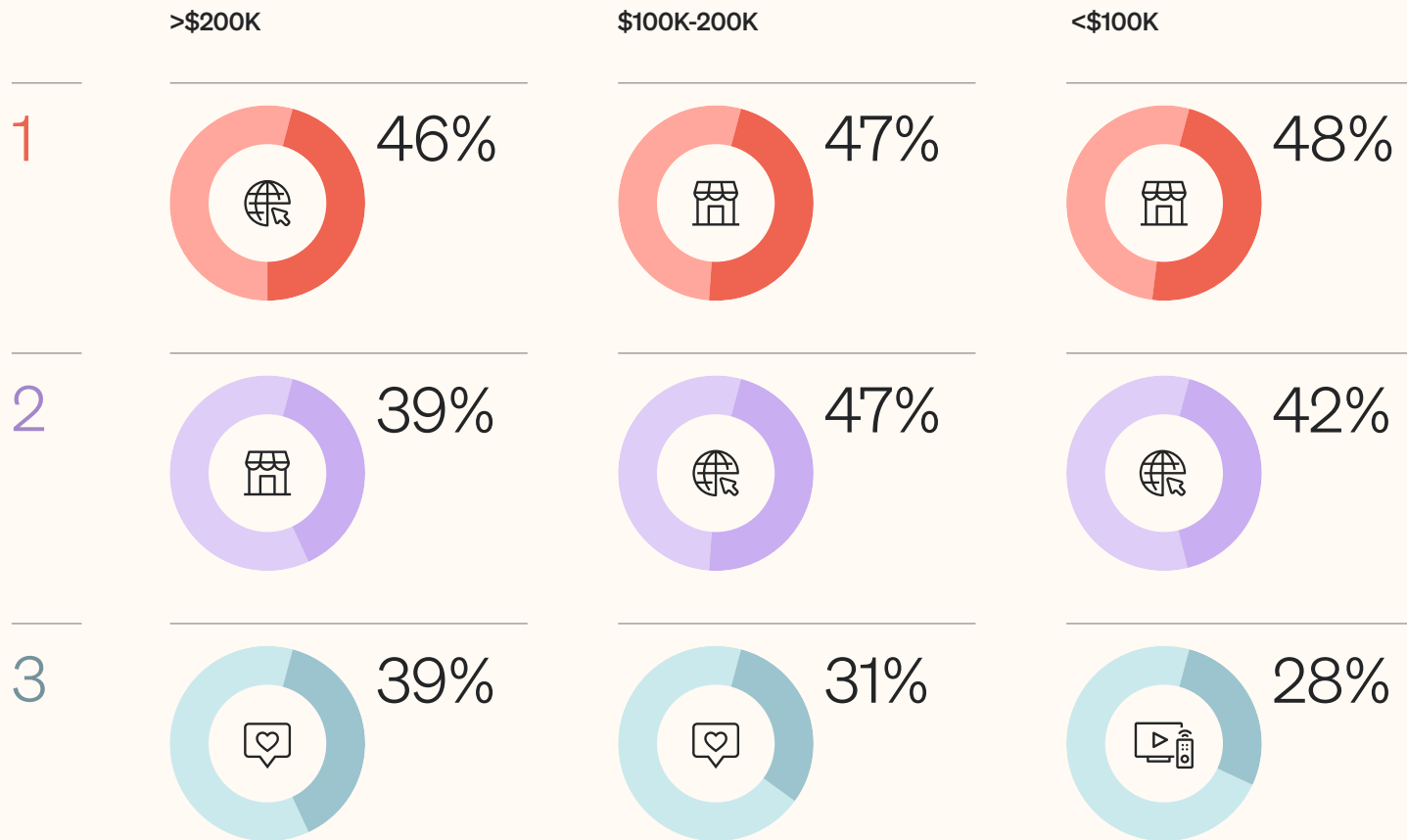
The top 3 most influential marketing channels by relationship and parental status include:



# HIGHER-INCOME CONSUMERS ARE LESS INFLUENCED BY IN-STORE BROWSING, AND MORE INFLUENCED BY SOCIAL MEDIA

-  Web surfing
-  In-store browsing
-  Social media
-  Television

The top 3 most influential marketing channels by income bracket include:



# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY

## Optimise mobile and desktop shopping experiences



Extensive testing within the parent demographic indicates that optimising mobile and desktop experiences to facilitate purchases across all digital channels further drives revenue during peak periods.

