



2022 Holiday Gift Shopping Preview

CONSUMER SURVEY REPORT



A SINGLE DATA SOURCE. INFINITE INSIGHTS.

2022 holiday gift shopping highlights:

What's the same?

Most consumers are kicking off their gift shopping in November this year and expect to participate in post-Thanksgiving holiday sales. Online will be the top destination for gift buyers and gift cards will be the go-to item. Shoppers expect to spend the same this year as they have in past years, though this varies by financial segment.

What's new?

Shoppers will buy more experiential gifts this year, such as event tickets or travel, and they'll buy fewer home goods, electronics and small appliances. Millennial & Gen Z consumers expect to spend more on gifts than they have in the past due to improved job situations and a desire to splurge.

What's up with inflation?

Rising prices are a major concern among gift shoppers and most expect to adjust their shopping behaviors to offset inflation. While more financially-flexible shoppers will increase their gift budgets or seek out sales, financially-strapped shoppers expect to purchase fewer gifts for fewer people or to opt for less expensive gifts this year.



About the Survey

Numerator's 2022 Holiday Gifting survey was fielded between 10/25/22 and 10/27/22 to **2,078 consumers who said they plan to purchase gifts** this holiday season. It dives into what they'll buy, how much they'll spend, and when and where they plan to purchase gifts.

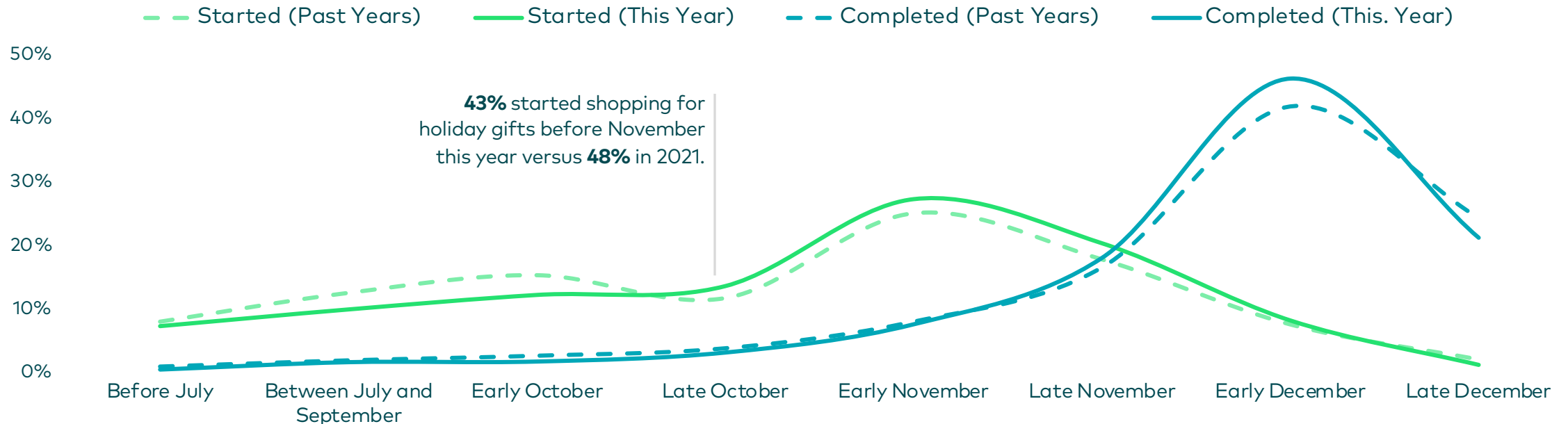
The survey looks at consumer intentions at the total level, as well as by generation and financial security level. It leverages Numerator's New Realities Inflation Groups, which segment consumers by financial situation and inflation impact– for more information on these groups specifically, please reference the appendix or our full [New Realities Inflation report](#).

Gift buyers are shifting their timelines back slightly this season, with most planning to shop between early November and early December.

Contrary to the typical idea of the "Christmas Creep," buyers are kicking off their gift shopping somewhat later this holiday season. Most expect to do the bulk of their shopping between early November and early December.

