



2024 US Annual Holiday Preview

CONSUMER SURVEY REPORT





We asked 5,000 consumers about their 2024 holiday plans.

Numerator's 2024 Holiday Preview survey was fielded to 5,132 consumers in January 2024, and highlights consumers' celebration, shopping and spending plans for 14 key holidays through the end of the year. It also dives deeper into three upcoming holidays: Valentine's Day, St. Patrick's Day and Easter.

Setting the Stage

CELEBRATION INTENTIONS

% of US consumers planning to celebrate | point change vs. 2023



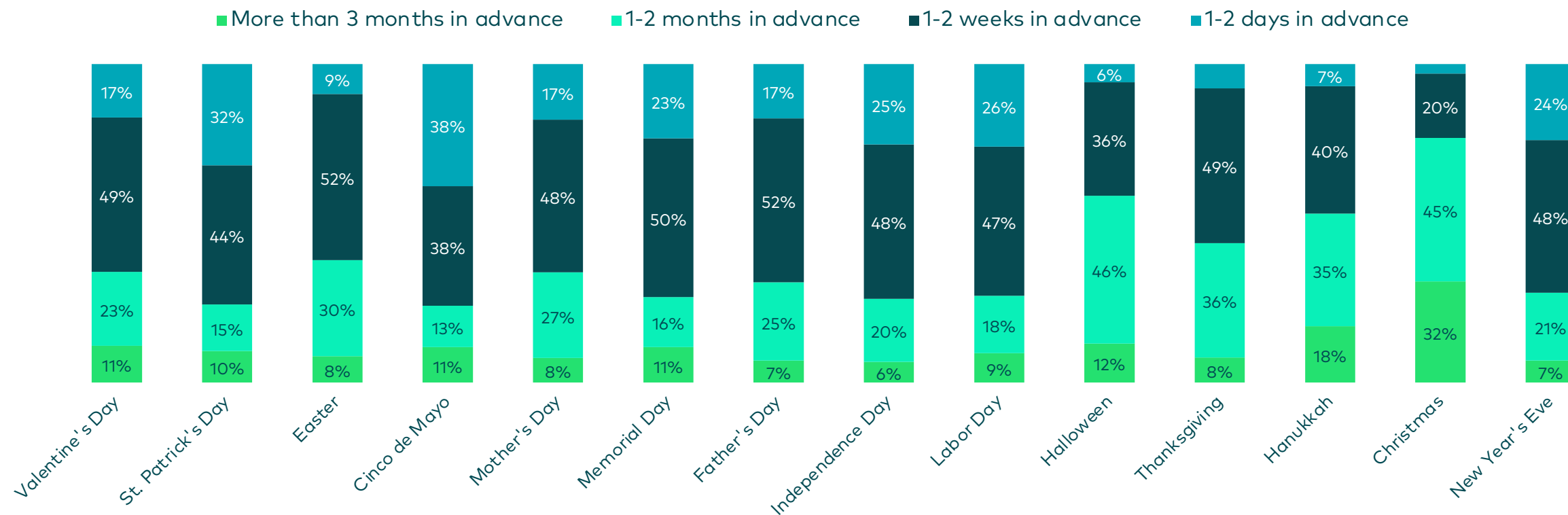
Source: Numerator 2024 Holiday Preview 1/19/2024 (n=5,132) | Which of the following holidays do you think you'll celebrate/observe this year (2024)? Which did you celebrate/observe last year (2023)?

Most consumers make their plans within two weeks of a given holiday.

While consumer plans for Cinco de Mayo and St. Patrick's Day are the most spontaneous, holidays in the final few months of the year get advanced planning, with a third of shoppers planning their Christmas celebrations 3+ months ahead of time.

ADVANCED PLANNING

% of intended celebrators



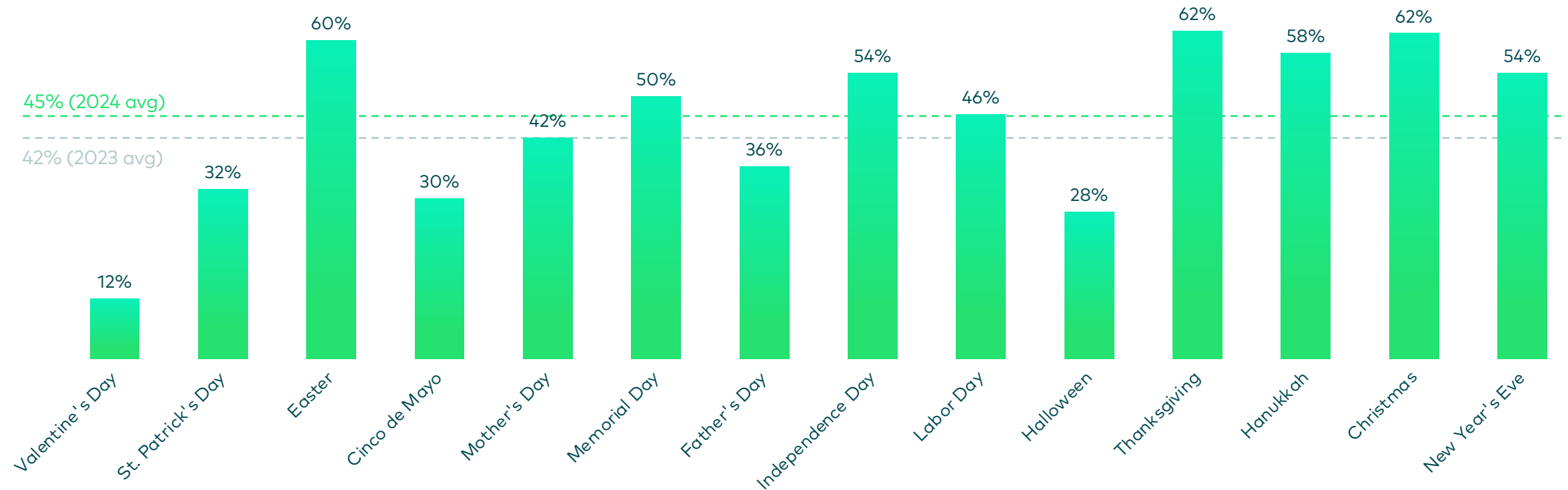
Source: Numerator 2024 Holiday Preview 1/19/2024 (n=5,132) | How far in advance do you typically start planning/preparing for [holiday]?

Holidays are a time for consumers to gather and enjoy time with others.

Gathering with friends and family is the #1 way consumers say they'll celebrate most holidays this year. Across holidays, an average of 45% say they'll gather with others to celebrate, up from 42% in 2023.

