Inflation and Rising Costs Put Holiday Spending On Hold

Geo: Global
July 2020 – September 2022
Inflation Is Changing Activity and Spending Patterns

As we continue to see inflation, rising cost of goods, and supply chain disruption, holiday spending is feeling the cumulative impact. This report will illustrate that consumers are striking a balance between desired spending and reduced buying power, impacting how and when they spend their money in terms of their holiday travel and holiday gift giving.
Renewed Social Activity and Expectations
Meet Inflation This Holiday Season
Online Activity by a Global 2022 Holiday Shopping Audience

Over Indexing Holiday Gifting Categories For A 2022 Holiday Shopping Audience:

- Beauty and Fashion: 8.13x
- Entertainment i.e. Books: 2.58x
- Computers and Electronics: 2.15x
- Sales and Price Comparison: 1.69x
- Cars: 1.52x
- Pets: 1.15x

Index scores (i.e., 5.6x) quantify how much more likely these audience members are to be interested in something than the average ShareThis user.
Cost Is A Key Factor In Purchase Considerations
Online Behavior by a Global 2022 Holiday Shopping Audience

Recent Growth in Online Behavior (%):

+71%
Increase in year-over-year online activity around Black Friday deals

+36%
Average week-over-week increase in clicks, shares, and searches regarding the supply chain

+29%
Week-over-week average increase in volume of inflation keywords

+10%
Average increase in activity week-over-week with sales and discounts

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: August – Sept. 2022
As supply chain issues continue and costs continue to rise, holiday shopping seems to be somewhat on hold for this year’s holiday shopping consumers. Holiday shopping may get pushed into January of next year, as consumers wait for big sales to appear after the new year or for larger economic forces to evoke change instead of spending before the holidays.
Consumers Are Looking For The Most Bang For Their Buck

Online Behavior by a Global 2022 Holiday Shopping Audience

Recent Engagement With Store Types (%):

80% Of clicks, shares, and searches were for easy access, affordable stores, such as Walmart or Target

19% Of this audience’s activity was for subscription bulk purchasing warehouses, such as Costco or Sam’s Club

1% Of online traffic was for luxury stores, such as Nordstrom’s or Dillards

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: August – Sept. 2022
Phone Releases Are Capturing The Tech Market

Online Behavior by a Global 2022 Holiday Shopping Audience

Percent Engagement With Technology Types (%):

- Phones: 85%
- Home (TVs, Sound Bars, Google/Apple Home, etc.): 8%
- Tablets: 2%
- Accessories (Headphones, Chargers, etc.): 3%
- Laptops: 5%

84% of clicks, shares, and searches were for iPhones versus Androids by a 2022 holiday shopping audience.

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: August - Sept 2022
Holiday shopping and holiday travel patterns seem to be predictive of each other, revealing that discretionary spending overall is taking hits this holiday season. This data would also imply that consumers are not giving up one category for the other; instead, all discretionary spending is down across multiple areas of life. This may push holiday travel into the first half of 2023, creating a greater spike in travel after the new year.
As this upcoming holiday travel season approaches, consumers may be drawn to experiences separate from their everyday existence, as the world continues to shift economically and adjust to multiple ongoing pandemics.

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Inflation Has Shifted Categories And Timing Of Gifting

Gifts are going to trend towards being back in social situations (with high indexing in categories like fashion and autos) while also seeking out good value.

Spending is going to happen later in both travel and gifting categories, with spending predicted to move noticeably into 2023.

Consumers are going to go further afield during their travels this year, notably international destinations to enjoy life away from the everyday.
Audiences to Activate

Consider the following segments in your activation strategy

Relevant Segments

- Autos & Vehicles > Vehicle Shopping > Fuel Economy & Gas Prices
- Beauty & Fitness > Fashion & Style
- Beauty & Fitness > Hair Care
- Books & Literature > Book Retailers
- Books & Literature > E-Books
- Business & Industrial > Advertising & Marketing > Sales
- Computers & Electronics > Laptops & Notebooks
- Computers & Electronics > Consumer Electronics > TV & Video Equipment
- Games > Educational Games
- Games > Family-Oriented Games and Activities
- People & Society > Family & Relationships > Family
- Pets & Animals > Pets
- Shopping > Apparel
- Shopping > Discount & Outlet Stores
- Shopping > Gifts & Special Event Items > Gifts
- Shopping > Mass Merchants & Department Stores
- Shopping > Toys
- Travel > Air Travel
- Travel > Tourist Destinations

Create your own custom audiences using relevant privacy compliant signals, such as tablets and inflation.
Thank You