HOLIDAY GIFT SHOPPING TIMING

% of gift shoppers



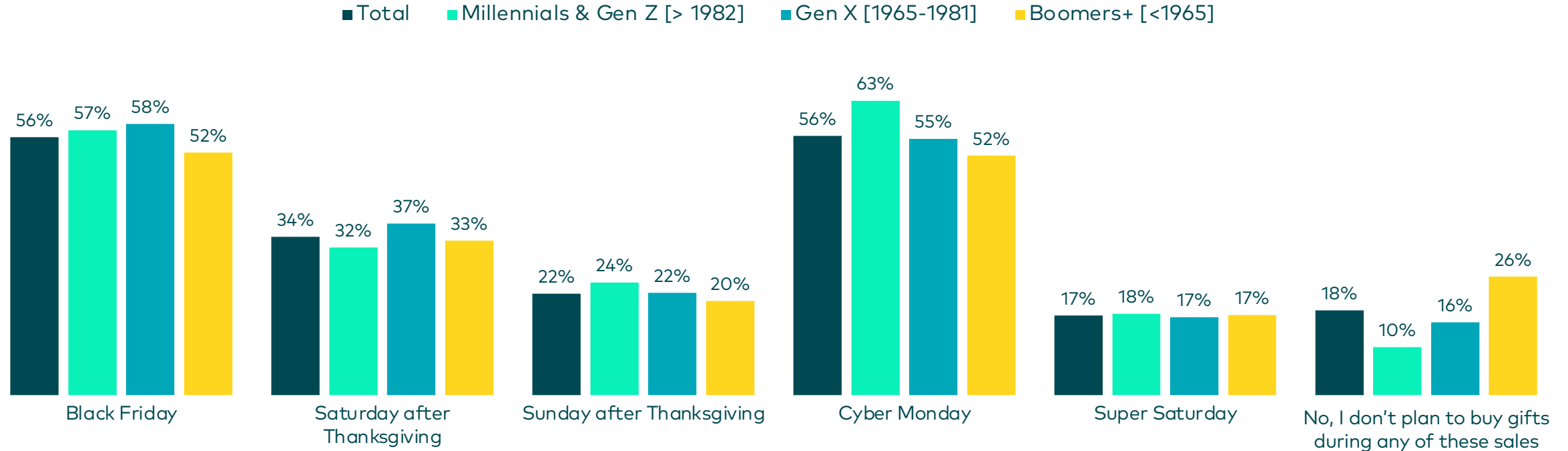
Source: Numerator 2022 Holiday Gifting Survey 10/27/22 (n=2,078) When have you typically started/completed holiday gift shopping in past years? When did you / do you plan to start/complete Holiday gift shopping this year?

Most shoppers will buy gifts during Thanksgiving weekend holiday sales.

Black Friday and Cyber Monday will be the most popular days for gift buyers— Gen X shoppers are more likely to say they'll shop on Friday or Saturday post-Thanksgiving, while Gen Z & Millennials have the highest likelihood of shopping on Cyber Monday.

HOLIDAY SALE SHOPPING

% of gift shoppers by generation



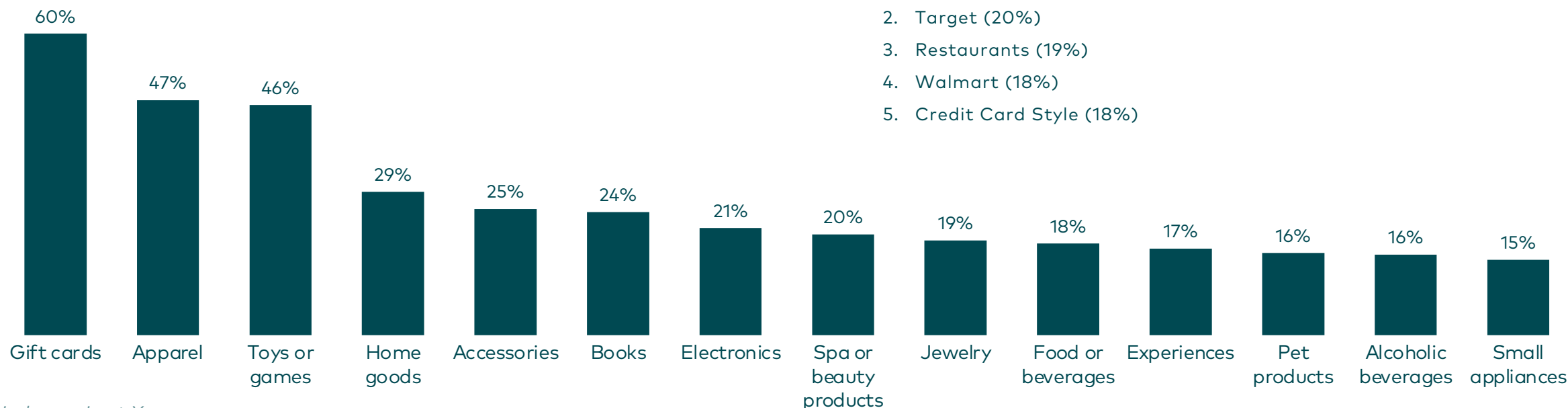
Source: Numerator 2022 Holiday Gifting Survey 10/27/22 (n=2,078) Do you plan to purchase holiday gifts during any upcoming holiday sales periods?