GATHERING WITH FRIENDS & FAMILY

% of intended celebrators



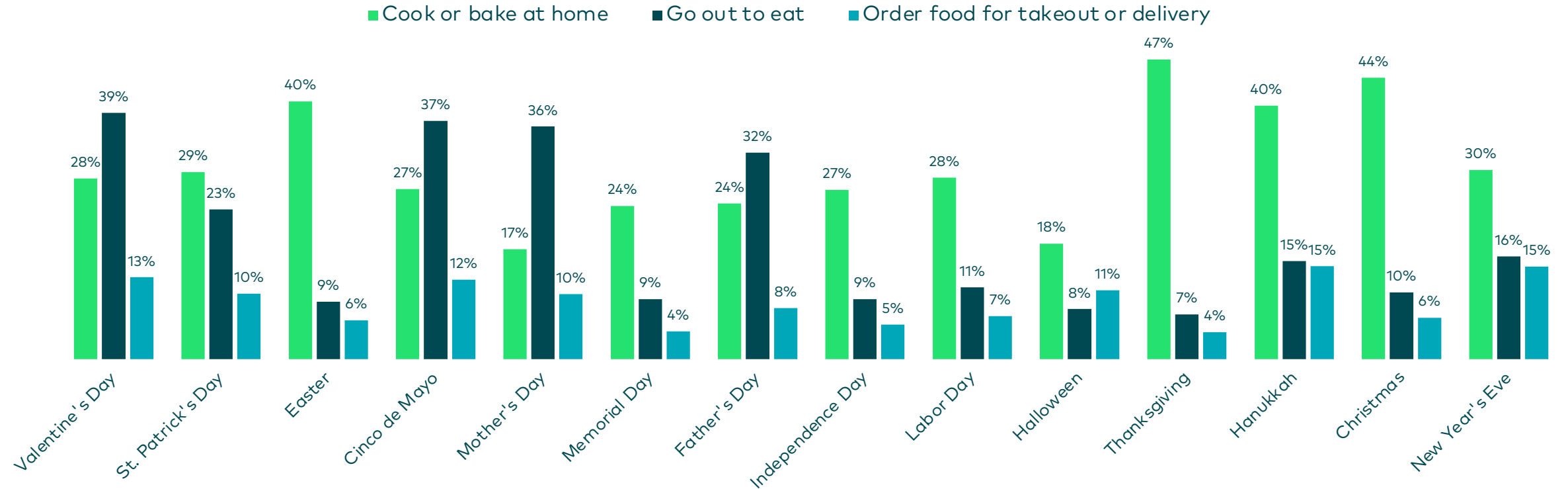
Source: Numerator 2024 Holiday Preview 1/19/2024 (n=5,132) | What do you expect to do for [holiday] this year?

Food is a core component of many holiday celebrations, but prep methods vary.

While many celebrators focus on cooking at home for Easter, Thanksgiving and Christmas, going out to eat is much more popular for holidays like Valentine's Day, Cinco de Mayo and Mother's & Father's Days. Ordering in sees its peak on New Year's Eve.

HOLIDAY FOOD INTENTIONS

% of intended celebrators



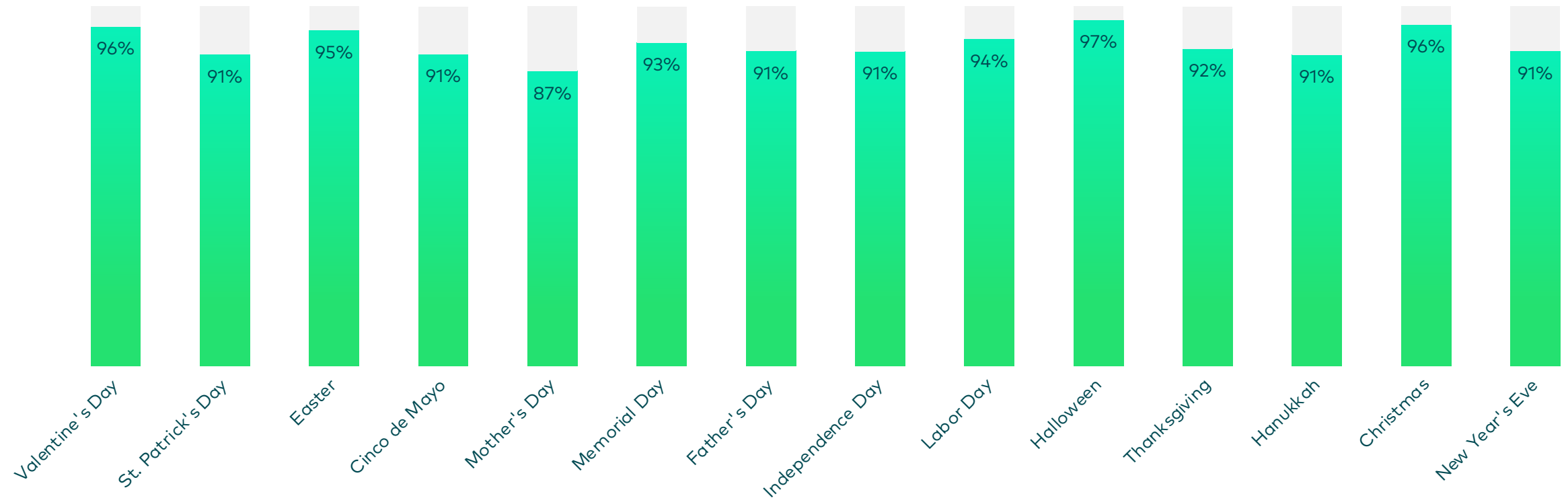
Source: Numerator 2024 Holiday Preview 1/19/2024 (n=5,132) | What do you expect to do for [holiday] this year?

Nearly all consumers say they'll buy something for their holiday celebrations.

Nine-in-ten celebrators say they'll make a purchase related to a given holiday. Purchase intentions are lowest for St. Patrick's Day and Mother's Day, and highest for Halloween, Christmas, Valentine's Day and Easter.