**Melanie Buck**  
Managing Director



## Reinforce email with SMS, online with offline



Email is a universally great channel of communication both for online shoppers and foot traffic. Use email to drive website visitors into physical locations and vice-versa. To supplement, use SMS, especially with Gen X and millennials where it's the most potent. A great strategy is to run a series of emails announcing a new in-store launch to generate hype and interest, then transforming it into an online shopping experience by offering an email-exclusive deal once the new product is launched. SMS can be used for reminders and a last-minute push.

**Stefan Milicevic**  
Head of Service Delivery



Klaviyo AI

**What products should the customers view first?**

Select

- Classic
- Best-selling products
- Most viewed products

Personalised for each customer

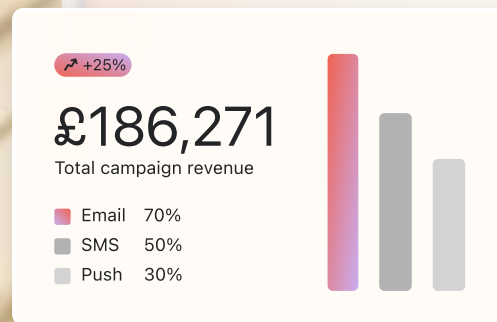
Products a customers has rece

Products a customer has added

**Picked for you**

There's a bottle of Perfect Skin Serum with your name on it.

Shop now



# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY

## Lead with authenticity



Trust in real people is crucial. This trend highlights the importance of authenticity in content, which resonates strongly with Gen Z, millennials, and even Gen X. Brands that deploy authentic, creator-led content on platforms like Meta and YouTube can effectively engage these audiences and drive profitable growth by leveraging the power of relatable, trusted voices. A key opportunity this Q4 will be mobilising on TikTok Shop, allowing brands to gather insights and refine strategies, setting the stage for sustained success.

**Jeremy Fenderson**  
Senior Director of Strategy

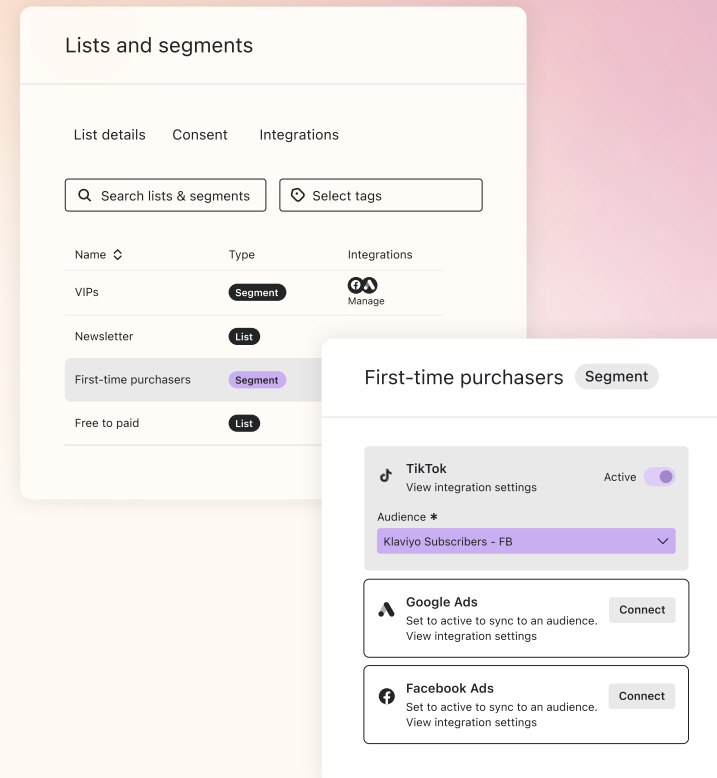
ad<sup>+</sup>Quadrant

## Drive repeat conversions across channels



Once you collect enough data, you can start segmenting or creating flows to leverage interest in particular shopping experiences and generate repeat conversions. We can use reviews to collect even more information about particular shopping experiences and tailor our messaging better based on the feedback.

**Stefan Milicevic**  
Head of Service Delivery



# AGE, LOVE, AND MONEY

How holiday spending plans differ by demographic



# YOUNGER GENERATIONS PLAN TO SPEND MORE ON GIFTS THIS YEAR

As Gen Z and millennials increase their purchasing power, they're more likely than their older counterparts to plan on increasing their holiday spend this year. While age has less of an impact on how much money shoppers spend over the holidays, millennials are about 2x more likely than Gen X and Boomers to say they'll be spending more on gifts this season than they did last season—and Gen Z is about 3x more likely.

Do you see the amount you spend during the holiday season changing this year?

Compared to usual, this year I plan on spending...

