



2023 Q4 Holiday Preview

Halloween • Thanksgiving • Christmas • New Year's Eve





We asked 4,500 consumers about their Q4 2023 holiday plans.

Numerator's Q4 2023 Holiday Preview survey was fielded to 4,496 US consumers in September 2023 and highlights consumers' celebration, shopping, and spending plans for Halloween, Thanksgiving, Christmas and New Year's Eve.

Celebration intentions are up in the back half of the year.

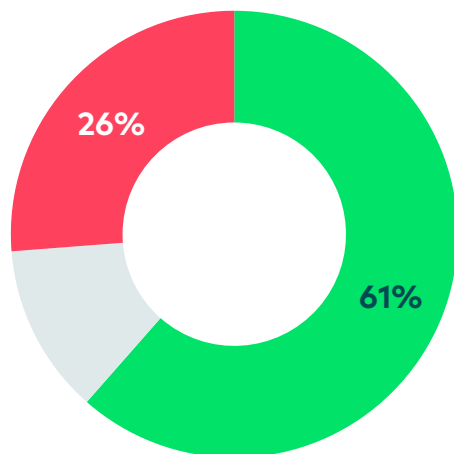
Intentions to celebrate Halloween, Thanksgiving, Christmas and New Year's Eve are all up compared to 2022. Gen Z & Millennials are more likely than other generations to celebrate Halloween and New Year's Eve.

CELEBRATION INTENTIONS

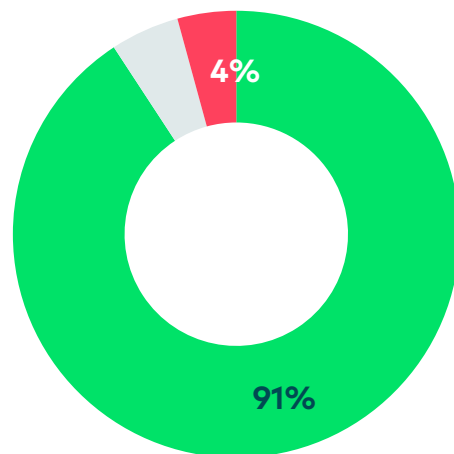
% of consumers



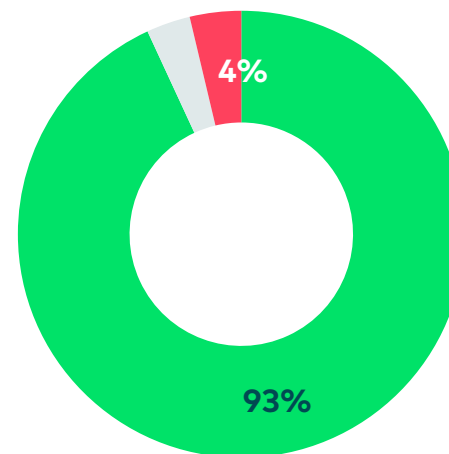
HALLOWEEN



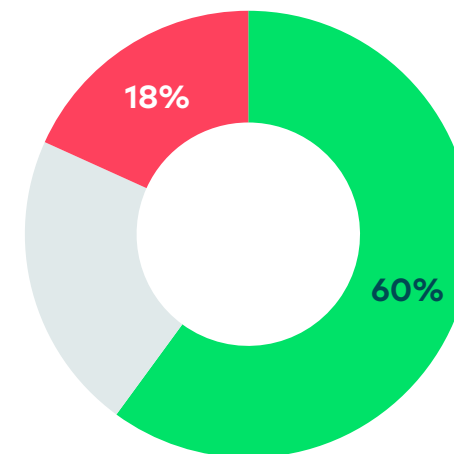
THANKSGIVING



CHRISTMAS



NEW YEAR'S EVE



■ Will Celebrate ■ Unsure ■ Won't Celebrate

Halloween 2023



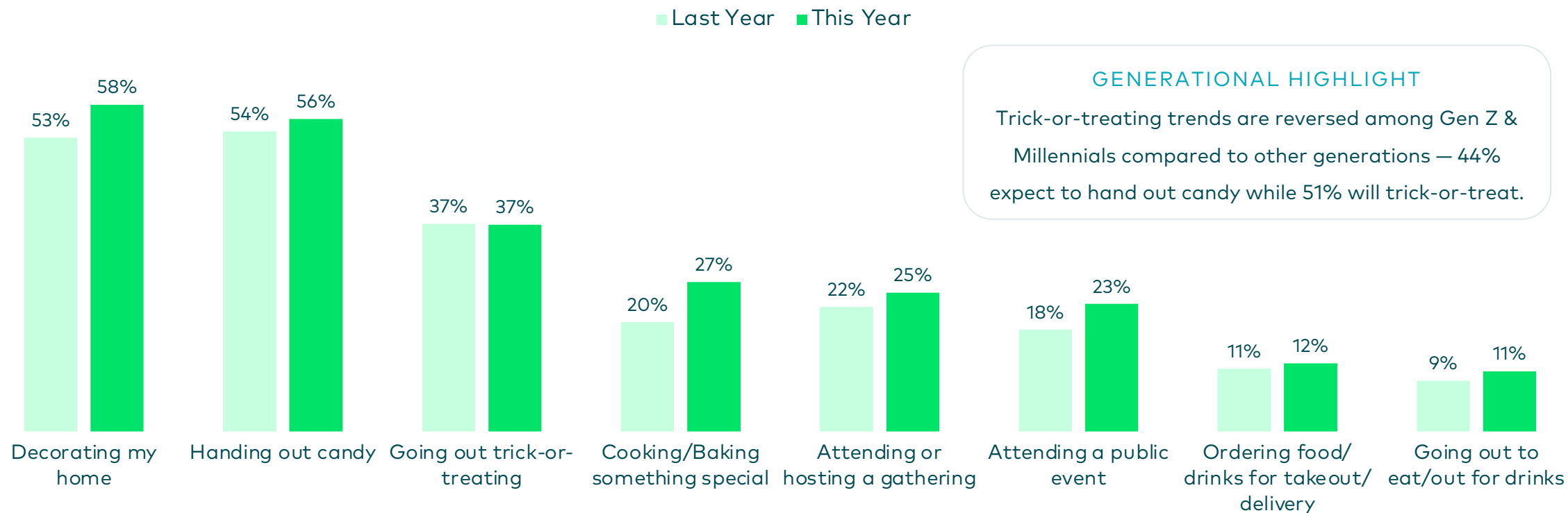


Over half of intended celebrators will decorate for Halloween.

Decorating is the top way shoppers expect to celebrate Halloween, followed closely by handing out candy. About a third of shoppers will go out trick-or-treating and a quarter will cook, bake, or attend/host a party.

HALLOWEEN CELEBRATIONS

% of celebrators



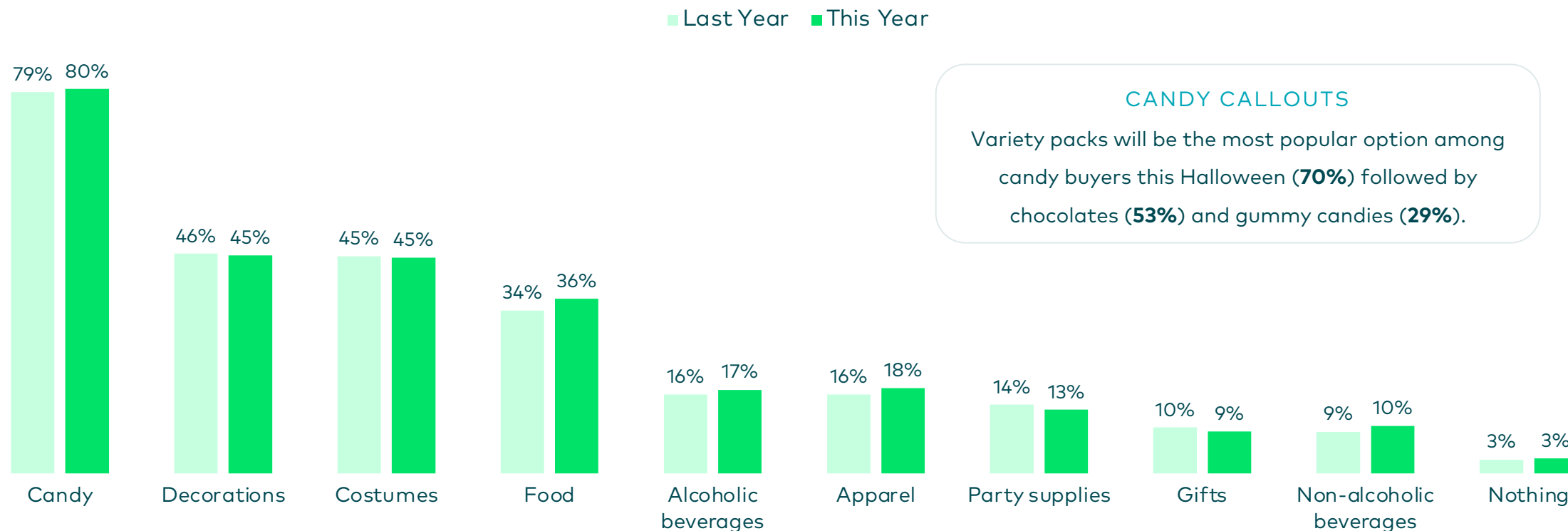


Four-in-five celebrators will purchase candy this Halloween.