PURCHASE INTENTIONS

% of intended celebrators who expect to buy something



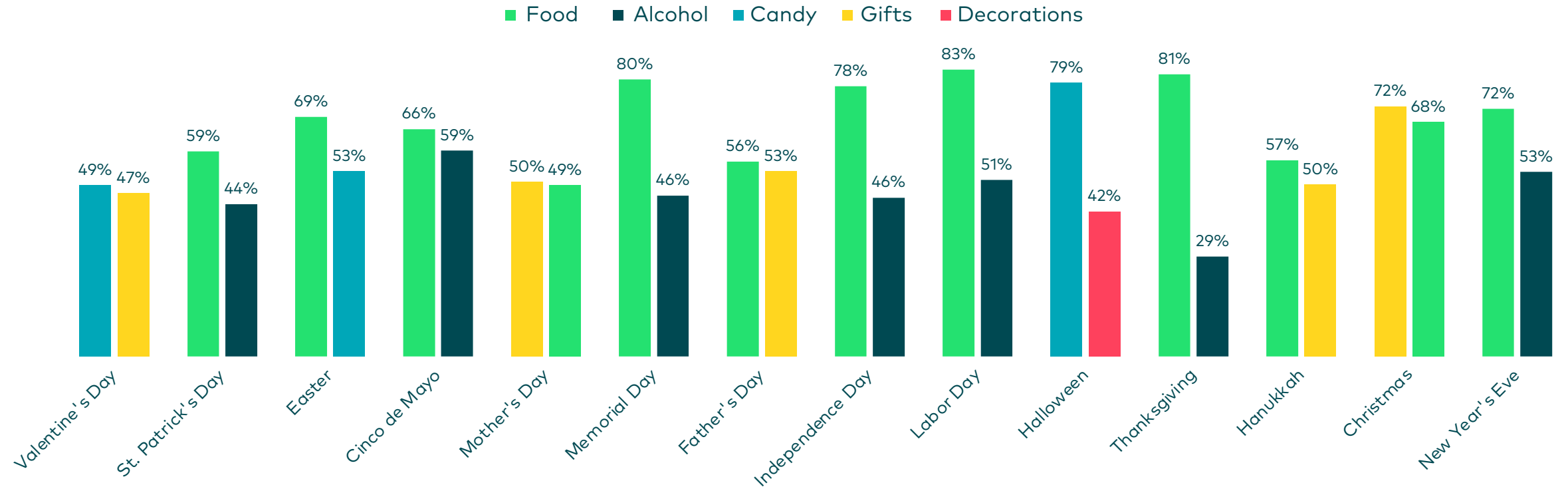
Source: Numerator 2024 Holiday Preview 1/19/2024 (n=5,132) | What items, if any, do you expect to purchase for [Holiday] this year?

Food and alcohol are the top two items purchased across most holidays.

Food is the most popular item consumers say they'll purchase for 10 out of 14 key holidays, followed by alcohol for half of these holidays. Candy and gifts are also widely purchased, taking top spots for Valentine's Day, Mother's Day, Halloween & Christmas.

TOP ITEMS BY HOLIDAY

% of intended celebrators who expect to buy



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=5,132) | What items, if any, do you expect to purchase for [Holiday] this year?

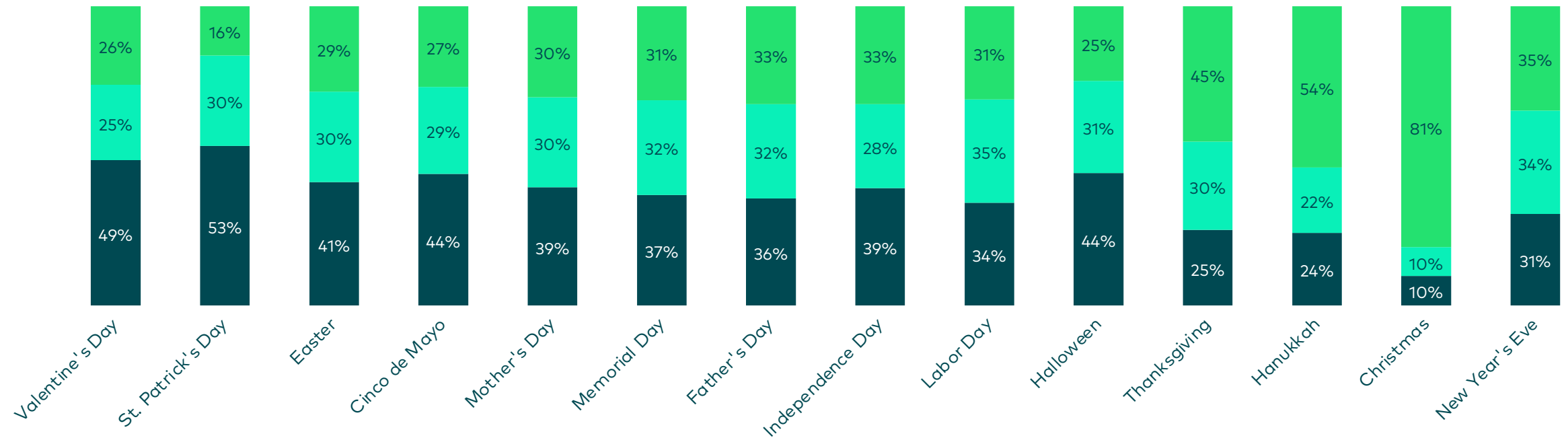
Most holiday shoppers say they'll spend over \$50 on their celebrations.

About a third of shoppers say they'll spend between \$50 and \$100 per holiday throughout the year. Thanksgiving and Christmas are the holidays with the highest expected spending, with 70% of shoppers planning to spend \$100+ on Christmas.

HOLIDAY SPENDING

% of holiday shoppers

■ Less than \$50 ■ \$50-\$100 ■ More than \$100



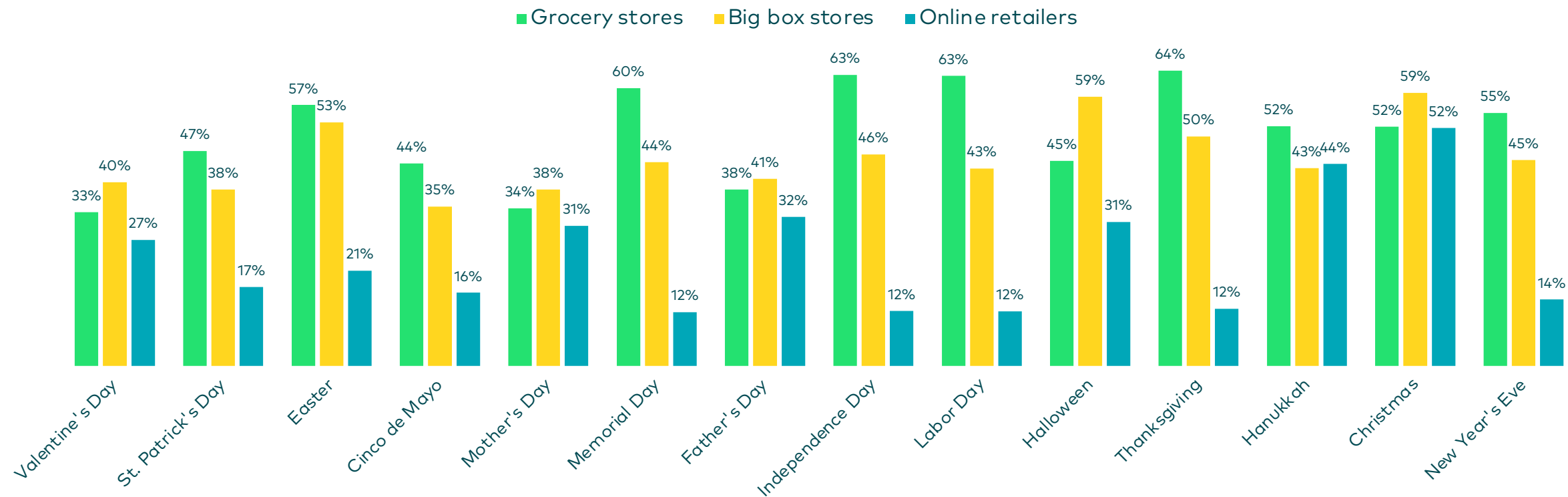
Source: Numerator 2024 Holiday Preview 1/19/2024 (n=5,132) | How much do you expect to spend on items for [holiday]?