Gift cards continue to hold the top spot on the holiday gift list.

This year's gift buyers are more likely to purchase experiences like travel or concerts and are less likely to buy home goods, electronics and small appliances compared to last year. A third of gift shoppers expect to purchase Amazon gift cards specifically, making it the #4 item behind gift cards overall, apparel and toys & games.

TOP GIFT ITEMS

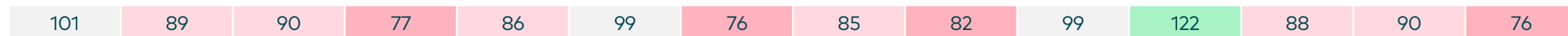
% of gift shoppers



TOP 5 GIFT CARD CHOICES

1. Amazon (35%)
2. Target (20%)
3. Restaurants (19%)
4. Walmart (18%)
5. Credit Card Style (18%)

Index vs. Last Year



Source: Numerator 2022 Holiday Gifting Survey 10/27/22 (n=2,078) Where do you plan to purchase holiday gifts this year?

Online will be the top location for holiday gift shopping this year.

Three-fourths of shoppers plan to buy gifts online this year, followed closely by mass retailers and department stores. Generationally, Boomers+ are more likely to shop at department or club stores, while Gen Z & Millennials are more likely to buy from specialty electronics stores or online small businesses.

GIFT SHOPPING LOCATIONS

% of gift shoppers



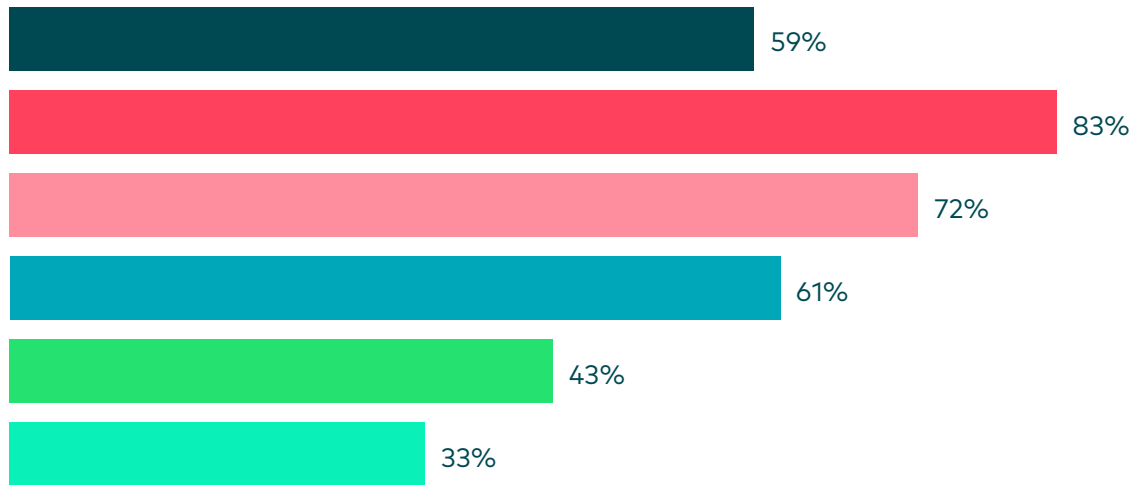
Source: Numerator 2022 Holiday Gifting Survey 10/27/22 (n=2,078) Where do you plan to purchase holiday gifts this year?

Shoppers are worried about their ability to afford gifts this holiday season.

Over half of holiday shoppers say they're concerned about their ability to afford gifts this year, a sentiment that is significantly higher among Struggling households. Nearly two-thirds say they have a set budget they'll stick to when shopping for gifts. Maintaining a set budget is also more common for Struggling households compared to those with more financial flexibility.