Shoppers say price (65%) and special promotions (44%) are the most important decision factors when deciding which candies to buy. Shoppers are more likely to purchase value brands or store brands for trick-or-treaters, and nicer brands for themselves.

HALLOWEEN PURCHASES

% of celebrators



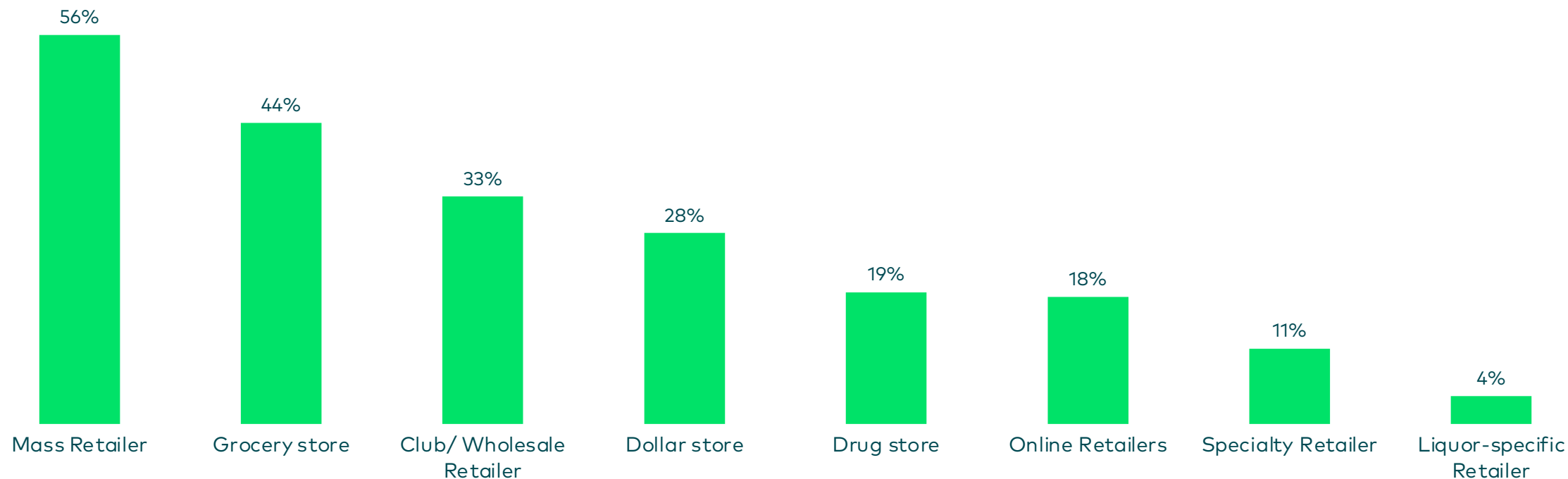


Mass retailers will be the top destination for Halloween shoppers.

Over half of shoppers expect to purchase their Halloween supplies from mass retailers, followed by grocery stores & club stores.

HALLOWEEN PURCHASE LOCATIONS

% of holiday shoppers



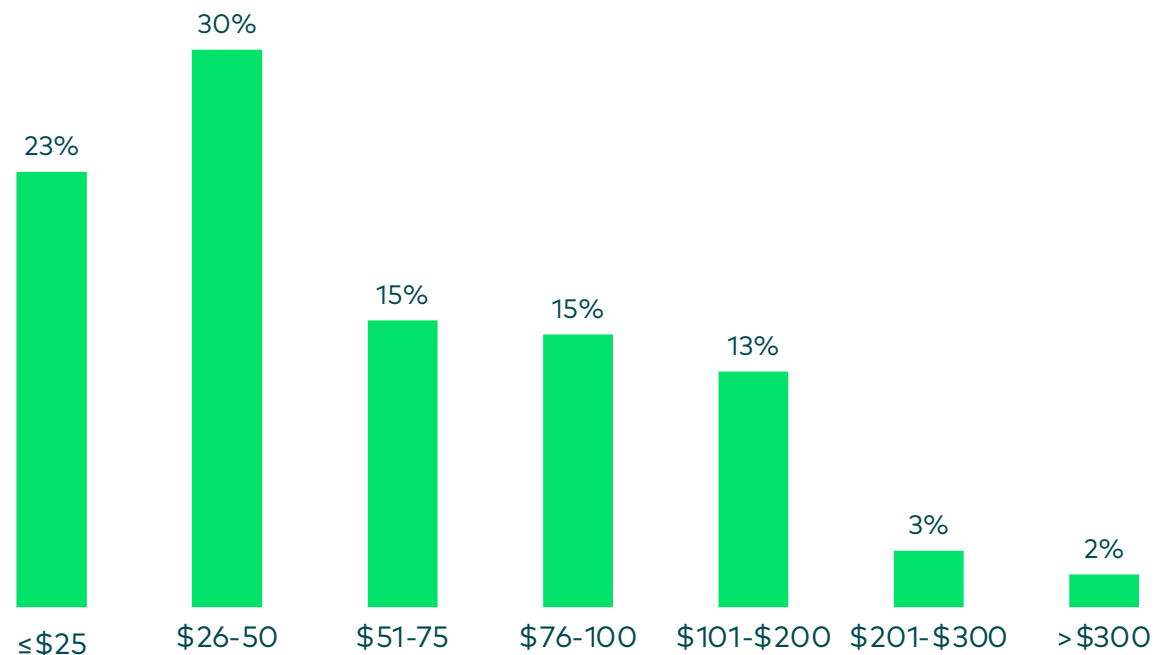


Shoppers plan to spend under \$50 on their Halloween items.

Nearly a third of Halloween shoppers expect to spend between \$26 and \$50 on their holiday items, with only a fifth planning to spend over \$100. Consumer spending this Halloween will likely be on par with last year.