Grocery stores are the top shopping destination across holidays.

Holiday shoppers are most likely to visit grocery stores for Thanksgiving, Labor Day and Independence Day, while more will shop at big box retailers and online for Christmas and Halloween.

SHOPPING LOCATIONS

% of holiday shoppers



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=5,132) | Where do you expect to purchase items for [Holiday]?

A closer look at Q1 holidays:



VALENTINE'S DAY



ST. PATRICK'S DAY



EASTER

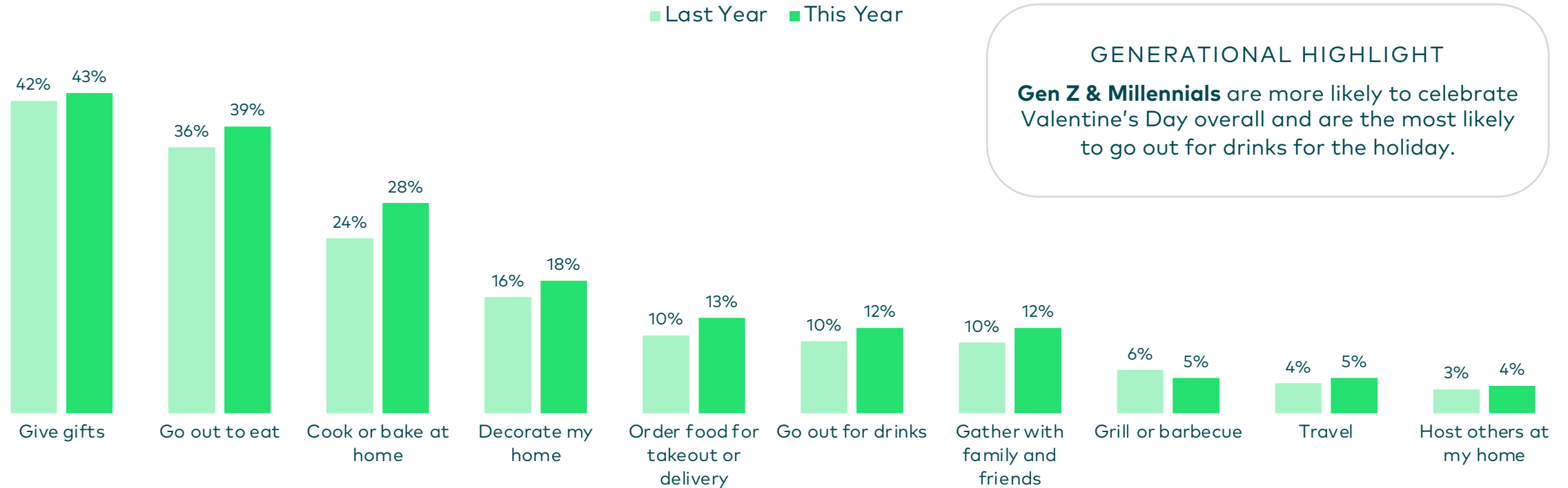


More consumers expect to dine out and give gifts this Valentine's Day.

Among the 61% of consumers who plan to celebrate Valentine's Day, giving gifts and going out to eat will be the top activities, followed by cooking or baking at home and decorating their homes.

CELEBRATION INTENTIONS

% of intended celebrators



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=756 Valentine's Celebrators) | What do you expect to do for [holiday] this year? What did you do last year?

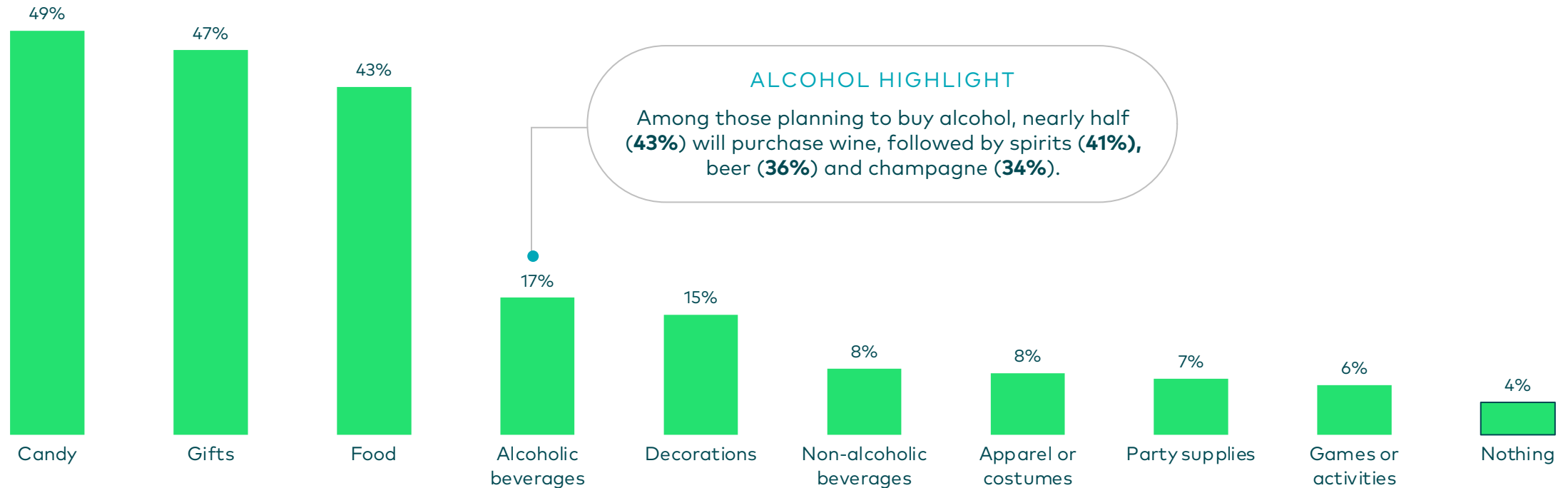


Candy, food and gifts are at the top of Valentine's Day shoppers' lists.