- More than last year
- = The same as last year
- Less than last year

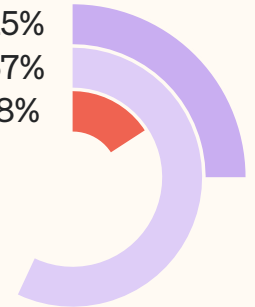
Gen Z

34%  
50%  
16%



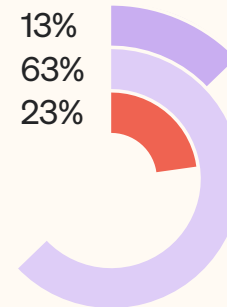
Millennial

25%  
57%  
18%



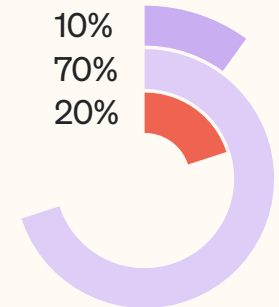
Gen X

13%  
63%  
23%



Boomer

10%  
70%  
20%



On average, how much would you say you have spent each holiday season over the past few years?

● >\$10K

● \$5,001-10K

● \$2,501-5,000

● \$1,001-2,500

● \$501-1,000

● \$250-500

● <\$250

Gen Z



Millennial



Gen X



Boomer





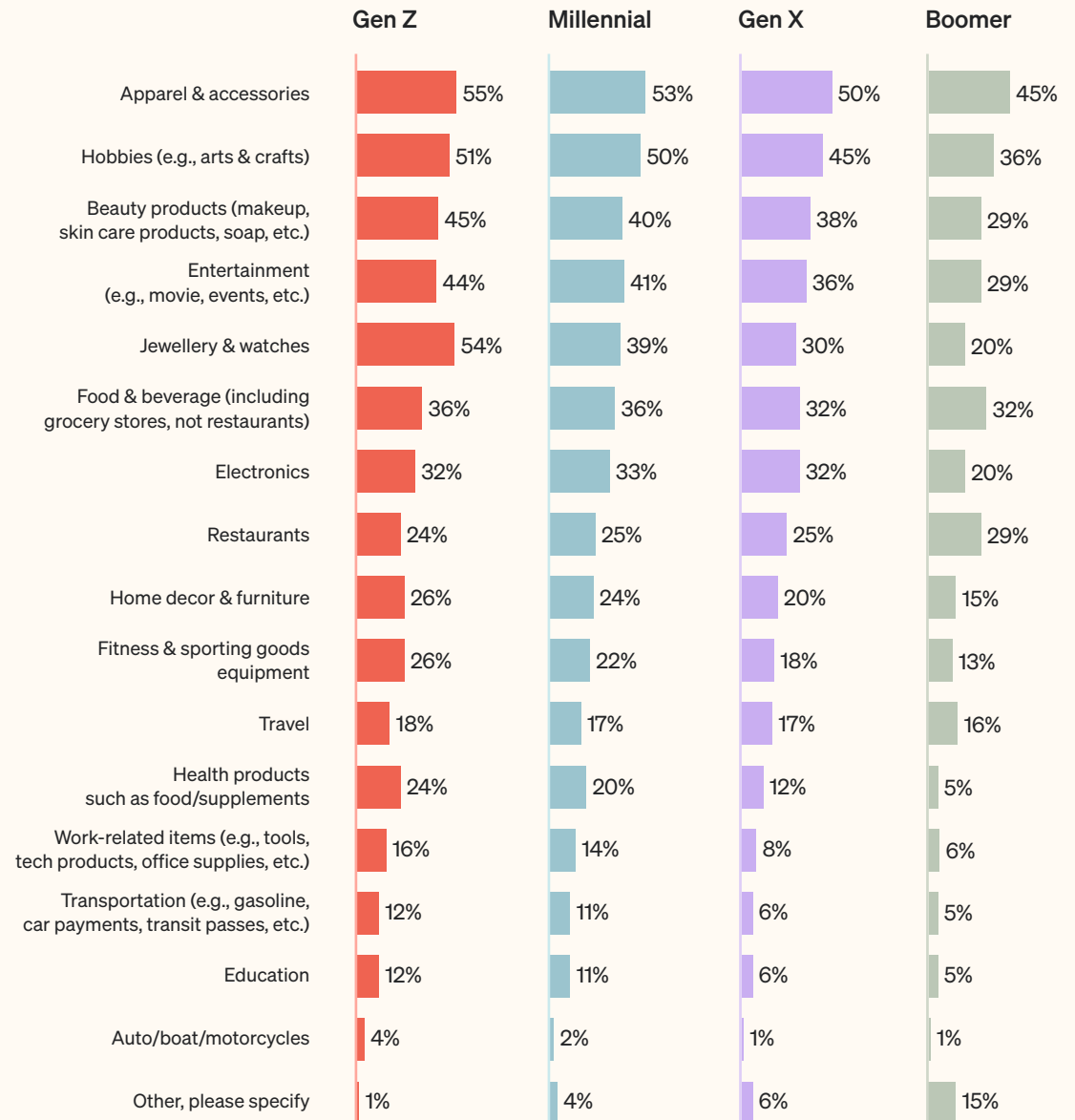
# GEN Z GIFTS MORE JEWELLERY & WATCHES; BOOMERS GIFT MORE FOOD & BEVERAGE

No one ages out of fashion or free time: across age groups, apparel & accessories is the top-gifted category among consumers, followed by hobbies for all generations except Gen Z.