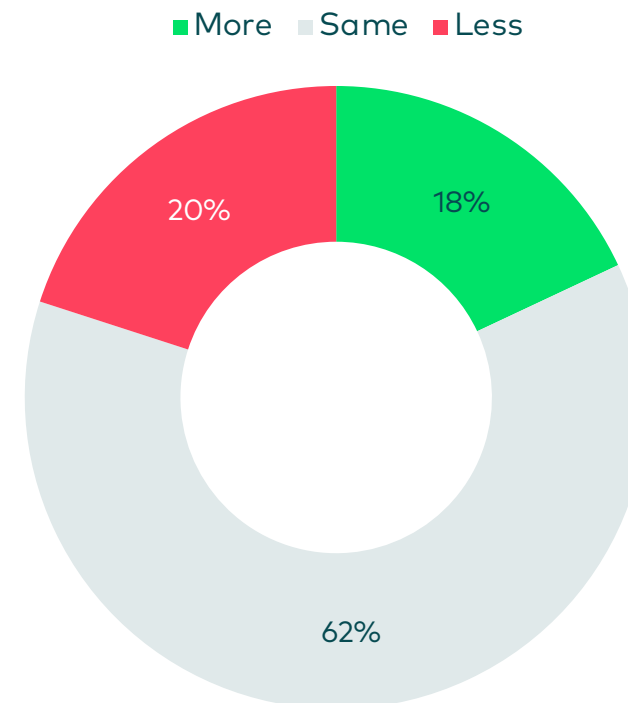
HALLOWEEN SPENDING INTENTIONS

% of holiday shoppers

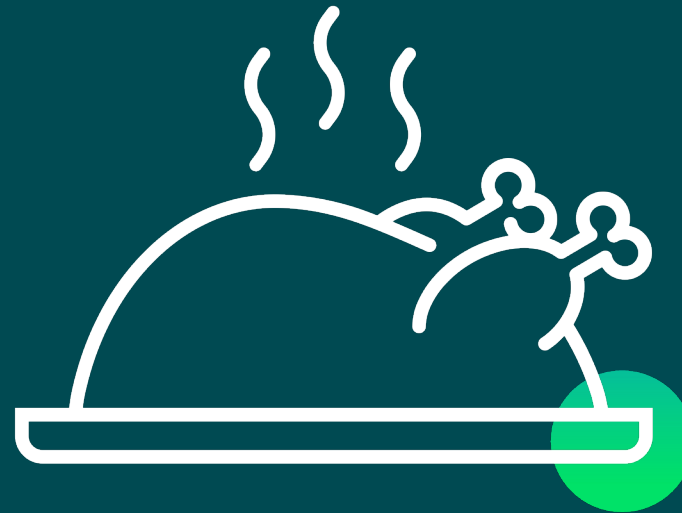


SPENDING VS. LAST YEAR

% of holiday shoppers



Thanksgiving 2023





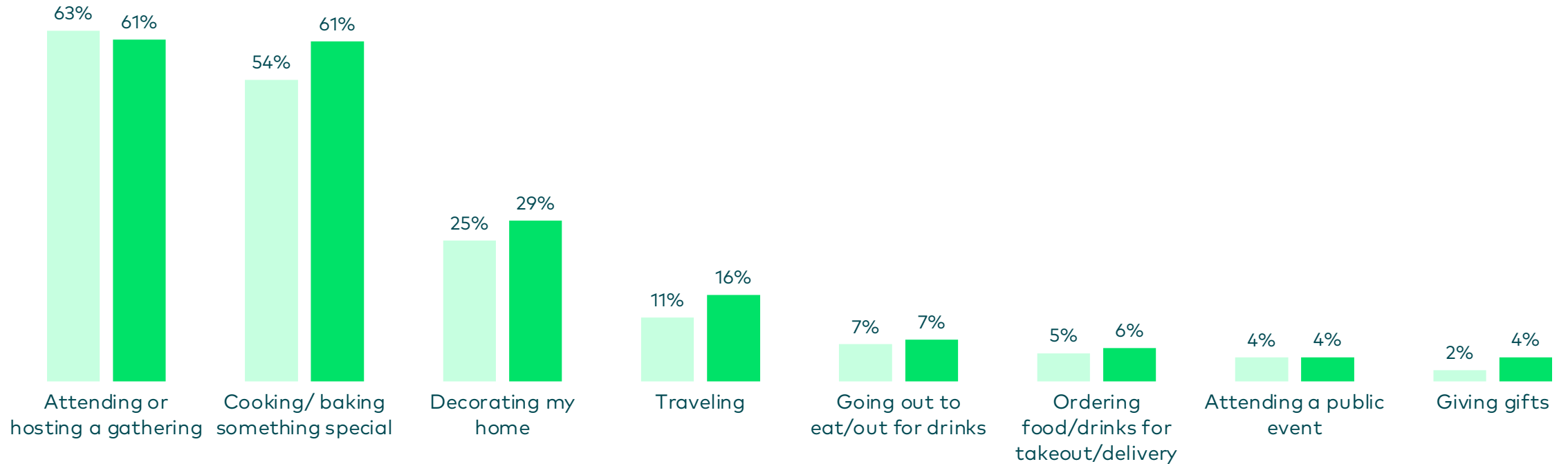
Gathering & cooking will be the top ways consumers celebrate Thanksgiving.

61% of consumers say they'll cook or bake something special to celebrate Thanksgiving this year, up from last year and in-line with intentions to attend or host a gathering. Intention to decorate, travel, order in, and dine out are all up as well.

THANKSGIVING CELEBRATIONS

% of celebrators

■ Last Year ■ This Year



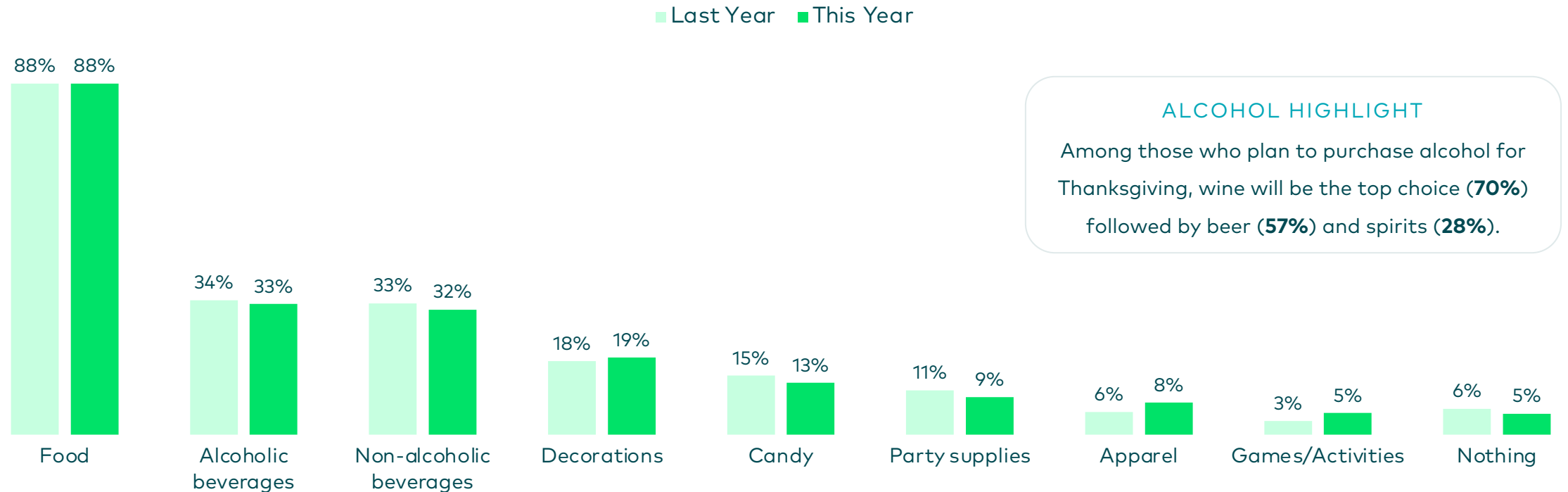


Food will be the main event for consumers celebrating Thanksgiving.

Nearly nine-in-ten Thanksgiving celebrators will purchase food for the holiday, followed by a third who will purchase beverages—both alcoholic and non-alcoholic.

THANKSGIVING PURCHASES

% of celebrators



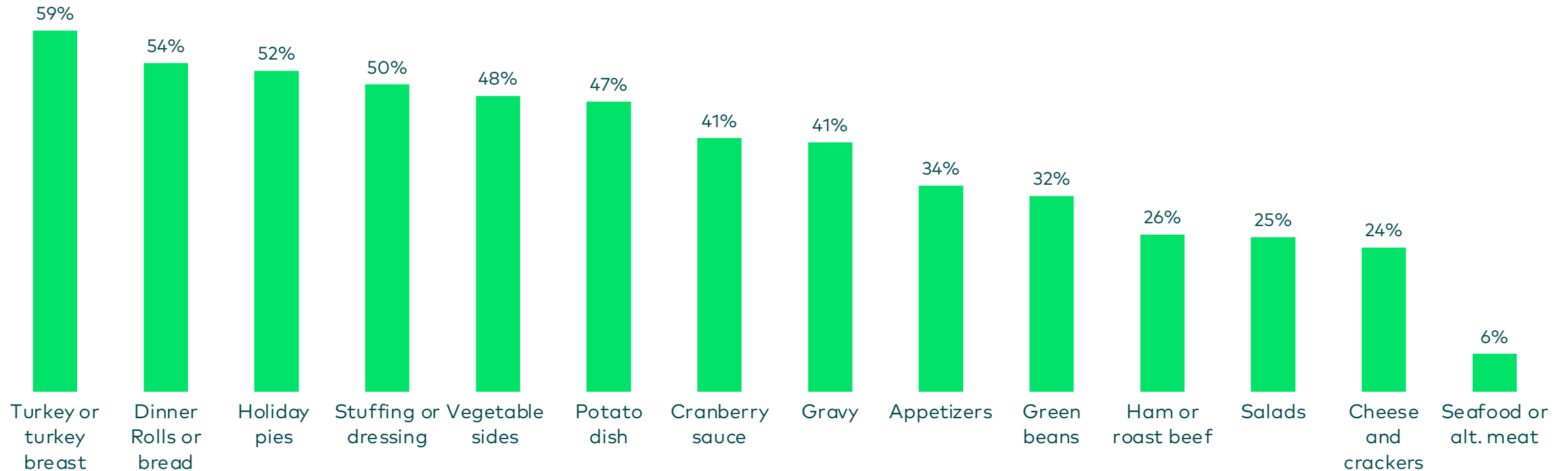


Turkey, rolls, pies and dressing will top the Thanksgiving grocery list.

Over half of Thanksgiving shoppers expect to purchase these popular items. Older generations are more likely than younger ones to purchase turkey for their Thanksgiving means, and the Boomer generation is twice as likely to purchase cranberry sauce.

