

2023 Holiday Gifting InSights

Holiday Gifting Survey Results
October 2023

Introduction

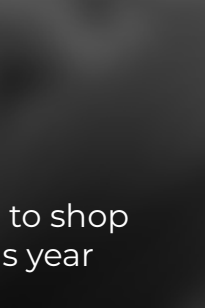
The holiday season is nearly upon us, and shoppers are gearing up for the occasion. Retailers are also preparing for the festivities — both **Target** and **UPS** just announced they plan to hire 100,000 workers this holiday season to meet expected demand.

In our latest report, **2023 Holiday Gifting InSights**, we share survey responses from 800 US adults on their upcoming holiday gifting plans. Marketers can use these insights—including those on planned budgets, shopping destinations, and top gifts—to fuel smarter holiday marketing strategies, engage consumers, and maximize sales.

Methodology

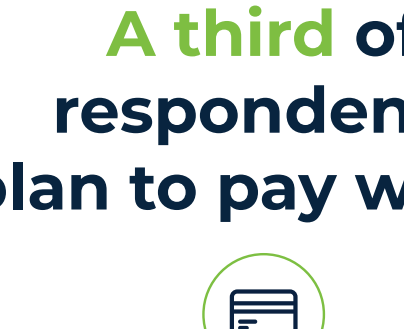
Survey Data

InMarket surveyed

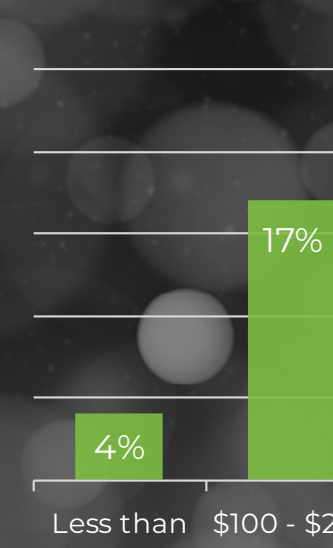


800

US adults (18+) between



Responses are weighted towards US census on age.

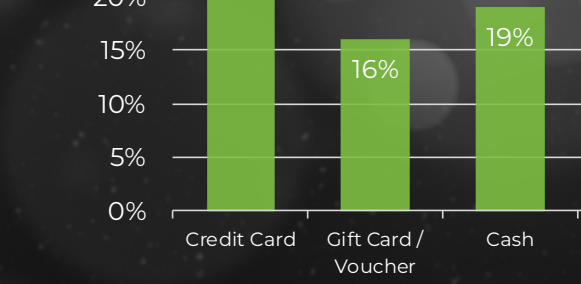


70%

of consumers plan to shop for holiday gifts this year

Source: InMarket 2023 Holiday Gifting Survey

Over half (55%) of holiday gift budgets are over \$500.



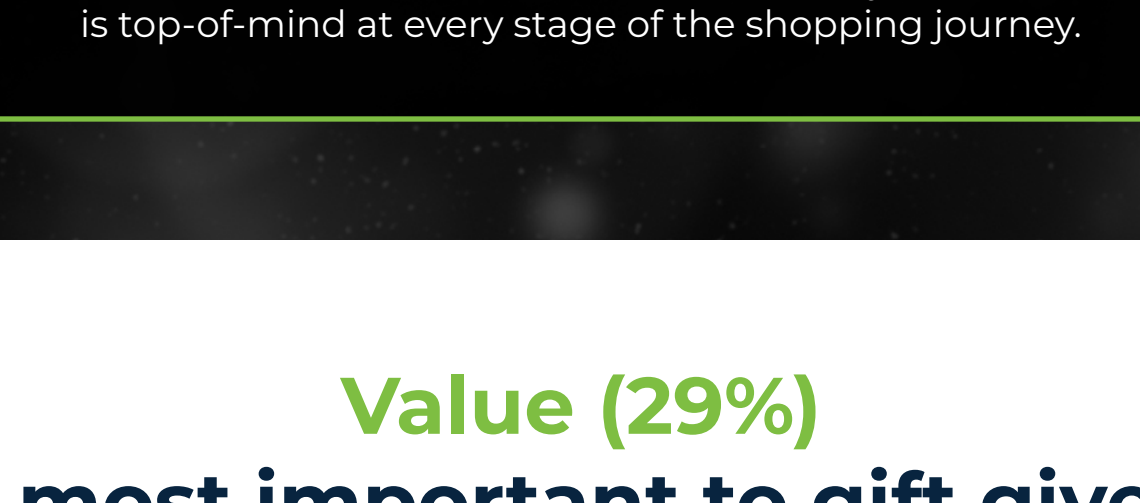
of holiday gift budgets are over \$500.