Nearly half of Valentine's Day shoppers expect to buy candy, food, or gifts this year, and a fifth will purchase alcohol. Wine is the most popular alcohol for Valentine's Day shoppers, followed closely by spirit-based beverages.

PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=756 Valentine's Celebrators) | What items, if any, do you expect to purchase for [Holiday] this year?

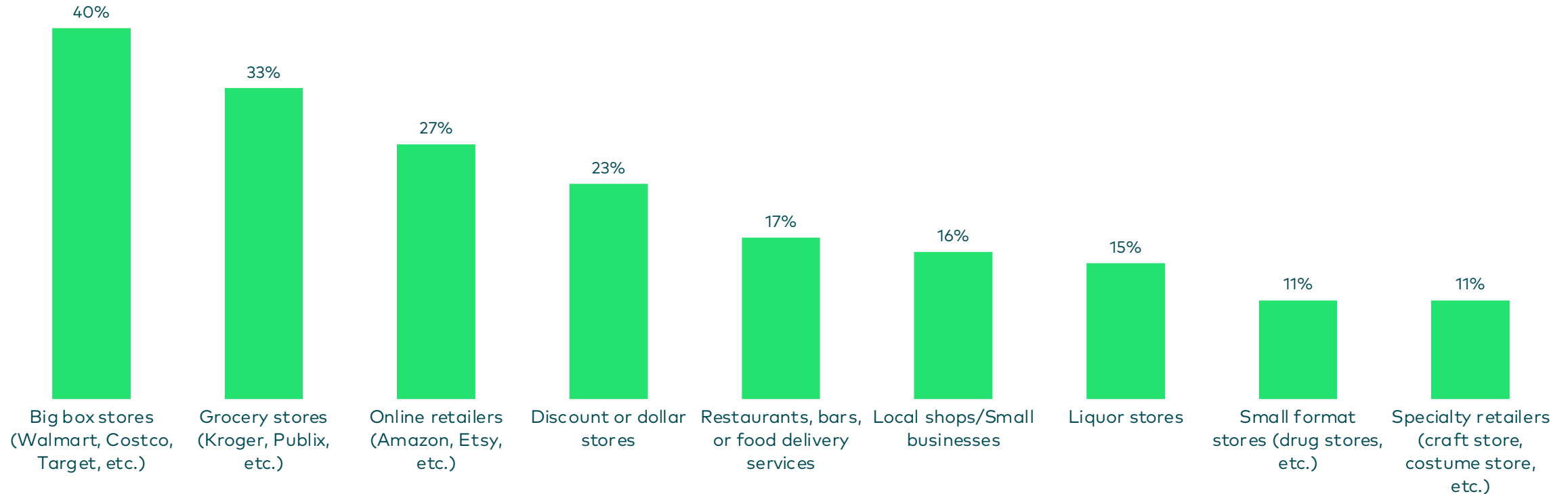


Valentine's Day shoppers will visit big box retailers & grocery stores.

Valentine's Day purchases will be spread across retail channels including big box stores, grocery stores, and online retailers.

SHOPPING LOCATIONS

% of Valentine's Day shoppers



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=756 Valentine's Celebrators) | Where do you expect to purchase items for [Holiday]?

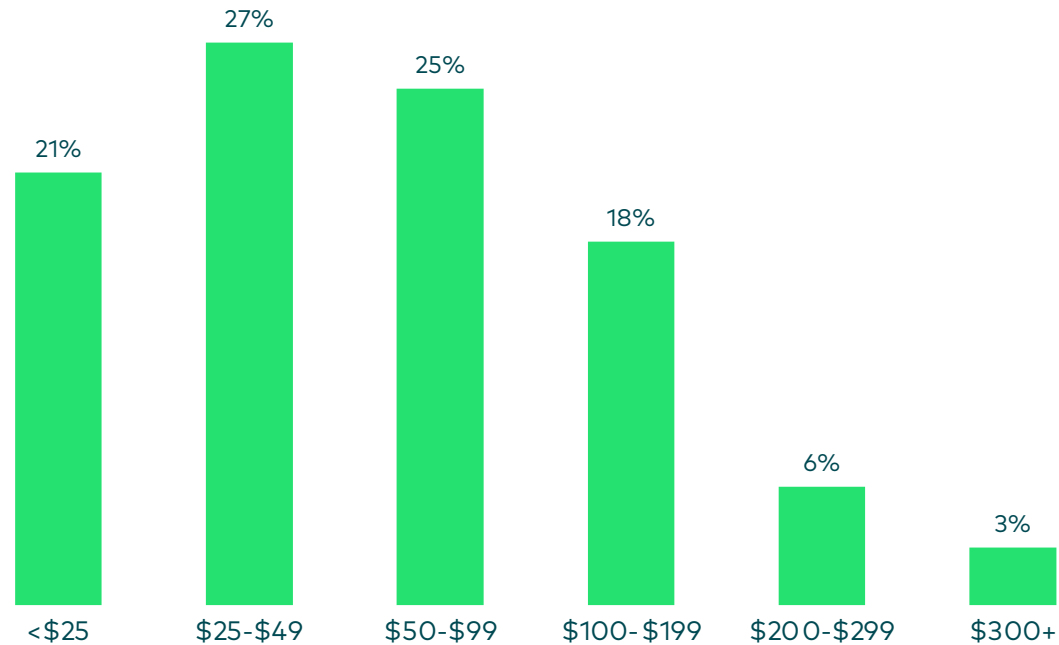


Valentine's Day shoppers expect to spend the same as 2023.

Most Valentine's Day shoppers expect to spend between \$25 and \$50 on their holiday celebrations this year. Two-thirds of those who celebrated last year plan to spend the same amount this year, while a fifth will spend less.