THANKSGIVING FOOD PURCHASES

% of holiday shoppers



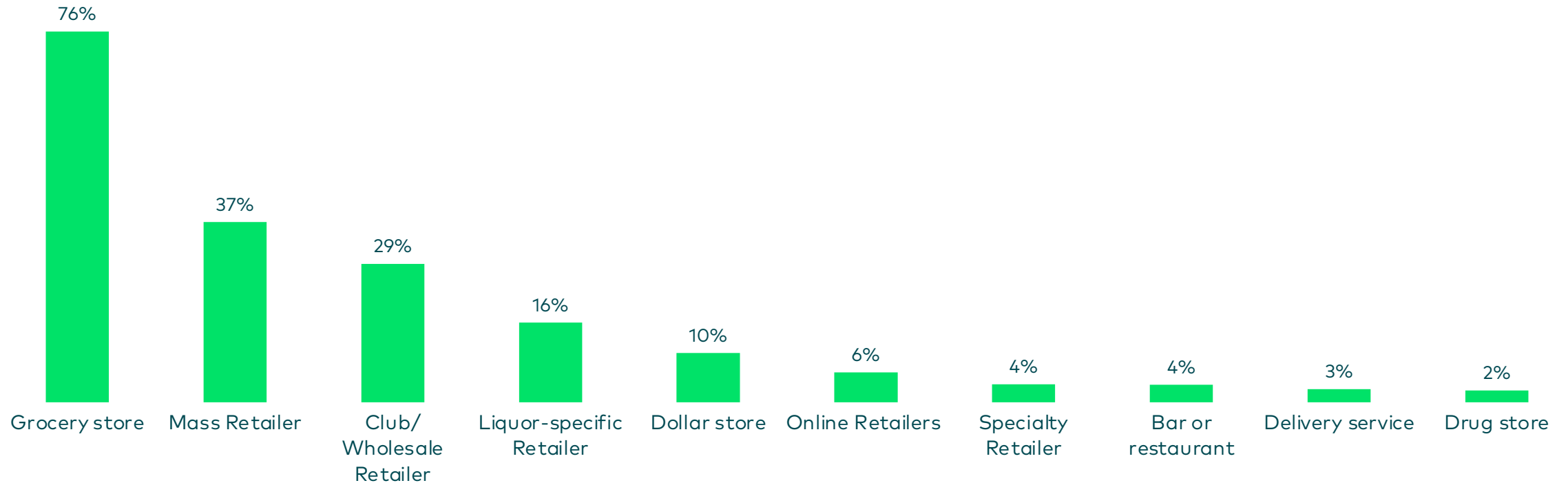


Thanksgiving shoppers will primarily shop at grocery stores.

Three-fourths of shoppers will purchase their Thanksgiving goods from grocery stores, while a third will visit mass retailers.

THANKSGIVING PURCHASE LOCATIONS

% of holiday shoppers



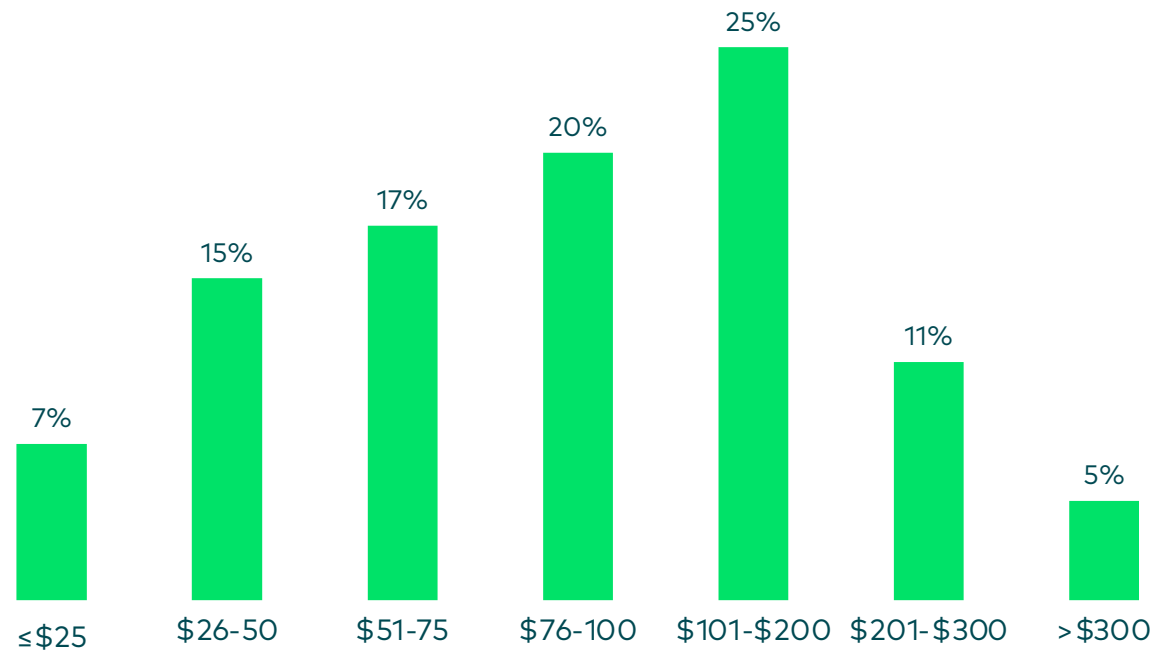


Consumers will spend roughly \$100-200 on Thanksgiving goods.

The majority of Thanksgiving shoppers expect to spend between \$75 and \$200 on items for their holiday celebration. A third say they will spend more than they did last year, and half will spend a similar amount.

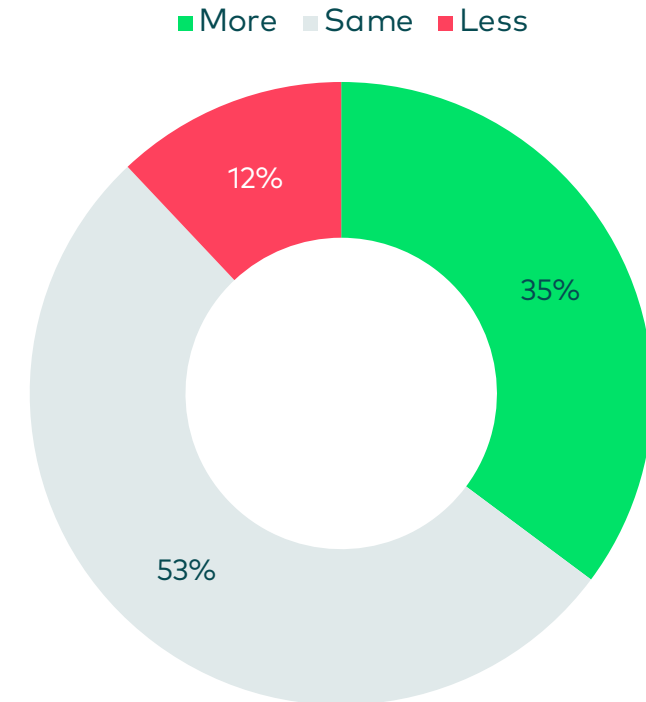
THANKSGIVING SPENDING INTENTIONS

% of holiday shoppers

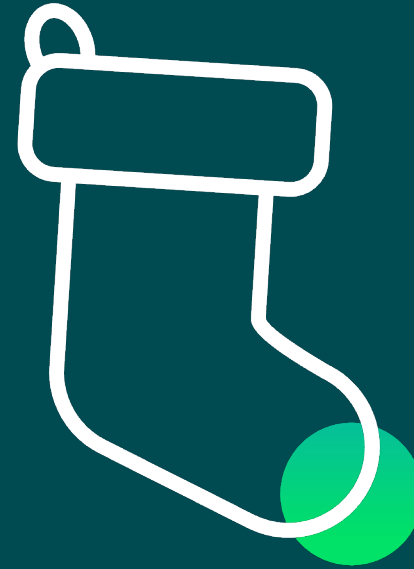


SPENDING VS. LAST YEAR

% of holiday shoppers



Christmas 2023



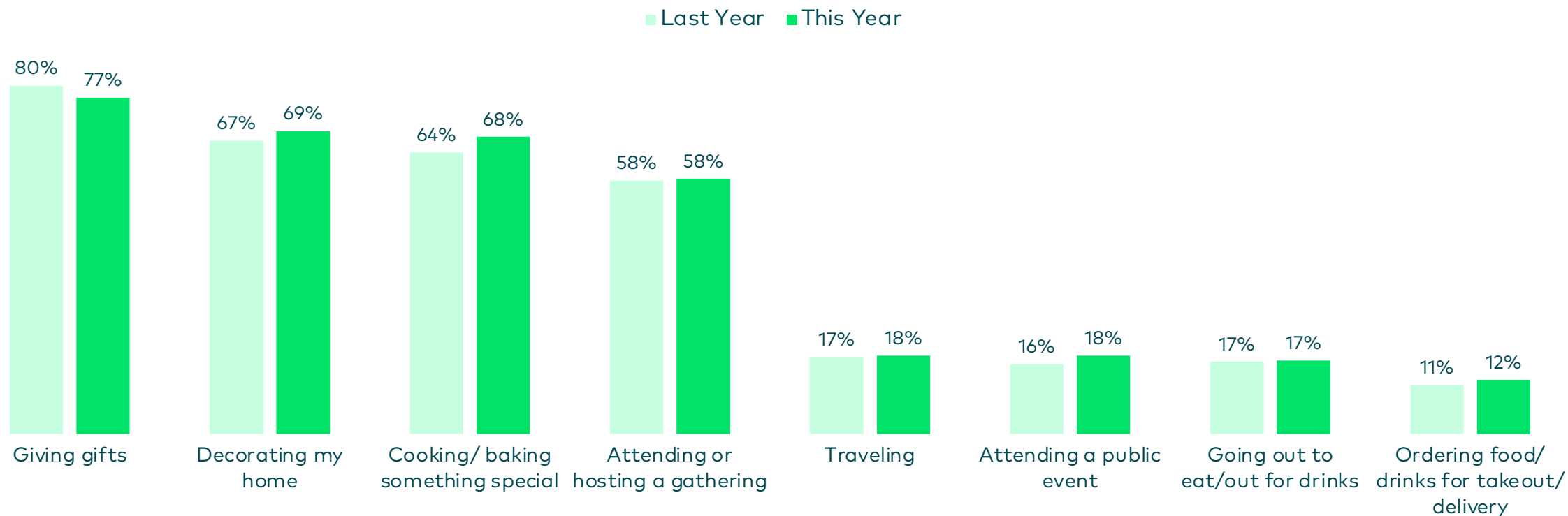


Consumers will celebrate this Christmas similarly to last.