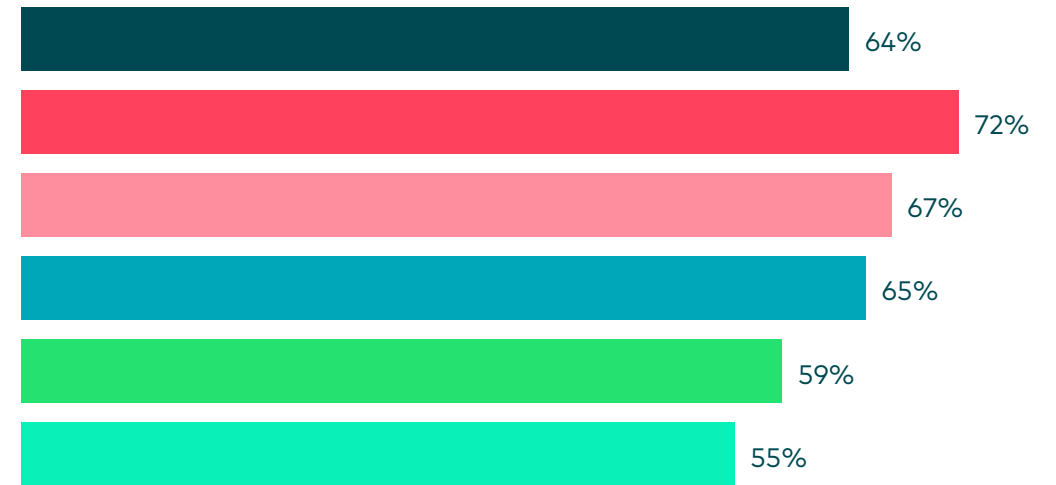
"I AM CONCERNED ABOUT MY ABILITY TO AFFORD HOLIDAY GIFTS THIS YEAR"

% of gift shoppers who agree or strongly agree



"I HAVE A SET BUDGET FOR HOLIDAY GIFTS THAT I WILL STICK TO"

% of gift shoppers who agree or strongly agree



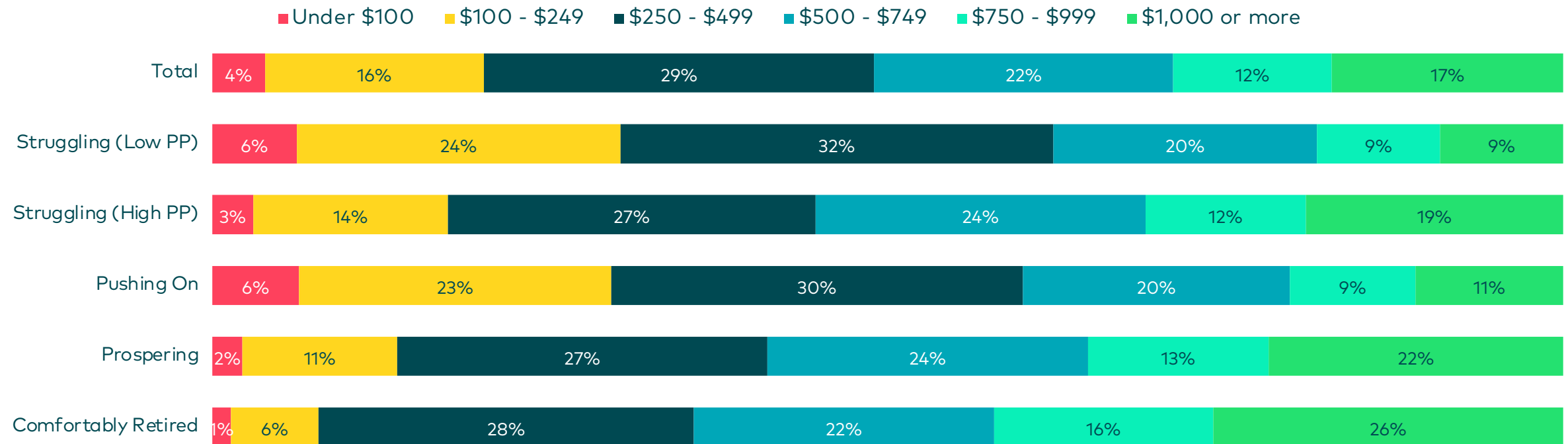
■ Total ■ Struggling (Low PP) ■ Struggling (High PP) ■ Pushing On ■ Prospering ■ Comfortably Retired

Holiday gift spend will vary significantly by consumer financial group.