Gen Z's second most popular gifting category is jewellery & watches, followed by hobbies. Whereas the third most popular gifting category for Gen X and millennials is beauty products, Boomers' third most popular gifting category is food & beverage.

Entertainment and beauty products are equally likely to appeal as gift categories across generations, but at a lower rate among older generations, particularly Boomers.

Which of the following would you say are areas where you shop for gifts?






# PARTNERED CONSUMERS SPEND MORE THAN SINGLE CONSUMERS

Whereas the majority (51%) of single consumers plan to spend \$250–1,000 on gifts this year, the majority (50%) of partnered consumers plan to spend \$500–2,500. Single consumers are also more than 2x likelier than their partnered counterparts to spend less than \$250.

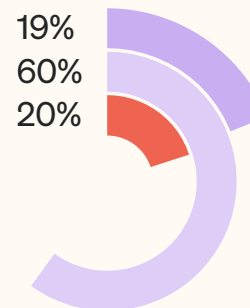
Other than spending amount, however, relationship status appears to have no bearing on consumers' holiday shopping plans, including gift categories. As with the all-up data, the top categories for both single and partnered consumers include apparel & accessories, hobbies, beauty products, and entertainment.

Do you see the amount you spend during the holiday season changing this year?

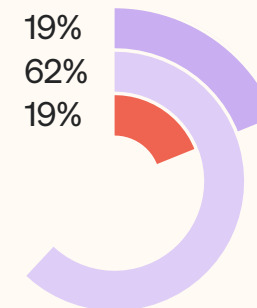
Compared to usual, this year I plan on spending...

-  More than last year
-  The same as last year
-  Less than last year

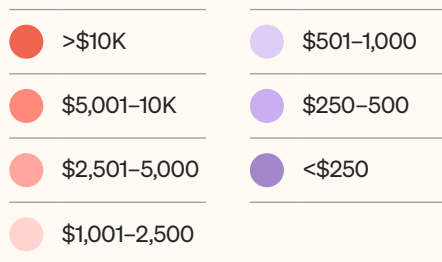
Single



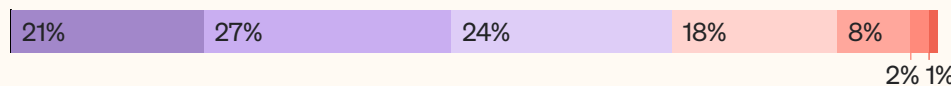
Married/partnered



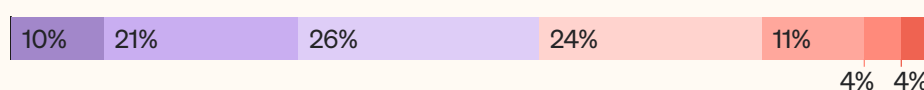
On average, how much would you say you have spent each holiday season over the past few years?



Single



Married/partnered



# PARENTS' SHOPPING PATTERNS MIRROR THOSE OF PARTNERED CONSUMERS

Whereas 73% of non-parents have spent less than \$1,000 on gifts in recent years, parents are more likely to spend \$500–2,500.

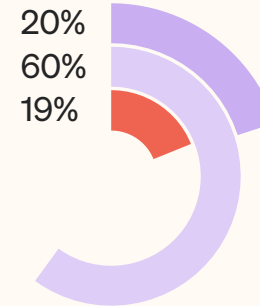
Other than spending amount, however, parental status appears to have no bearing on consumers' holiday shopping plans, including gift categories. As with the all-up data, the top categories for both parents and non-parents include apparel & accessories, hobbies, beauty products, and entertainment.

Do you see the amount you spend during the holiday season changing this year?

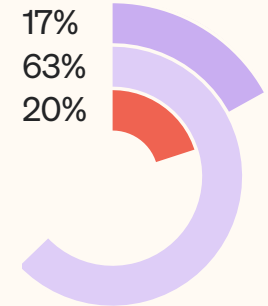
Compared to usual, this year I plan on spending...