A third of respondents plan to pay with a credit card.



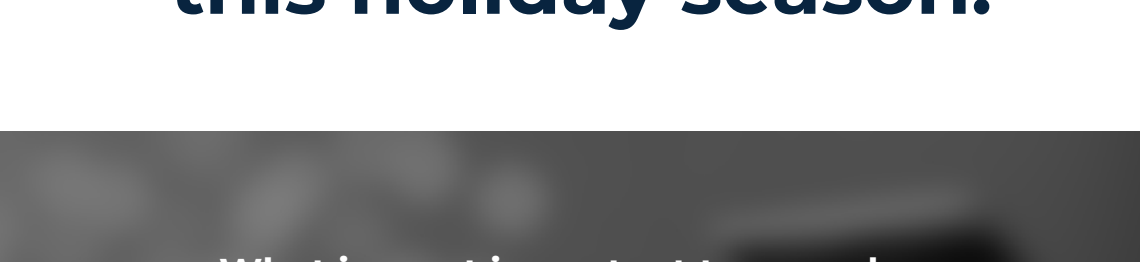
credit card.

How much do you plan on spending on holiday gifts?



Source: InMarket 2023 Holiday Gifting Survey.

How do you plan to pay for your holiday gifts?



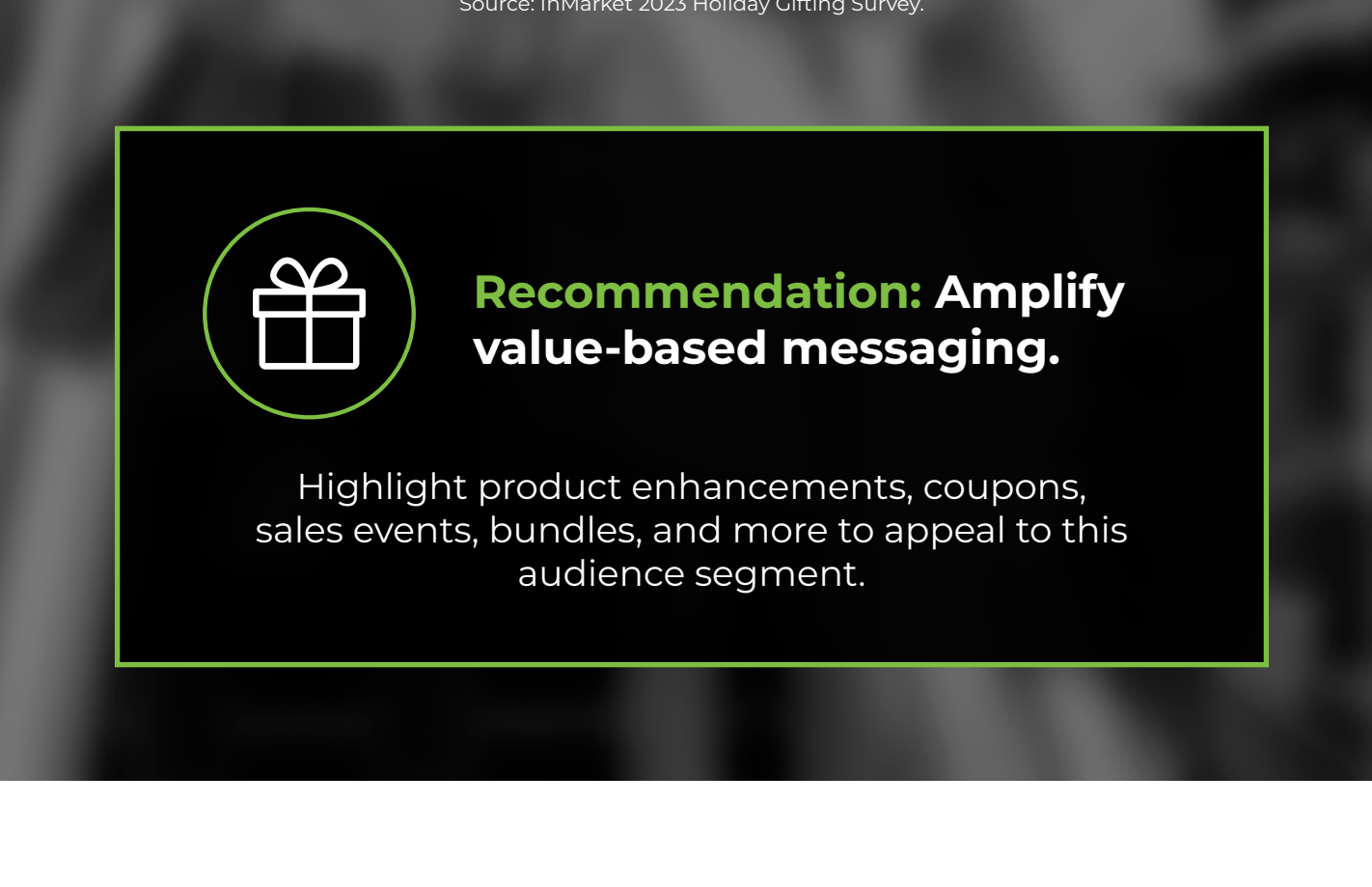
Source: InMarket 2023 Holiday Gifting Survey.