Three-fourths of shoppers will give gifts to celebrate the holiday, two-thirds will decorate their homes or cook something special, and over half will attend or host a gathering.

CHRISTMAS CELEBRATIONS

% of celebrators



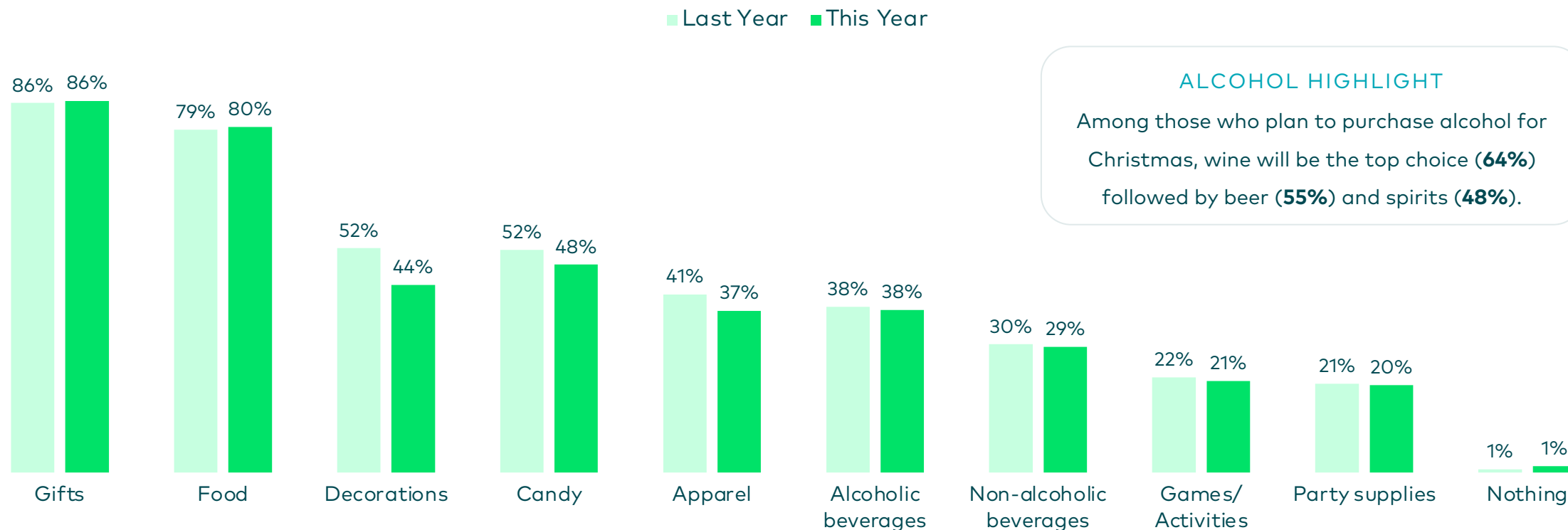


Gifts and food will be the most widely purchased items this Christmas.

This Christmas season, similar numbers of shoppers expect to purchase gifts, food, and alcohol compared to last year, while intentions to purchase decorations, candy, and apparel are all down slightly.

CHRISTMAS PURCHASES

% of celebrators



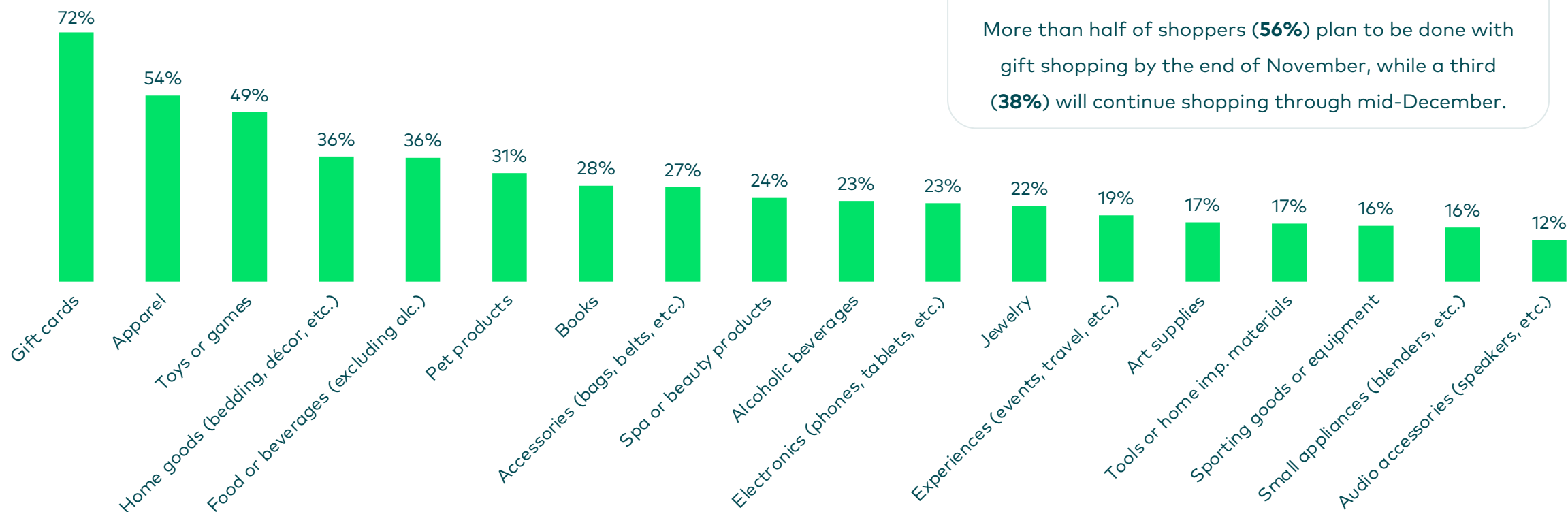


Gift cards will be the top Christmas gift this year.

In line with previous years, gift cards top the Christmas gift list, followed by apparel, toys & games, home goods, and food.

GIFT CATEGORIES

% of gift shoppers



GIFT SHOPPING TIMELINES

More than half of shoppers (**56%**) plan to be done with gift shopping by the end of November, while a third (**38%**) will continue shopping through mid-December.

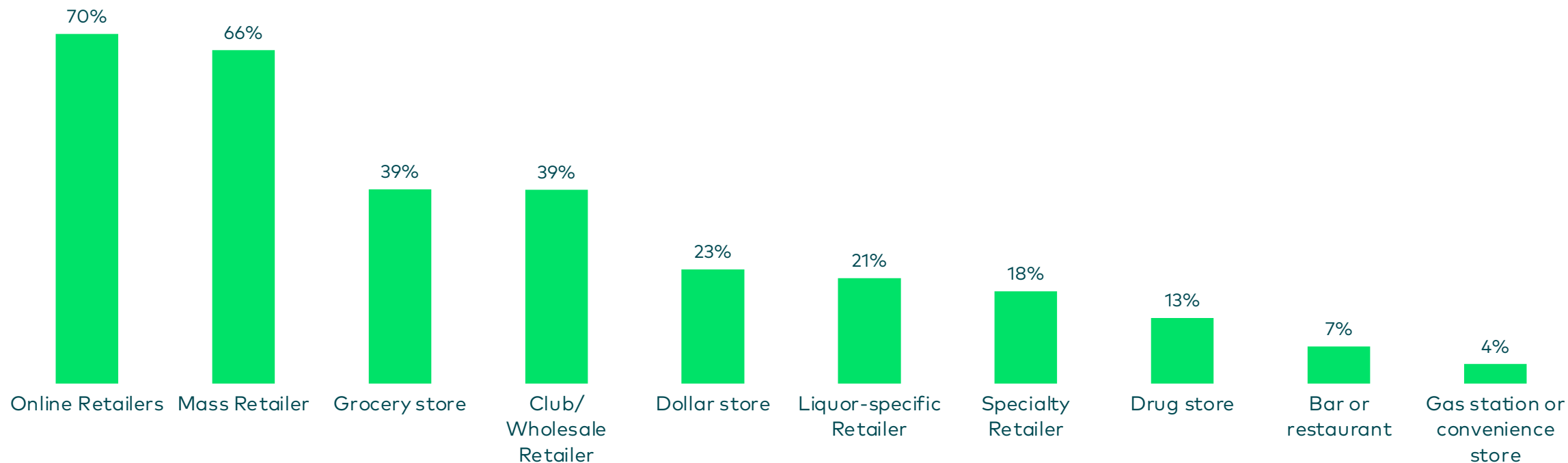


Christmas shoppers will spread their dollars across channels this year.