- ↗ More than last year
- = The same as last year
- ↘ Less than last year

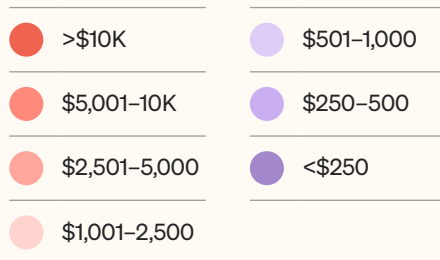
Parent



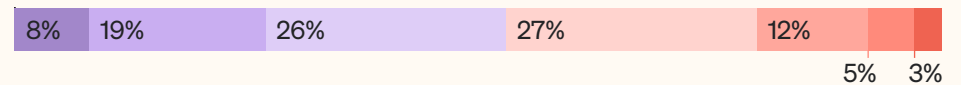
Non-parent



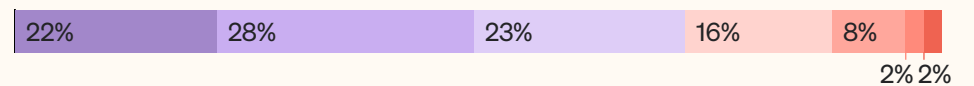
On average, how much would you say you have spent each holiday season over the past few years?



Parent



Non-parent



# HOLIDAY SPEND INCREASES ALONGSIDE INCOME

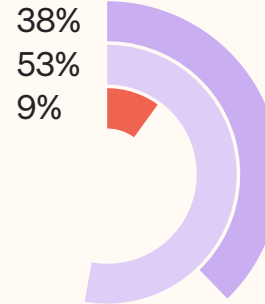
Unsurprisingly, holiday spend increases alongside income. Those with household incomes above \$200,000 are more than 2x as likely as those with household incomes below \$100,000 to plan to spend more on gifts this year than they did last year.

Do you see the amount you spend during the holiday season changing this year?

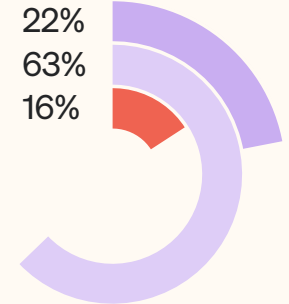
Compared to usual, this year I plan on spending...

- More than last year
- = The same as last year
- ➔ Less than last year

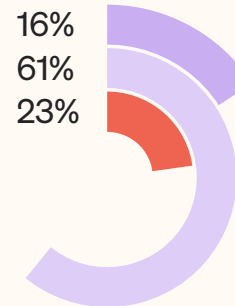
>\$200K



\$100K-200K

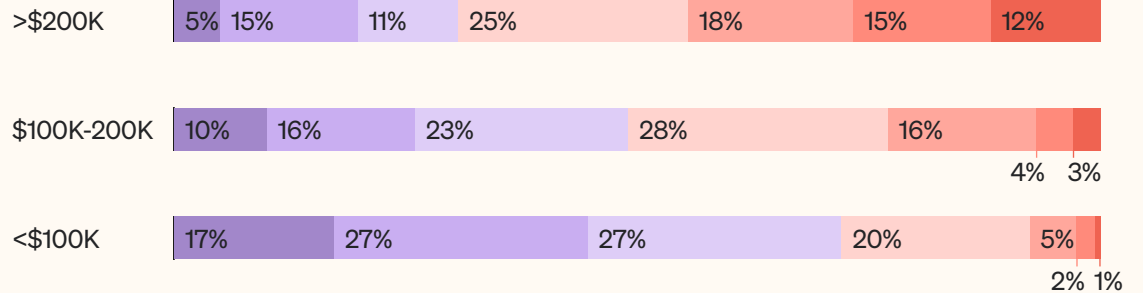


<\$100K



On average, how much would you say you have spent each holiday season over the past few years?