Recommendation: Utilize an omnichannel media strategy highlighting promotions.

Drive holiday purchases with continuous messaging across all consumer devices and channels — including CTV, social, mobile, web, and more. Activate shoppers with real-time Moments media to ensure your brand is top-of-mind at every stage of the shopping journey.

Value (29%) is most important to gift givers this holiday season.

What is most important to you when shopping for holiday gifts?



Source: InMarket 2023 Holiday Gifting Survey.

The majority of shoppers (74%) are shopping for under 10 people.

How many people do you plan on shopping for this holiday season?



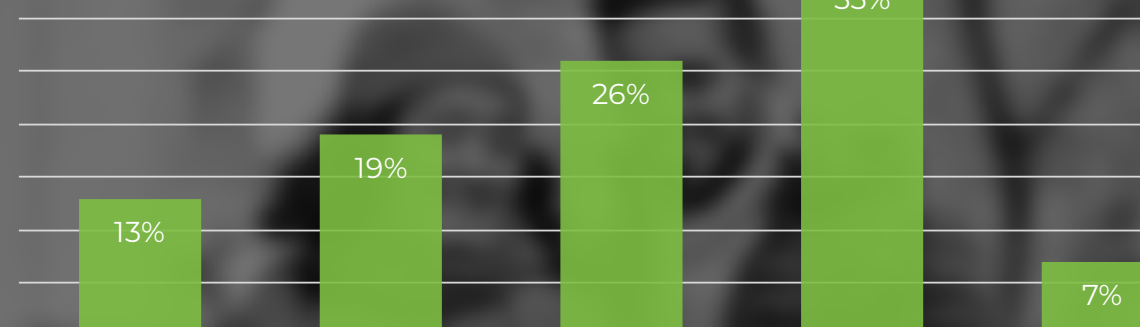
Source: InMarket 2023 Holiday Gifting Survey.

Recommendation: Amplify value-based messaging.

Highlight product enhancements, coupons, sales events, bundles, and more to appeal to this audience segment.

A quarter of gift givers plan to spend more on gifts this year, while just 11% plan to spend less.

Do you plan on spending more or less on holiday gifts this year?



Source: InMarket 2023 Holiday Gifting Survey.

89% of respondents plan to spend the same or more this year on holiday gifts.