Half of shoppers expect to spend over \$500 on gifts this holiday season, while a sixth will spend over \$1,000. However, Struggling Low Purchase Power consumers and those in the Pushing On segment are significantly more likely to cap their gift spend at \$500. Comfortably Retired and Prospering consumers are twice as likely to spend \$1,000+ compared to other groups.

EXPECTED GIFT SPEND

% of gift shoppers by financial segment



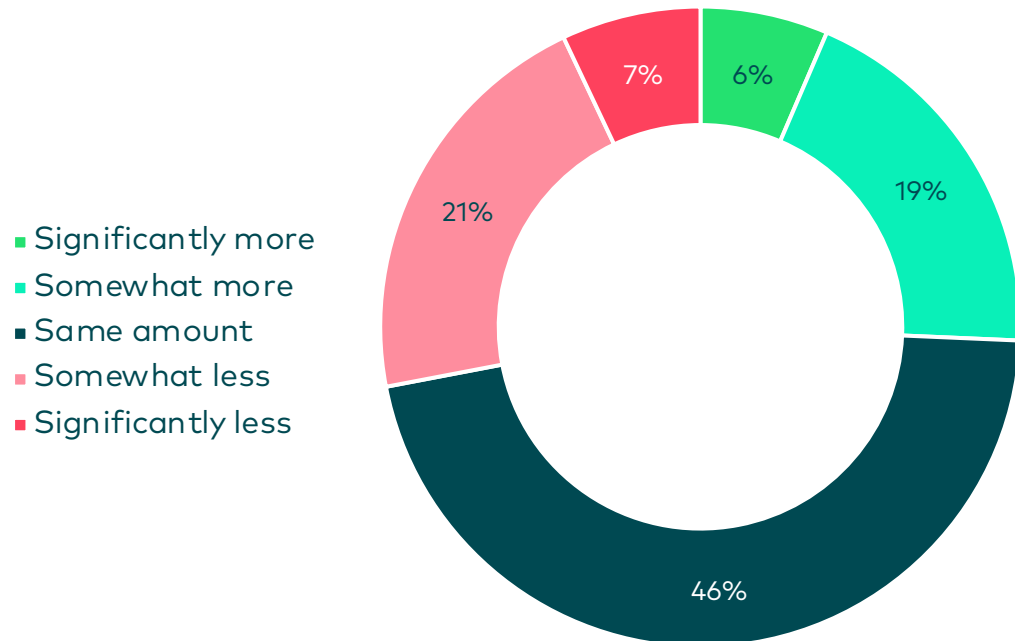
Source: Numerator 2022 Holiday Gifting Survey 10/27/22 (n=2,078) How much do you expect to spend on holiday gifts in total this year?
How do you expect your holiday gift spending this year will compare to last year?

Shoppers expect to spend the same amount on gifts this year versus last.

While a quarter of shoppers expect to spend more this year, a similar number expect to spend less, making the net change roughly neutral. Inflation is the primary influence on spending changes in both directions.