- >\$10K
- \$5,001-10K
- \$2,501-5,000
- \$1,001-2,500
- \$501-1,000
- \$250-500
- <\$250



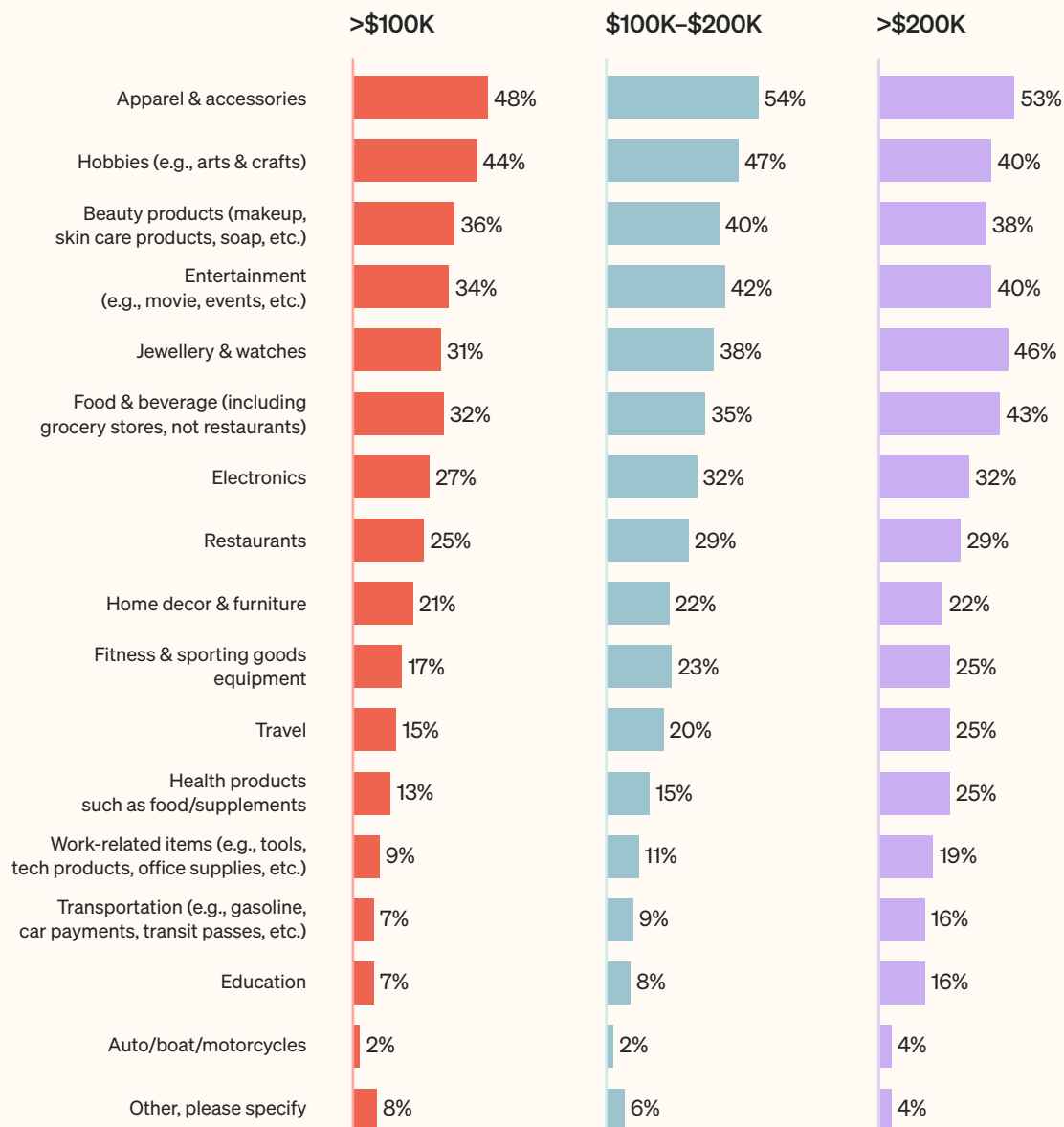
# HIGHER-INCOME CONSUMERS GIFT MORE JEWELLERY & WATCHES, FOOD & BEVERAGE

Fashion remains a top priority for all consumers, no matter how much money they make: across income brackets, apparel & accessories is the top-gifted category among consumers, followed by hobbies for all with household incomes under \$200,000.

For those with household incomes under \$100,000, beauty is the third most popular gifting category, whereas those with household incomes between \$100,000 and \$200,000 place a slightly higher importance on entertainment.

Higher-income consumers, by contrast, are a bit more likely to buy luxury gifts. For those with household incomes above \$200,000, the second most popular gifting category is jewellery & watches, followed by food & beverage.

Which of the following would you say are areas where you shop for gifts?