Online retailers will likely see the most activity this Christmas season, followed closely by mass retailers.

CHRISTMAS PURCHASE LOCATIONS

% of holiday shoppers



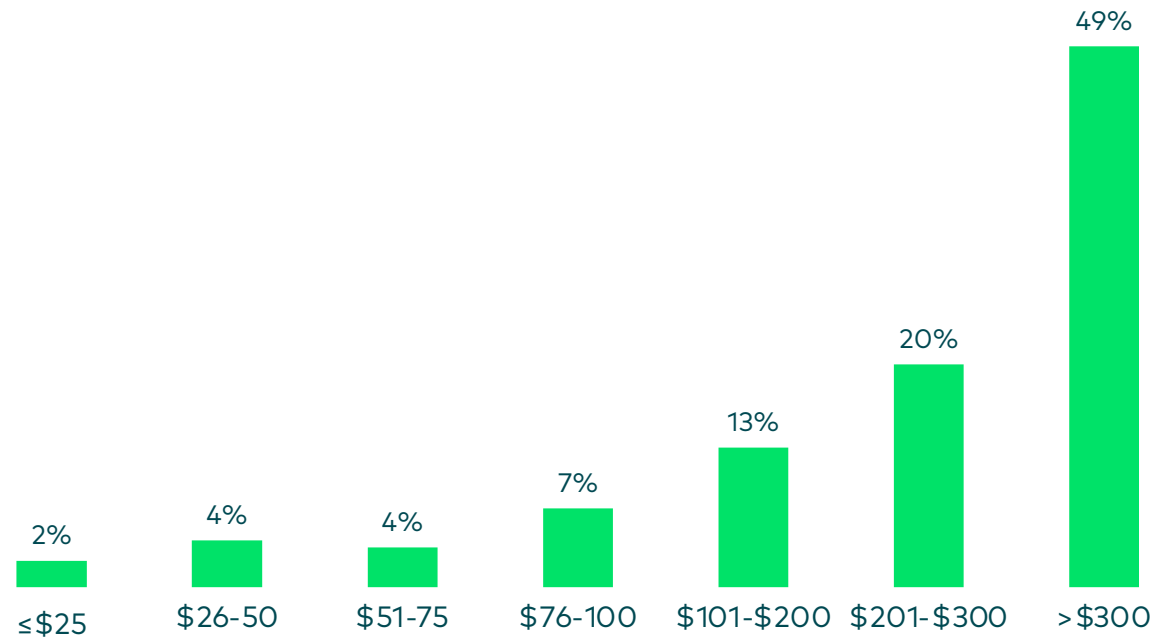


Shoppers expect to spend less this Christmas versus last.

Although most shoppers (69%) expect to spend \$200+ on Christmas, a quarter say they'll be spending less this year versus last.

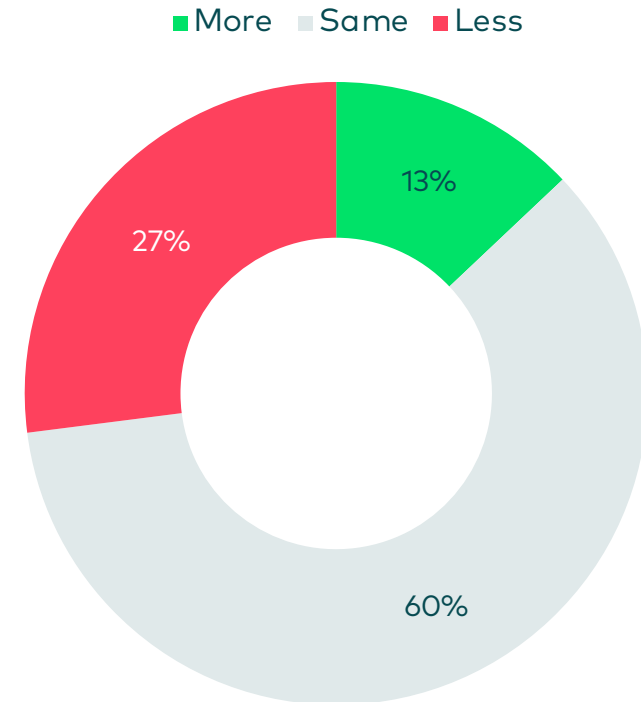
CHRISTMAS SPENDING INTENTIONS

% of holiday shoppers



SPENDING VS. LAST YEAR

% of holiday shoppers



New Year's Eve 2023





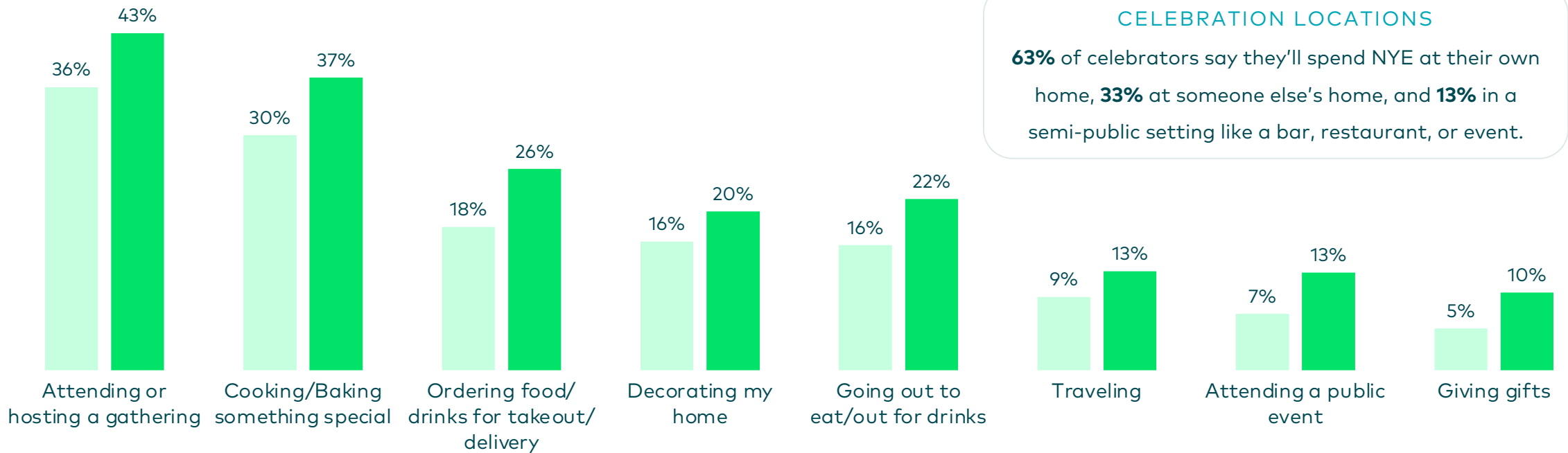
Shoppers expect to celebrate New Year's Eve more widely this year.

Overall intention to celebrate the holiday is up across the board, with gathering, cooking, ordering in and going out all up.

NEW YEAR'S EVE CELEBRATIONS

% of celebrators

■ Last Year ■ This Year



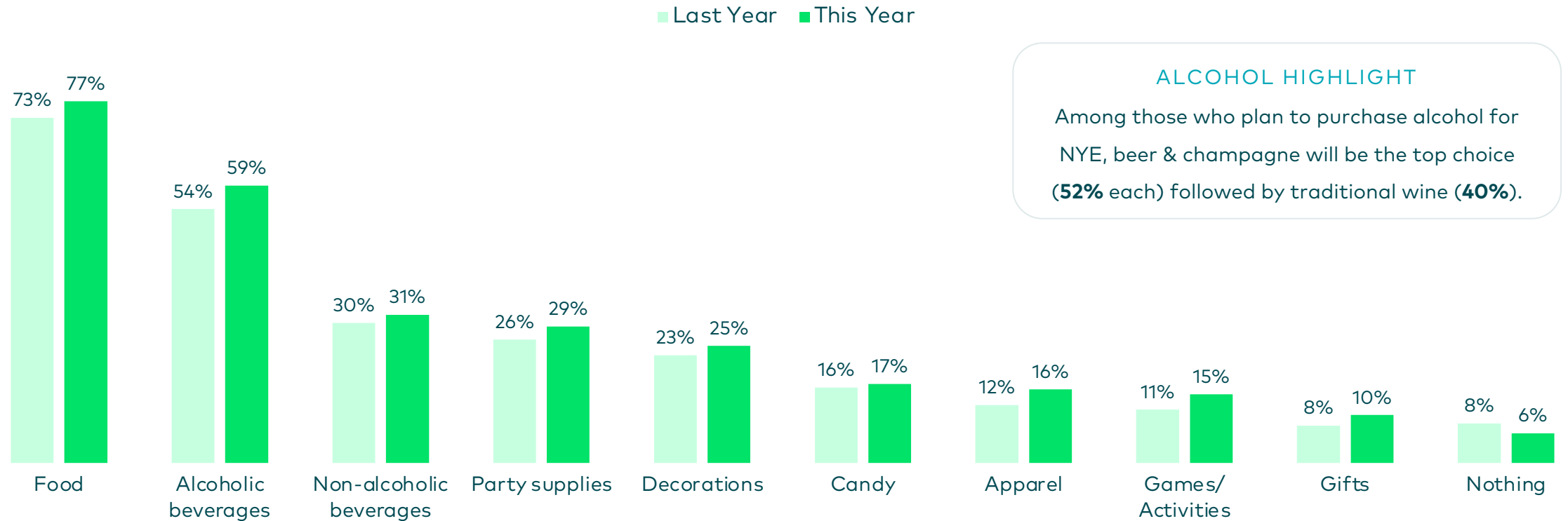


Shoppers will celebrate New year's Eve with food and alcohol.