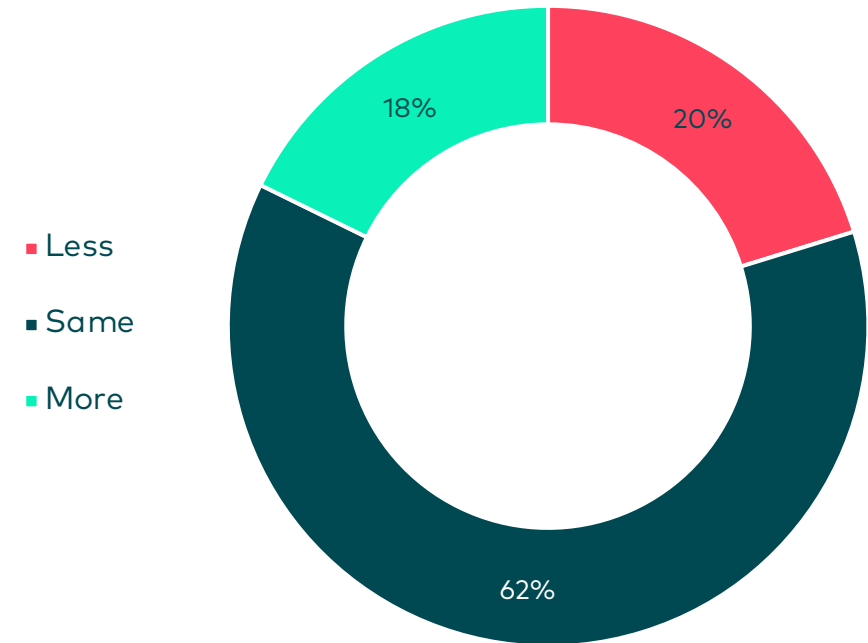
EXPECTED SPENDING

% of Valentine's Day shoppers



SPENDING VS. LAST YEAR

% of Valentine's Day shoppers



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=756 Valentine's Celebrators) | How much do you expect to spend on items for [holiday]?



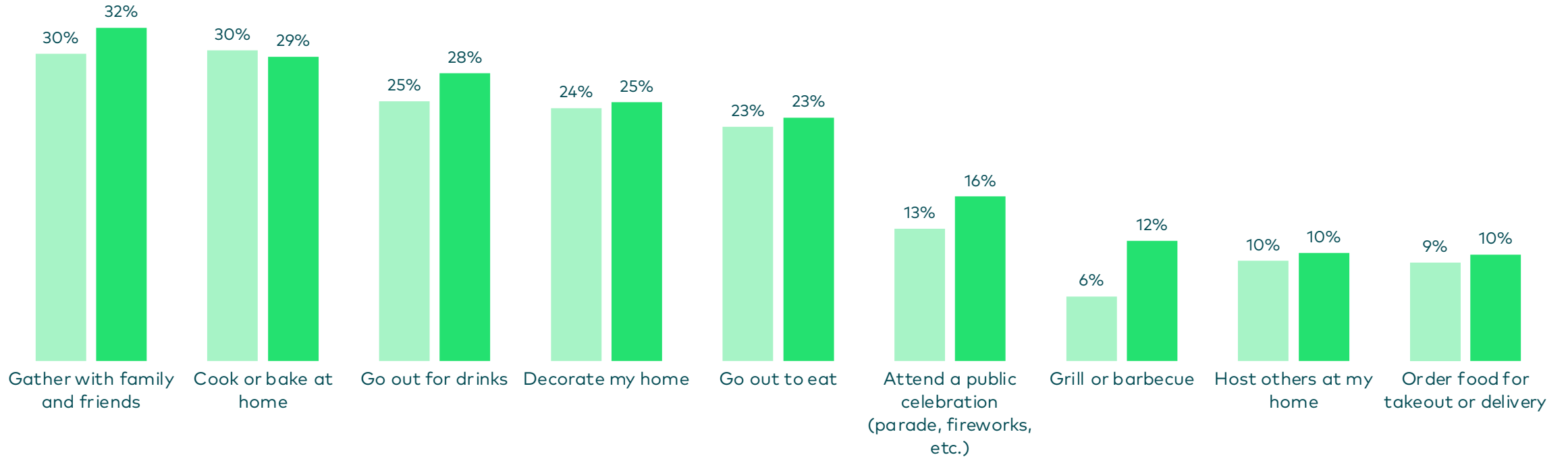
More consumers expect to gather and go out this St. Patrick's Day.

Among the 32% of consumers who plan to celebrate St. Patrick's Day, gathering with friends & family or going out for food or drinks will be the top activities.

CELEBRATION INTENTIONS

% of intended celebrators

■ Last Year ■ This Year



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=750 St. Patrick's Day Celebrators) | What do you expect to do for [holiday] this year? What did you do last year?



Food and brews will account for most St. Patrick's Day spending.

Half of St. Patrick's Day shoppers expect to buy food this year, and two-fifths will purchase alcohol. Among those planning to purchase alcohol, most will opt for beer— specifically Irish beers like Guinness or Smithwick's.

PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=750 St. Patrick's Day Celebrators) | What items, if any, do you expect to purchase for [Holiday] this year?



Shoppers will visit grocery stores for their St. Patrick's Day supplies.

Nearly half of St. Patrick's Day shoppers plan to buy their holiday items from grocery stores, followed by big box stores.

SHOPPING LOCATIONS

% of St. Patrick's Day shoppers



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=750 St. Patrick's Day Celebrators) | Where do you expect to purchase items for [Holiday]?

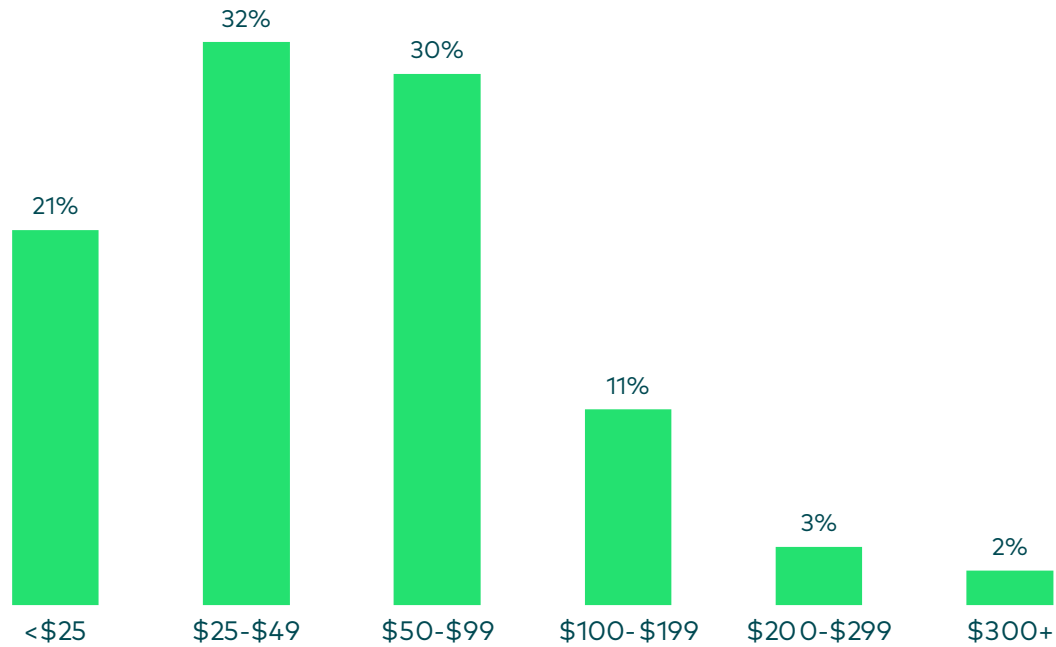


St. Patrick's Day shoppers expect to spend the same as 2023.