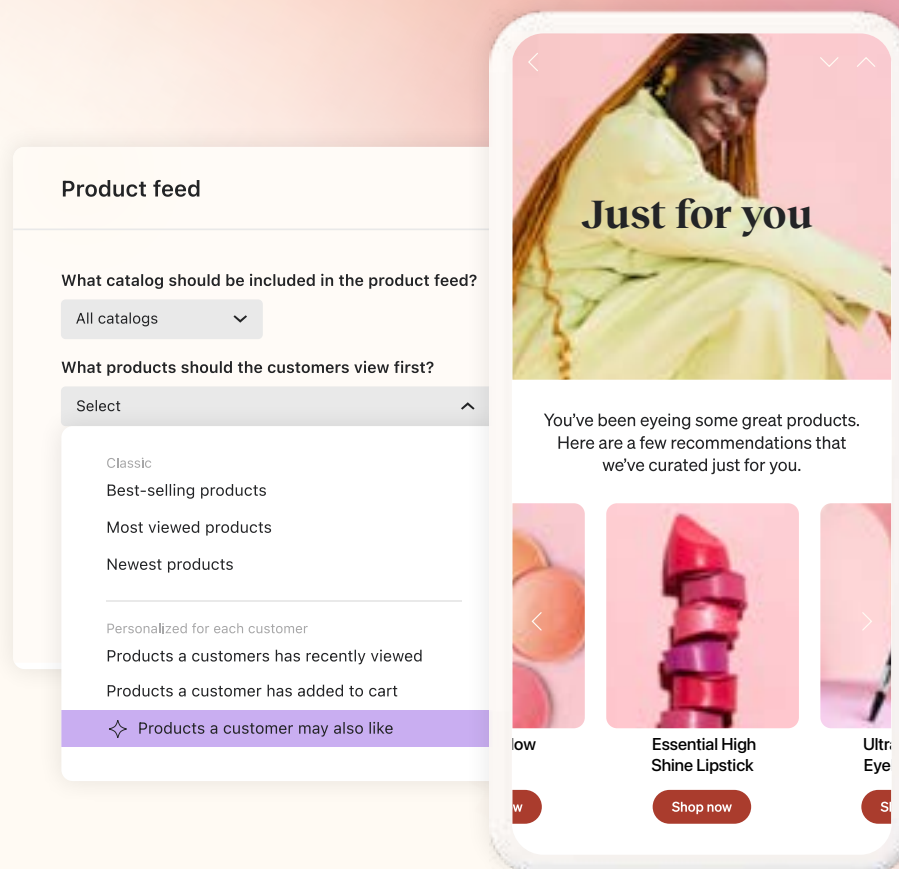
# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY

## Up-sell strategically



Retailers can encourage sales of higher-value or full-priced items by targeting parents with strategic upselling and bundling techniques. Through our optimisation of customer journeys across numerous global ecommerce brands, we've found that prominently featuring product accessories or lower-cost add-ons for full-priced toys can significantly increase conversion rates among parents. Additionally, bundling related categories, such as linking kids' and women's sections, has significantly boosted key retail metrics such as revenue per visitor and average order value.

**Melanie Buck**  
Managing Director



# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY

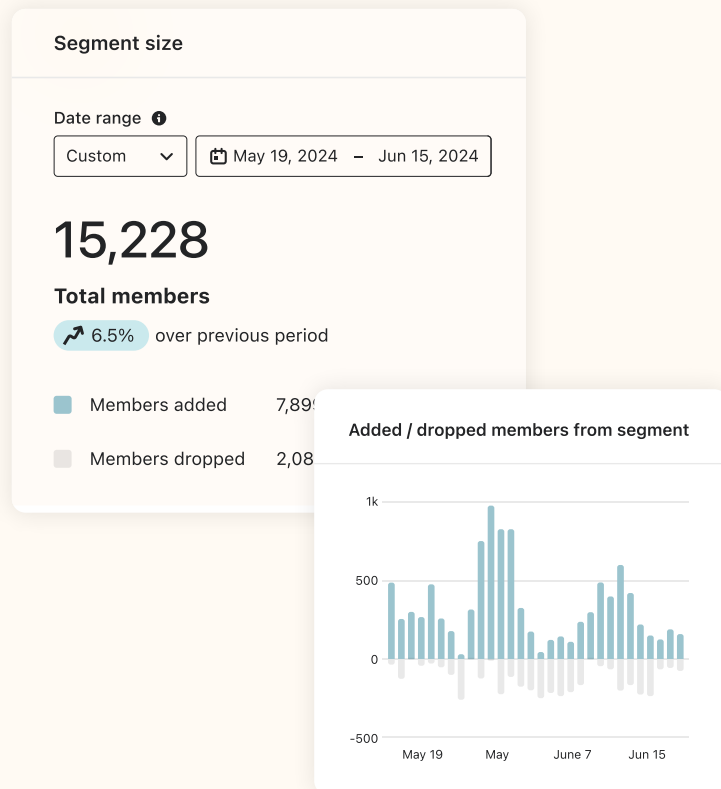
## Understand who your customers are, what they want, and when they want it



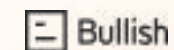
Use data collection methods like surveys, sign-ups, and purchase history to identify customers who belong to particular demographic groups. For parents, look for patterns such as purchases of children’s items, school supplies, or family-oriented products, and create segments based on customer behaviour. Leverage behavioural triggers like increased browsing of gift categories, adding items to wish lists, or spending time on gift guides. Use this data to identify when a customer is likely in gift-buying mode. Align email campaigns with key dates and seasons like birthdays, holidays, back-to-school periods, and other family-related events



For retailers looking to engage consumers across income levels this holiday season, zip codes are a reliable proxy. Combining geofenced digital assets, community sponsorships, and memorable out-of-home advertising can ensure they reach the right people. The most successful brands, however, will supplement this by crafting messages that leverage shared consumer psychographics around spending, effective regardless of income. Ultimately, it’s about not only using location targeting to reach the right audience, but also delivering a message that resonates by mirroring psychographics.