Three-fourths of New Year's Eve celebrators expect to purchase food, and over half will purchase alcohol. Over half of intended alcohol purchasers will pop the cork on sparkling wine or champagne, or crack open a cold beer.

NEW YEAR'S EVE PURCHASES

% of celebrators



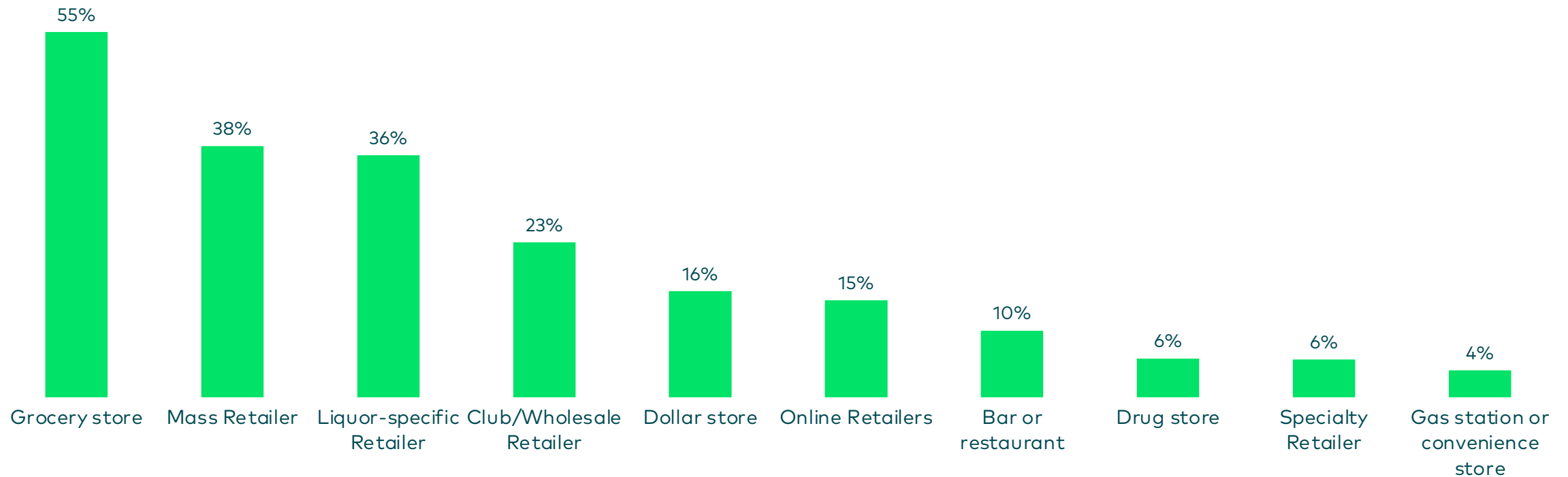


Shoppers will get their NYE goods from grocery, mass and liquor stores.

With celebrations focused heavily on eating & drinking, over half of shoppers expect to purchase their holiday items from grocery stores, while about a third will shop at mass retailers or liquor stores.

NEW YEAR'S EVE PURCHASE LOCATIONS

% of holiday shoppers



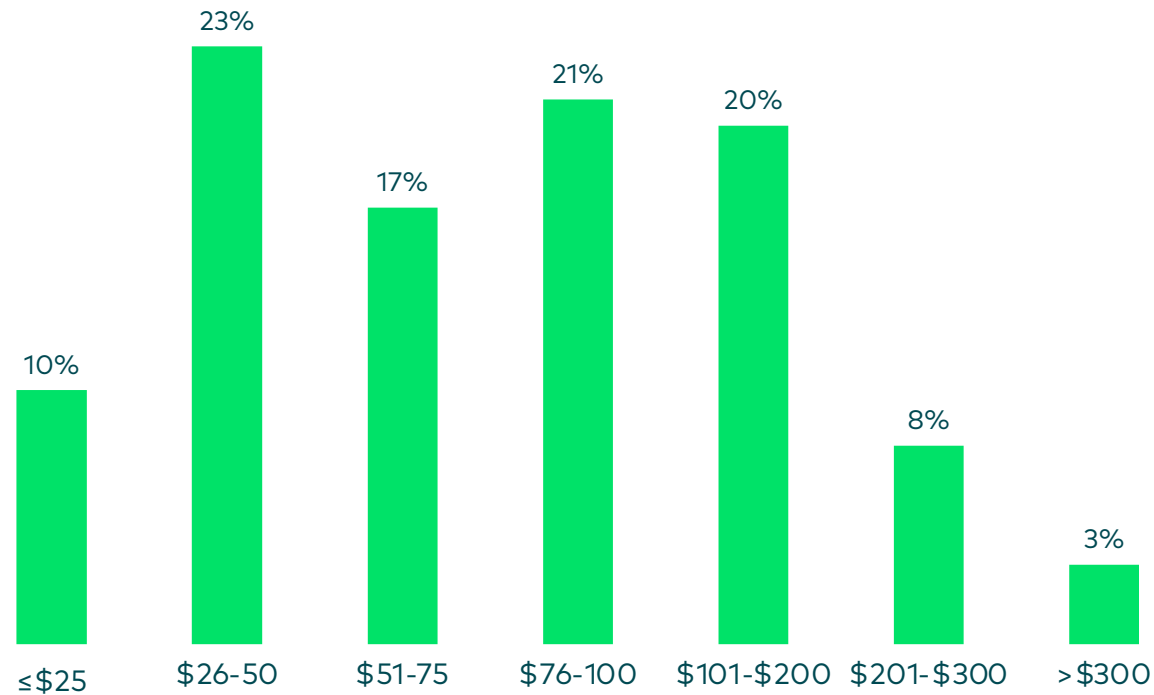


Shoppers expect to spend similarly to last New Year's Eve.

Celebrations may be up, but individual spending will likely be flat. Spending intentions are across the board, with NYE celebrators expecting to spend anywhere from \$26 to \$200 on their celebrations.