Most St. Patrick's Day shoppers expect to spend between \$25 and \$50 on their holiday celebrations this year. Two-thirds of those who celebrated last year plan to spend the same amount this year, while a fifth will spend less.

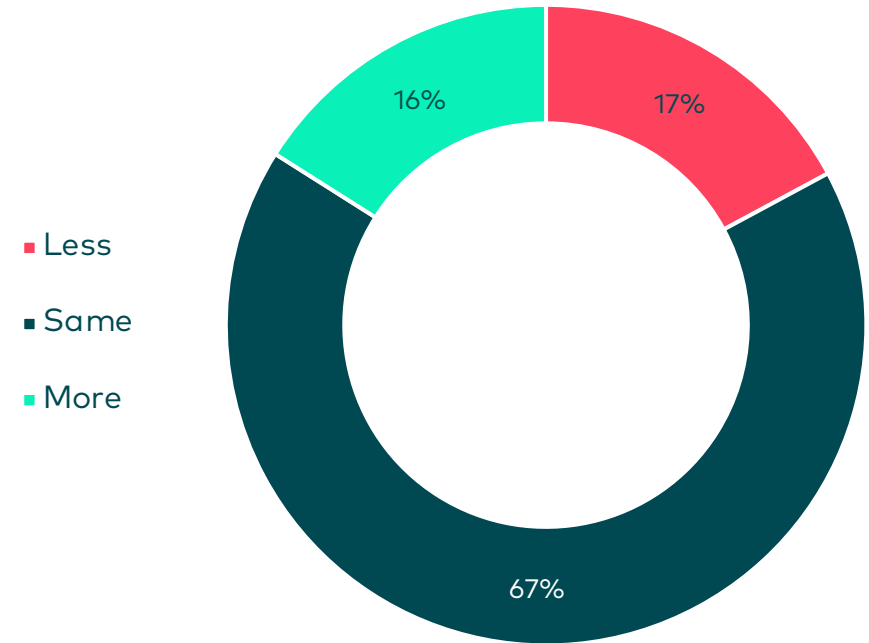
EXPECTED SPENDING

% of St. Patrick's Day shoppers



SPENDING VS. LAST YEAR

% of St. Patrick's Day shoppers





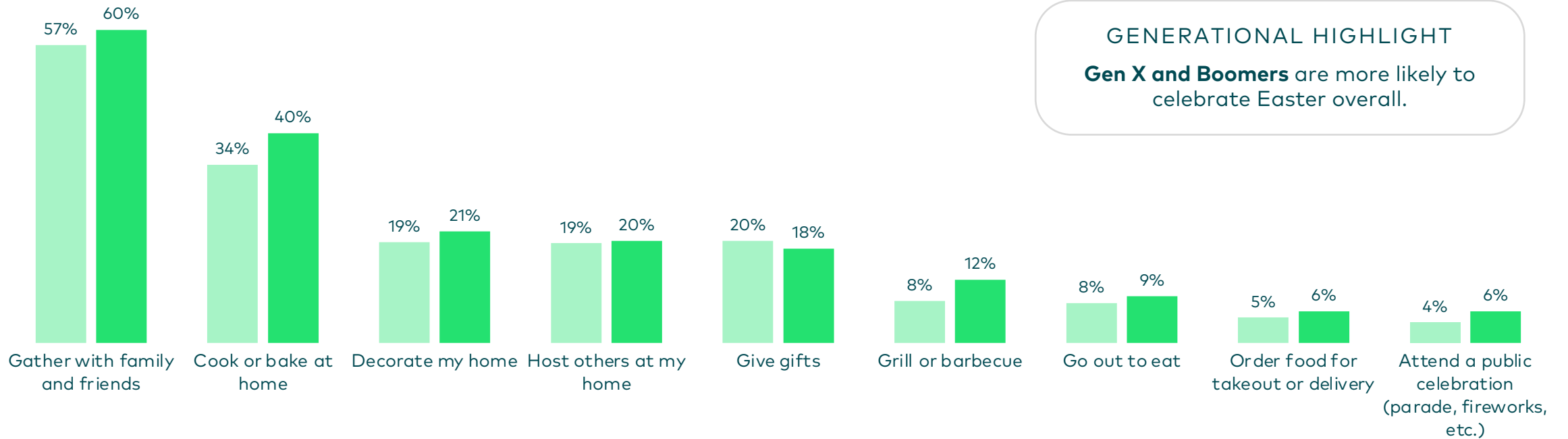
Easter gatherings and meals are expected to grow this year.

Among the 69% of consumers who plan to celebrate Easter, gathering with family & friends will be the top way to celebrate, followed by cooking or baking at home.

CELEBRATION INTENTIONS

% of intended celebrators

■ Last Year ■ This Year



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=754 Easter Celebrators) | What do you expect to do for [holiday] this year? What did you do last year?



Easter shoppers expect to fill their baskets with food, candy and gifts.

Two-thirds of Easter shoppers expect to buy food this year, half will buy candy, and a quarter will buy gifts.

PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=754 Easter Celebrators) | What items, if any, do you expect to purchase for [Holiday] this year?