SPEND CHANGE

This year vs. last year



REASONS FOR SPENDING CHANGE

Among those who will spend more or less



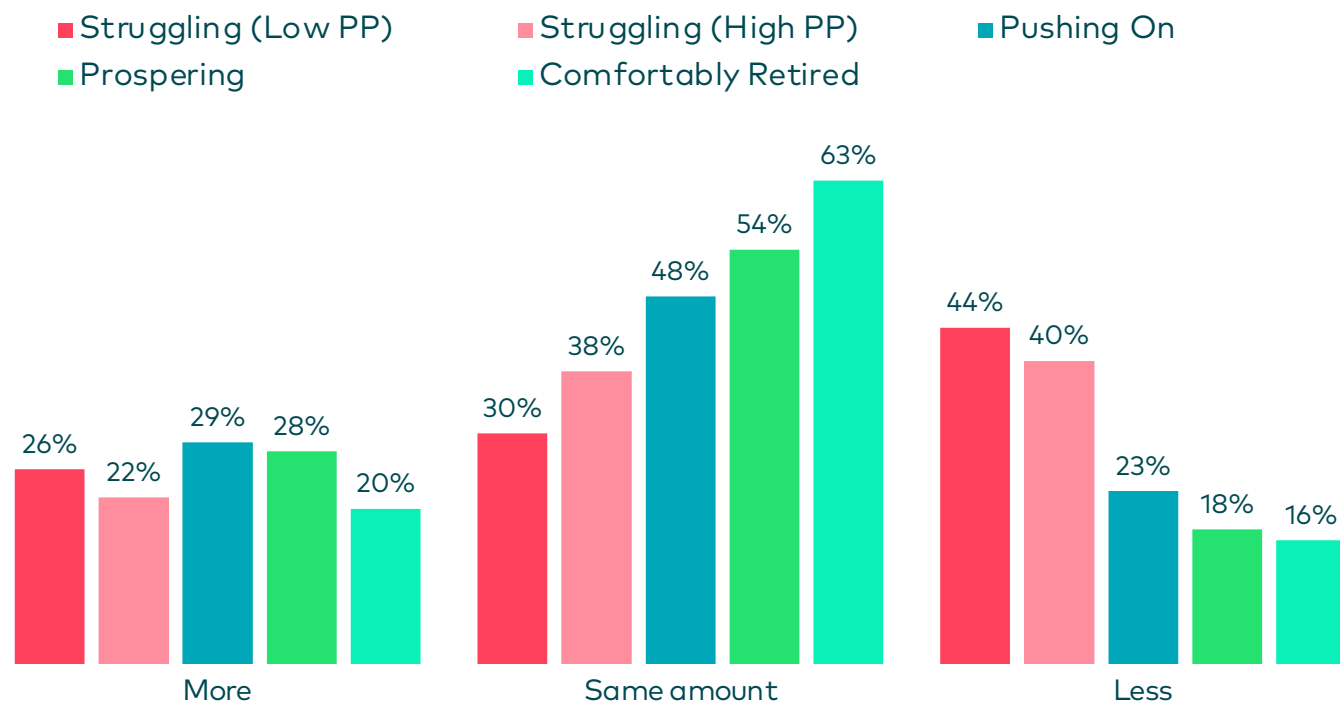
Source: Numerator 2022 Holiday Gifting Survey 10/27/22 (n=2,078) How much do you expect to spend on holiday gifts in total this year?
How do you expect your holiday gift spending this year will compare to last year?

Spending expectations differ by consumer financial segment and generation.

Shoppers in the Struggling or Pushing On segments are twice as likely to say they'll spend less on gifts this year compared to other groups. Millennial & Gen Z consumers are the most likely to say they'll spend more this year compared to all other generations or financial segments– they cite improved job situations and a desire to splurge as the main drivers.

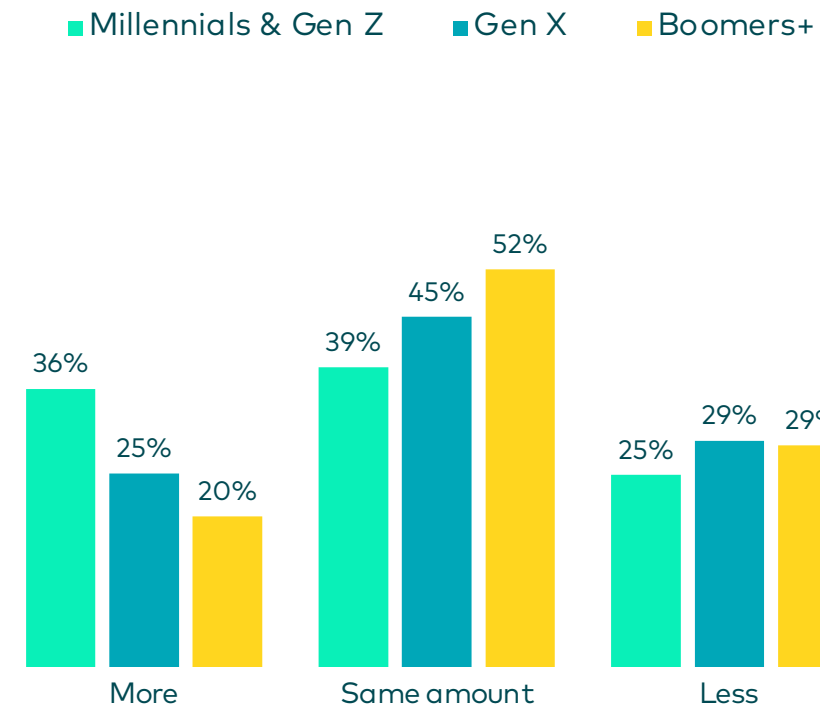
SPEND CHANGE x FINANCIAL SEGMENT

This year vs. last year



SPEND CHANGE x GENERATION

This year vs. last year



Source: Numerator 2022 Holiday Gifting Survey 10/27/22 (n=2,078 How do you expect your holiday gift spending this year will compare to last year?)