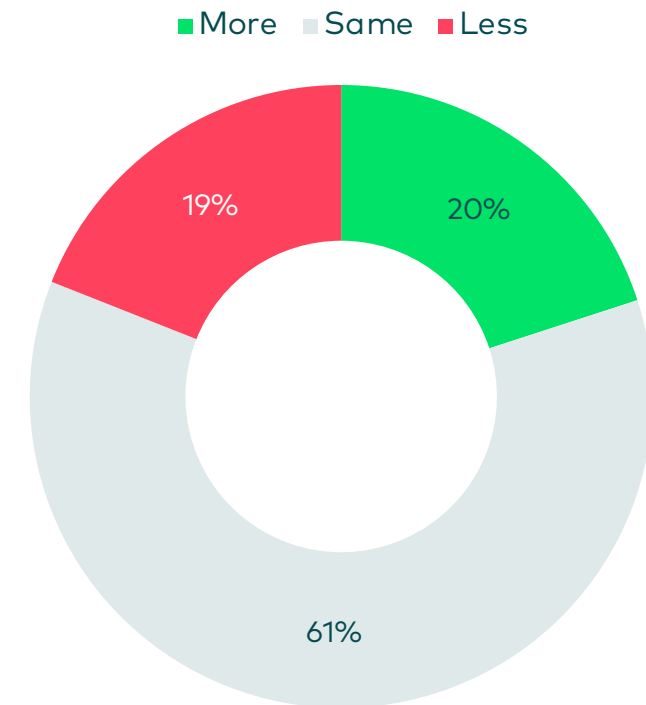
NEW YEAR'S EVE SPENDING INTENTIONS

% of holiday shoppers

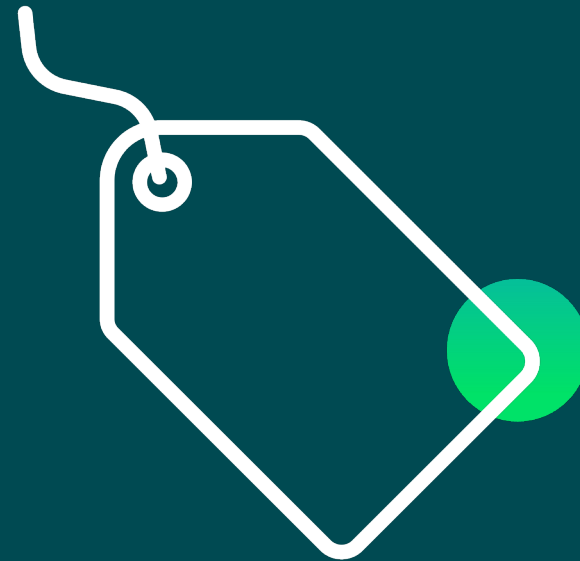


SPENDING VS. LAST YEAR

% of holiday shoppers



Holiday Sales Highlight



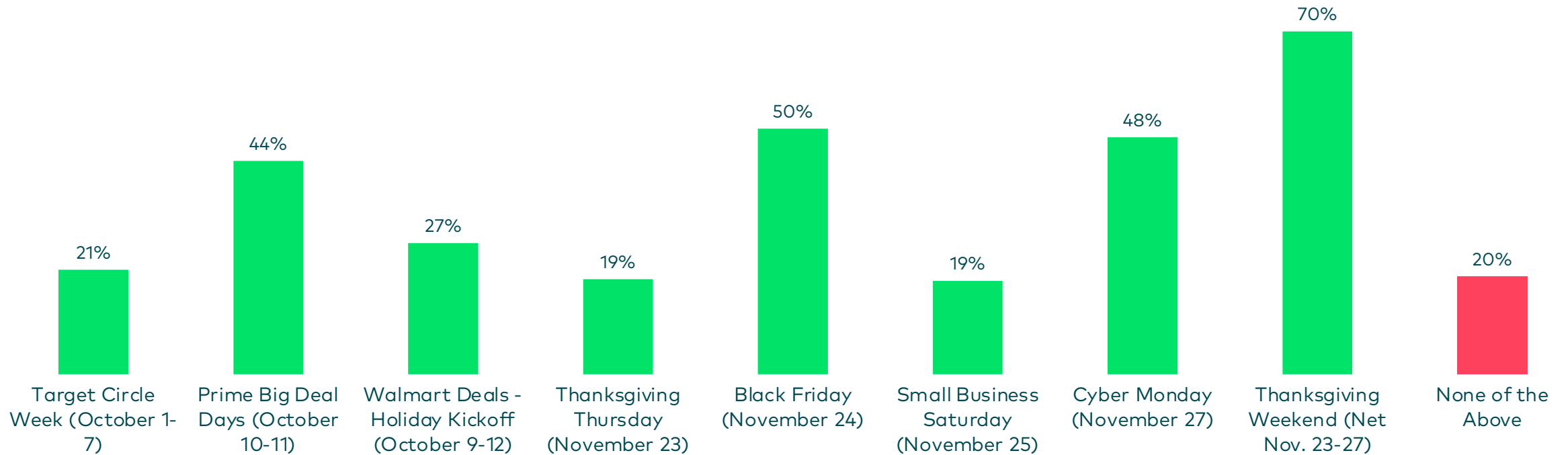


Four in five shoppers expect to participate in pre-holiday sales.

Nearly three-fourths of shoppers expect to participate in sales on Thanksgiving weekend, with half planning to shop on Black Friday and/or Cyber Monday. Prime Big Deal Days was the most popular retailer-specific sale shoppers expected to shop.

HOLIDAY SALE SHOPPING

% of shoppers



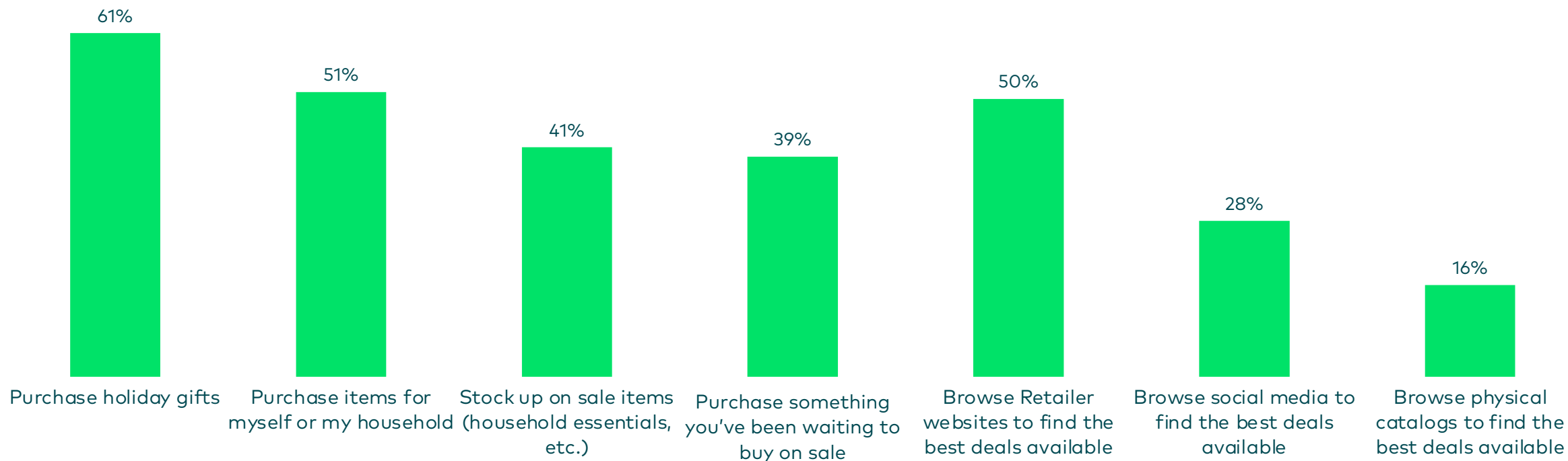


Holiday gifts will be the most popular items in pre-holiday sales.

In addition to gifts, half of shoppers expect to use pre-holiday sales to purchase items for themselves or their household, and two-fifths will use them to stock up on sale items. Shoppers are most likely to find deals by browsing retailer websites.

HOLIDAY SALE SHOPPING

% of sale shoppers



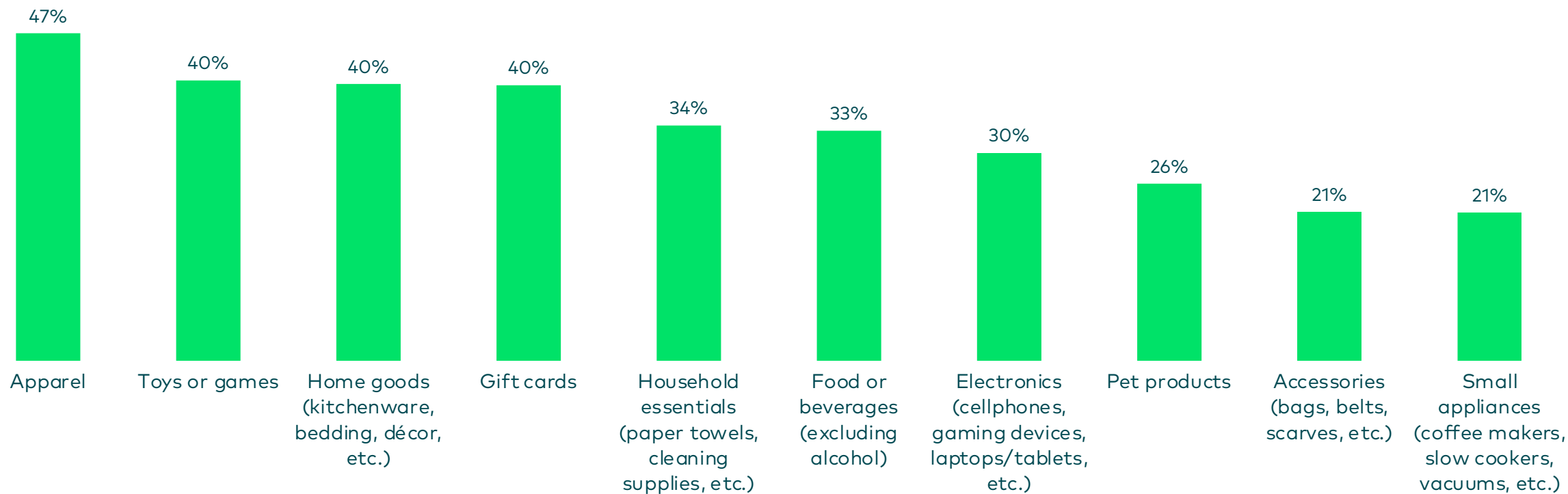


Apparel and toys will be the most-purchased sale items.

Pre-holiday shoppers expect to buy apparel, toys and home goods on sale. A third of shoppers also plan to purchase household essentials and groceries during sale periods.

HOLIDAY SALE SHOPPING

% of shoppers



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