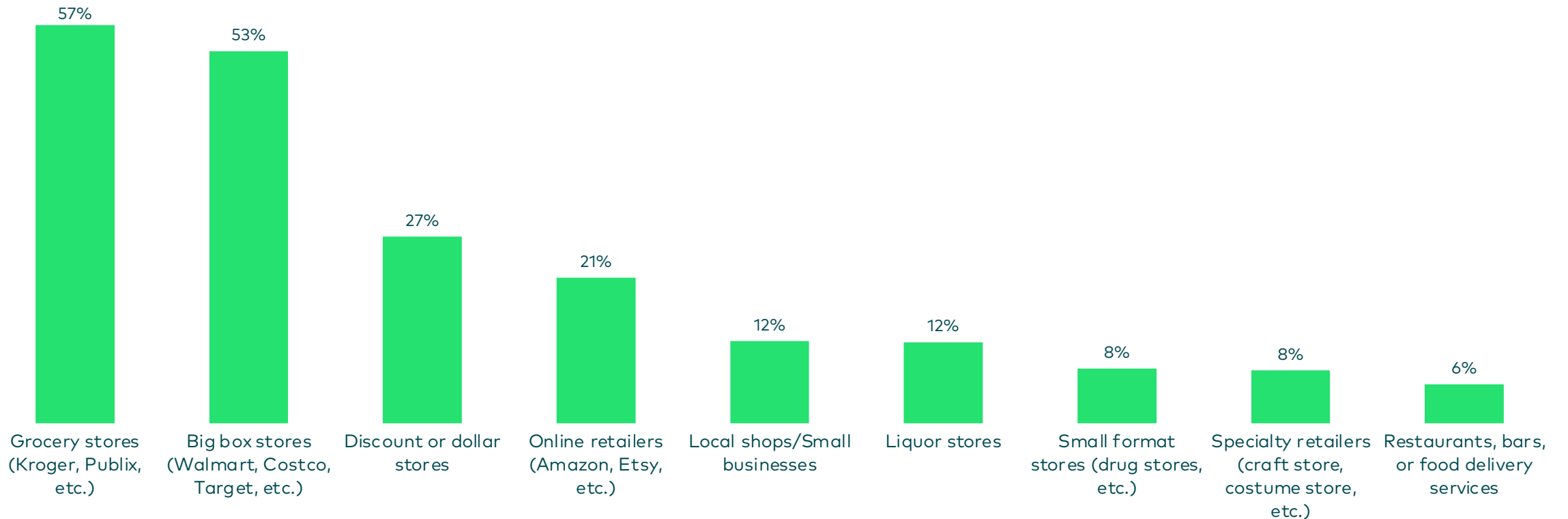


Easter shoppers will turn to grocery stores and big box stores.

Over half of Easter shoppers say they'll buy their holiday goods at grocery stores, followed by big box stores.

SHOPPING LOCATIONS

% of Easter shoppers



Source: Numerator 2024 Holiday Preview 1/19/2024 (n=754 Easter Celebrators) | Where do you expect to purchase items for [Holiday]?

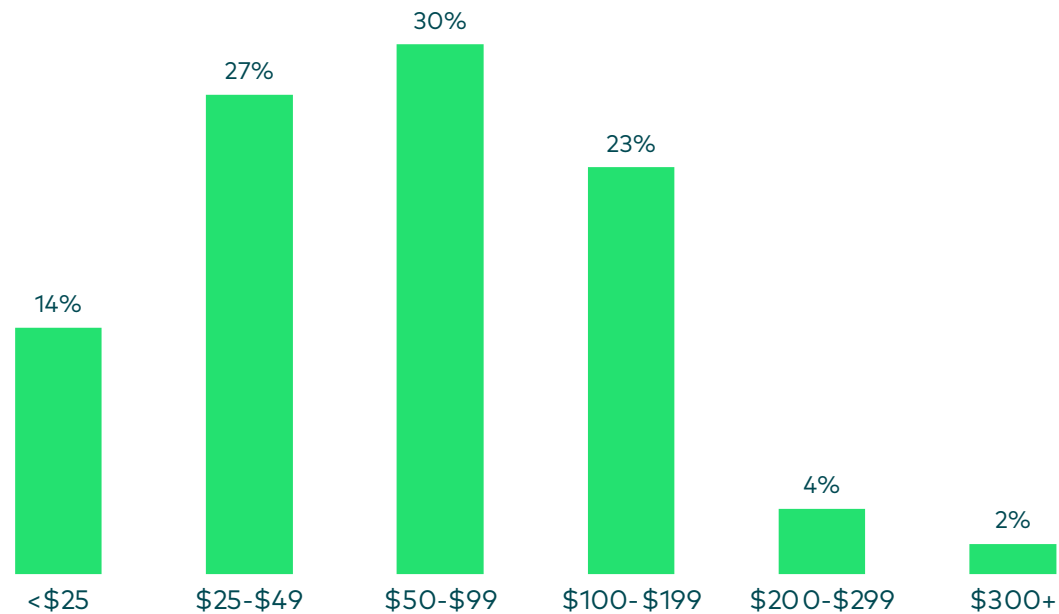


Easter shoppers expect to spend the same as 2023.

Most Easter shoppers expect to spend between \$50 and \$100 on their holiday celebrations this year. Two-thirds of those who celebrated last year plan to spend the same amount this year, while a fifth will spend less.

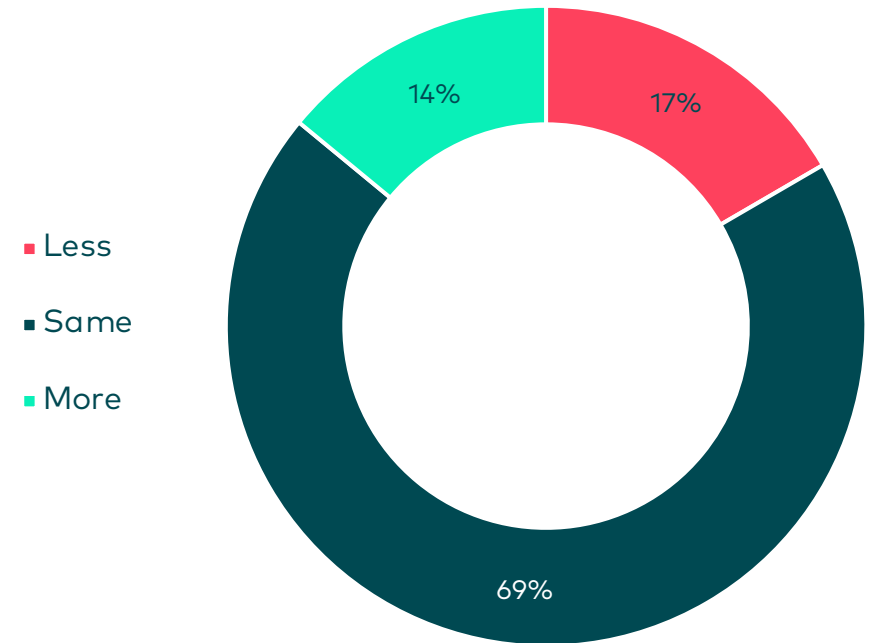
EXPECTED SPENDING

% of Easter shoppers



SPENDING VS. LAST YEAR

% of Easter shoppers





Let **Numerator** help you with your holiday insights.

To dive deeper into the data outlined in this report, reach out to your Numerator representative or contact us at hello@numerator.com.