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Holiday Shopping 2024

Explore the insights on how to spark inspiration this holiday season

Consumers are reaching a little deeper into their pockets this season, according to Accenture's 18th Annual Holiday Shopping Survey. And with that cautious display of optimism comes an opportunity for retailers.

Shoppers are feeling cautiously optimistic

Consumers plan to spend more this holiday season, but cautiously.



say they will have the same or higher shopping budget this year compared with last year



bought only what they truly needed in the past 12 months, suggesting growing caution around spending



1 in 3

the average amount consumers are planning to spend this season, a 4% increase from \$591 last year

bought lower-priced alternatives in the past 12 months, a shift from their usual spending habits

And they are intensifying the hunt for deals.



of consumers rated price and value among the most important factors when deciding which retailer to buy from



prefer to shop online than in physical stores, driven by their search for better prices and promotions

1 in 3

consumers said they will shop as and when they are offered promotions or discounts



plan to take the time to search for the best prices this holiday seasor



The hunt for the perfect gift can quickly turn into 'buyers' block'—an overwhelming feeling brought on by the sheer number of options in the market.



don't know where to start when planning to buy gifts



say researching potential purchases takes more time and effort than it should



wish they could identify the available options that suit their needs more quickly and easily



are stressed about





feel they need to explore too many places or sources to research their options

are overwhelmed by the number of options to choose from



say it's too difficult to distil the available information into something meaningful that helps them make a decision



are worried they'll

75%

Trappe

making the right purchase decision

/()%

regret their choice

Deferring decisionmaking to the recipient

Gift cards are rising in popularity, as consumers let their recipients make the final decision.

4 in 10

consumers will resort to buying gift cards this year

76%

say gift cards allow the recipient to eventually buy a product or service of their own choice

74%

think that purchasing a gift card is easy and saves time and effort

Despite their popularity, gift cards have downsides.



of consumers received gift cards last year

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report an unused balance on gift cards received

average unspent balance on gift cards per consumer in the US 1 in 3

gift card recipients were disappointed the giver hadn't put the time and effort into planning a personalized gift

How retailers can unwrap winning strategies for success this holiday season

01

Adapt to deal-hunting consumers with intelligent promotions:

Deploying data and analytics to optimize promotions and discounts throughout the holiday season without eating into margins.

02

Inspire consumers to stand out and reduce holiday overwhelm:

Nearly half of all shoppers prefer in-store shopping to assess products firsthand when they feel overwhelmed, giving physical stores an advantage.

03

Transform gift cards into personalized holiday experiences:

Retailers can reinvent the gift card experience by simplifying the purchase and redemption process and adding personalization, transforming them into thoughtful, engaging gifts.

The clock might be ticking, but there's still time to make strategic changes that turn holiday shoppers into loyal, year-round consumers.

Dig into the data: accenture.com/holidayshopping2024