Many consumers will adjust their gift shopping to offset inflation.

While Struggling households are the most likely to purchase less expensive or fewer gifts, more financially secure shoppers will turn to promotions and sales as the first line of defense against rising prices. About a fifth of shoppers overall will give gifts to fewer people and one-in-ten will make their own DIY gifts instead of purchasing anything.

INFLATION ADJUSTMENTS

% of segment who expect to adjust shopping

 **97%**

STRUGGLING
(LOW PP)

 **97%**

STRUGGLING
(HIGH PP)

 **94%**

PUSHING ON

 **90%**

PROSPERING

 **88%**

COMFORTABLY RETIRED

TOP ADJUSTMENTS

Purchase less expensive gifts **55%**

Seek promotions & sales **54%**

Purchase fewer gifts **44%**

Give gifts to fewer people **27%**

Make my own gifts **10%**

Purchase less expensive gifts **50%**

Purchase fewer gifts **49%**

Seek promotions & sales **49%**

Give gifts to fewer people **26%**

Make my own gifts **11%**

Seek promotions & sales **43%**

Purchase less expensive gifts **38%**

Purchase fewer gifts **44%**

Give gifts to fewer people **27%**

Make my own gifts **10%**

Seek promotions & sales **50%**

Purchase less expensive gifts **36%**

Purchase fewer gifts **32%**

Give gifts to fewer people **21%**

Make my own gifts **8%**

Seek promotions & sales **52%**

Purchase less expensive gifts **32%**

Purchase fewer gifts **30%**

Give gifts to fewer people **17%**

Make my own gifts **7%**

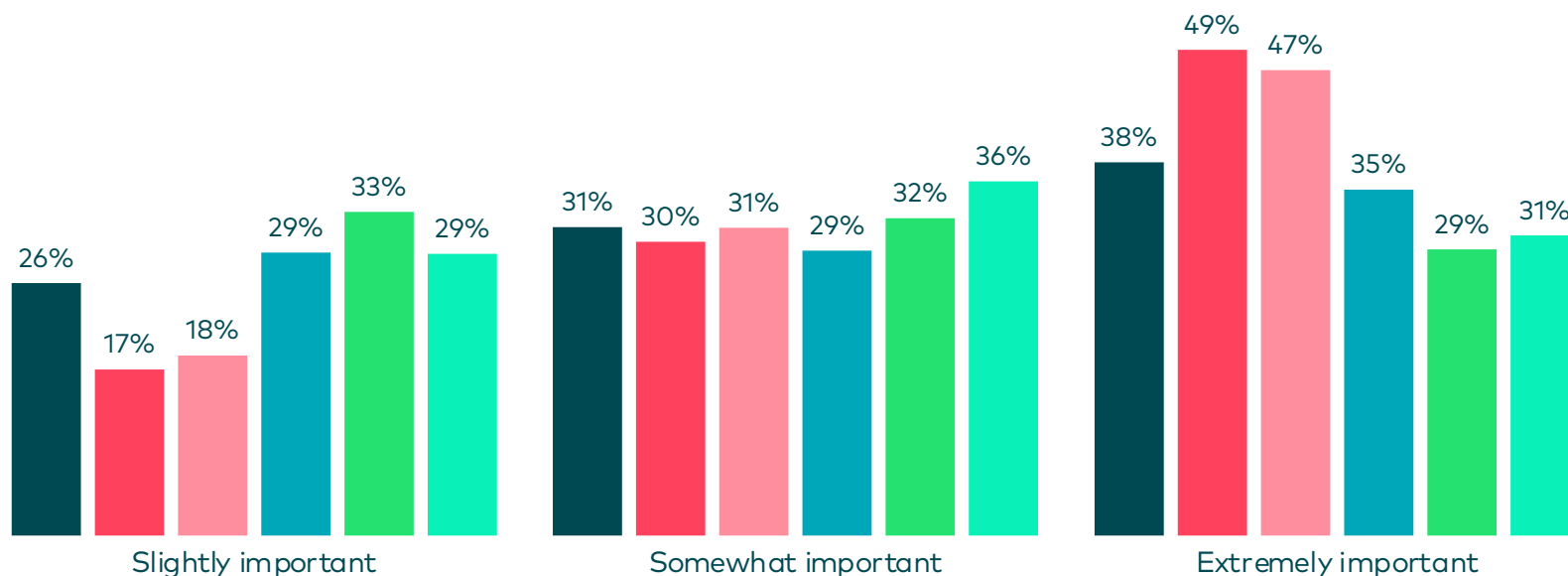
Shoppers will be seeking out deals on gifts this holiday season.