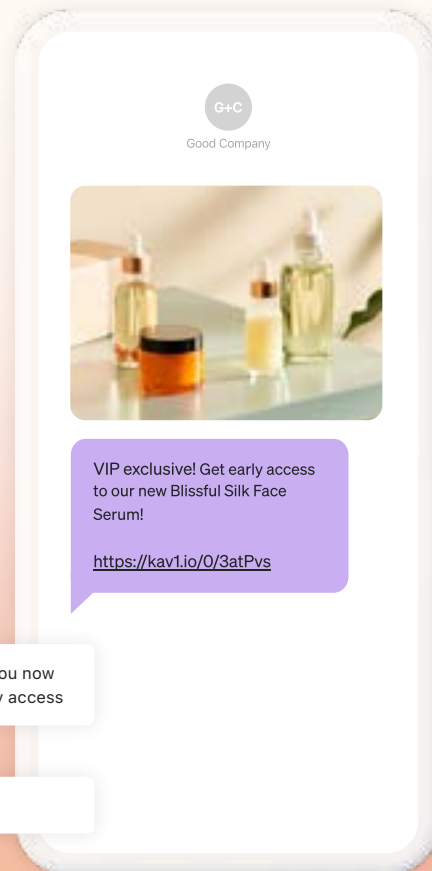
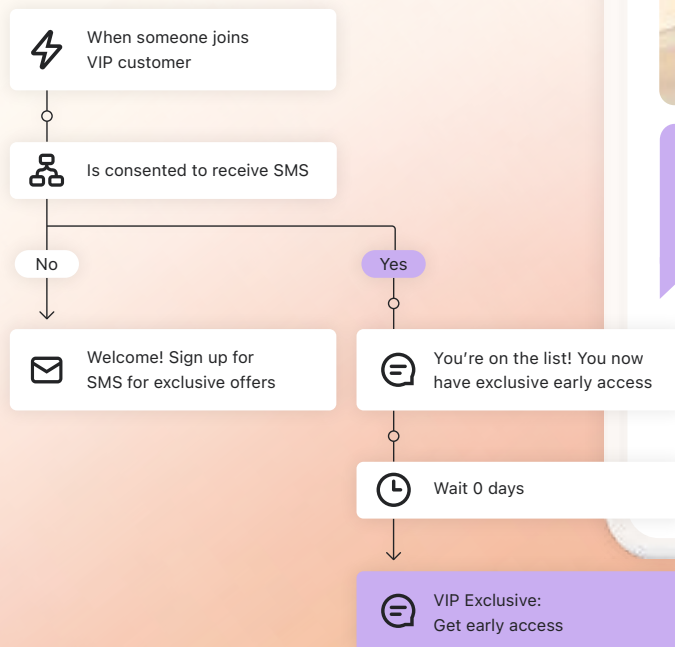
**Brett Andersen**  
Director



**Thomas Grabner**  
Founder & CEO

**mailody**

# TIPS TO APPLY THESE INSIGHTS TO YOUR HOLIDAY SALE STRATEGY



## Invest in convenient shopping options



While all generations will make the most of sales, Gen Z is the first truly global generation. This means their shopping field of view covers multiple geographies and, importantly, international brands with global reach and high volumes of sales. Competing for sales dollars against these internet giants requires local brands to leverage their advantages with options like local fast shipping, click and collect, better returns processes, and connections with loyal customers.

**Paul Pritchard**  
Group CEO

**OVERDOSE.**



Klaviyo gives marketers the integrations and functionality they need to power smarter digital relationships with their customers—regardless of their age, shopping preferences, or how much money they have to spend.

**Brands use Klaviyo to:**



Activate their data in real time to better target, personalise, and measure all their interactions



Connect with customers through a seamless email, SMS, mobile push, and reviews experience



Guide their marketing with built-in AI, automations, predictive analytics, and benchmarks



Grow their audience, their customer LTV, and their total revenue

Tusted by:

151,000+

ecommerce brands

Across

80+

countries

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