Over two-thirds of holiday gift shoppers say it's somewhat or extremely important to to them purchase gifts that are on sale—this number is even higher among Struggling households. Straightforward product discounts are the top preference, followed by buy-one-get-one deals, rewards points and rebates.

IMPORTANCE OF BUYING GIFTS ON SALE

% of gift shoppers by financial segment

■ Total ■ Struggling (Low PP) ■ Struggling (High PP) ■ Pushing On ■ Prospering ■ Comfortably Retired



TOP SALE TYPES



Source: Numerator 2022 Holiday Gifting Survey 10/27/22 (n=2,078) How important is it to you to purchase holiday gifts that are on sale or during promotional events? What types of holiday sales are most appealing to you?



 Numerator

Stay on top of holiday shopping trends.

Interested in learning more about holiday shopping intentions or tracking holiday gift sales for your brand or retailer? Reach out to your Numerator representative or contact us at hello@numerator.com.

Appendix: New Realities Inflation Segments

Download our full [New Realities Inflation Report](#) for additional information on these segments.



STRUGGLING + LOW PURCHASE POWER (19%)

This group's finances are extremely tight and inflation has impacted them heavily, leading to declining financial situations. Individuals in this group have lower incomes and are highly concerned about the future & making ends meet—half of the group members are not currently employed.



STRUGGLING + HIGH PURCHASE POWER (19%)

Finances are also tight for this group, though they have slightly higher incomes to work with than struggling low purchase power consumers. They've experienced heavy inflation impacts & declining finances over the past two years, and they are very concerned about the future.



PUSHING ON (20%)

Neutral or comfortable with finances, this group skews a bit younger and has only experienced slight inflationary impacts. These individuals are less worried about inflation or making ends meet, and their finances have generally improved or held steady in the past two years.



PROSPERING (31%)

This group feels comfortable with their current finances and has experienced little-to-no inflationary impact to-date. Their financial situation has generally improved over the past two years and they're more concerned with work, family and world events than they are making ends meet.



COMFORTABLY RETIRED (11%)

Comfortable with finances, individuals in this group have an average age of 66 and none are currently employed. The vast majority say inflation has not impacted their finances, and they're not worried about it in the future. Their financial situation has stayed the same in the past two years.

PURCHASE POWER DEFINED: the most accurate picture of a consumer's buying power which takes annual income and controls for household size and regional cost of living.

Appendix: New Realities Inflation Segments

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The layered nature of advanced segmentations allows for a more nuanced understanding of these groups and how they're truly faring. Demographically, struggling high purchase power consumers look similar to prospering consumers— high income, full-time employed, suburban homeowners— but they are living two financial realities.

SEGMENT PROFILES

% of group indexed vs. all shoppers



STRUGGLING (LOW PP)

50% Boomers+ (150)

64% Low Income (264)

33% Rural (120)

43% Retired or Disabled (200)

36% Rent Home (142)



STRUGGLING (HIGH PP)

44% Boomers+ (133)

64% High Income (137)

42% Suburban (108)

52% Employed Full-time (128)

73% Own Home (111)



PUSHING ON

39% Gen Z / Millennial (140)

59% Low Income (231)

39% Urban (117)

16% Student or Part-Time (153)

37% Rent Home (146)



PROSPERING

74% Millennial / Gen X (121)

78% High Income (168)

42% Suburban (109)

76% Employed Full-time (151)

73% Own Home (110)



COMFORTABLY RETIRED

74% Age 65+ (362)

55% High Income (117)

43% Suburban (133)

87% Retired or Homemaker (295)

89% Own Home (134)