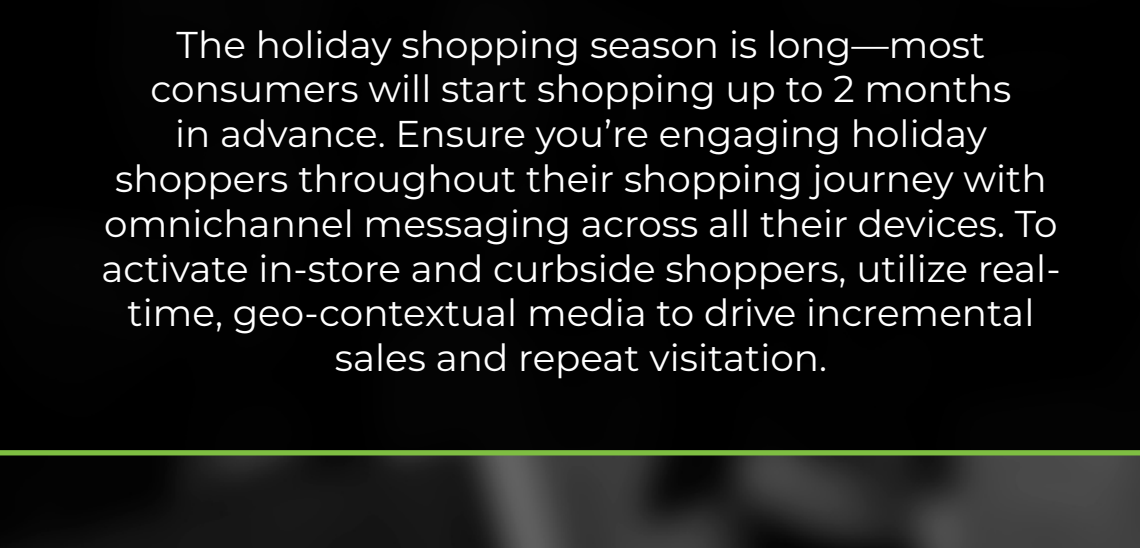
The overwhelming majority of respondents indicated they're willing to spend the same or more on holiday gifts this year, signaling strong confidence in the economy and fewer concerns about spending.

Recommendation: Heavy up your investment in holiday marketing.

With shoppers' holiday budgets remaining steady or growing, it's critical to maintain investment in your holiday marketing (i.e., don't pull back). Increase investment in your holiday marketing to drive incremental visits and sales and strengthen shopper loyalty.

The majority (58%) of holiday shoppers will have started shopping by October.

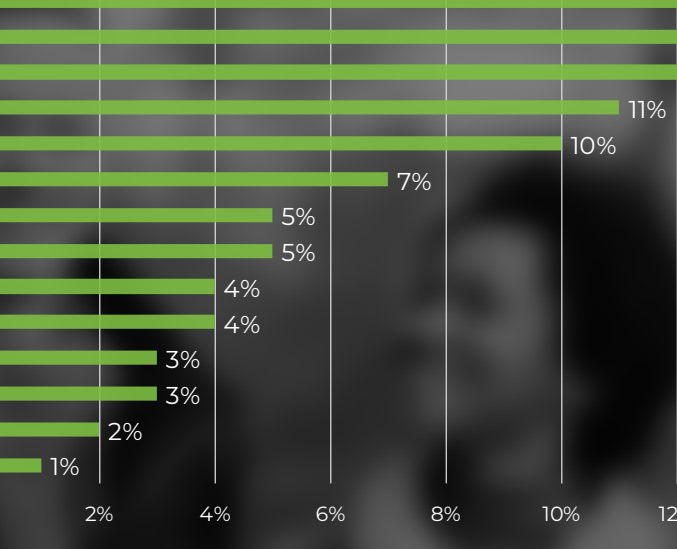
When do you plan to start your holiday shopping?



Source: InMarket 2023 Holiday Gifting Survey.

78% of gift givers will buy or pick up gifts at stores this year.

How do you plan to shop for holiday gifts this year?



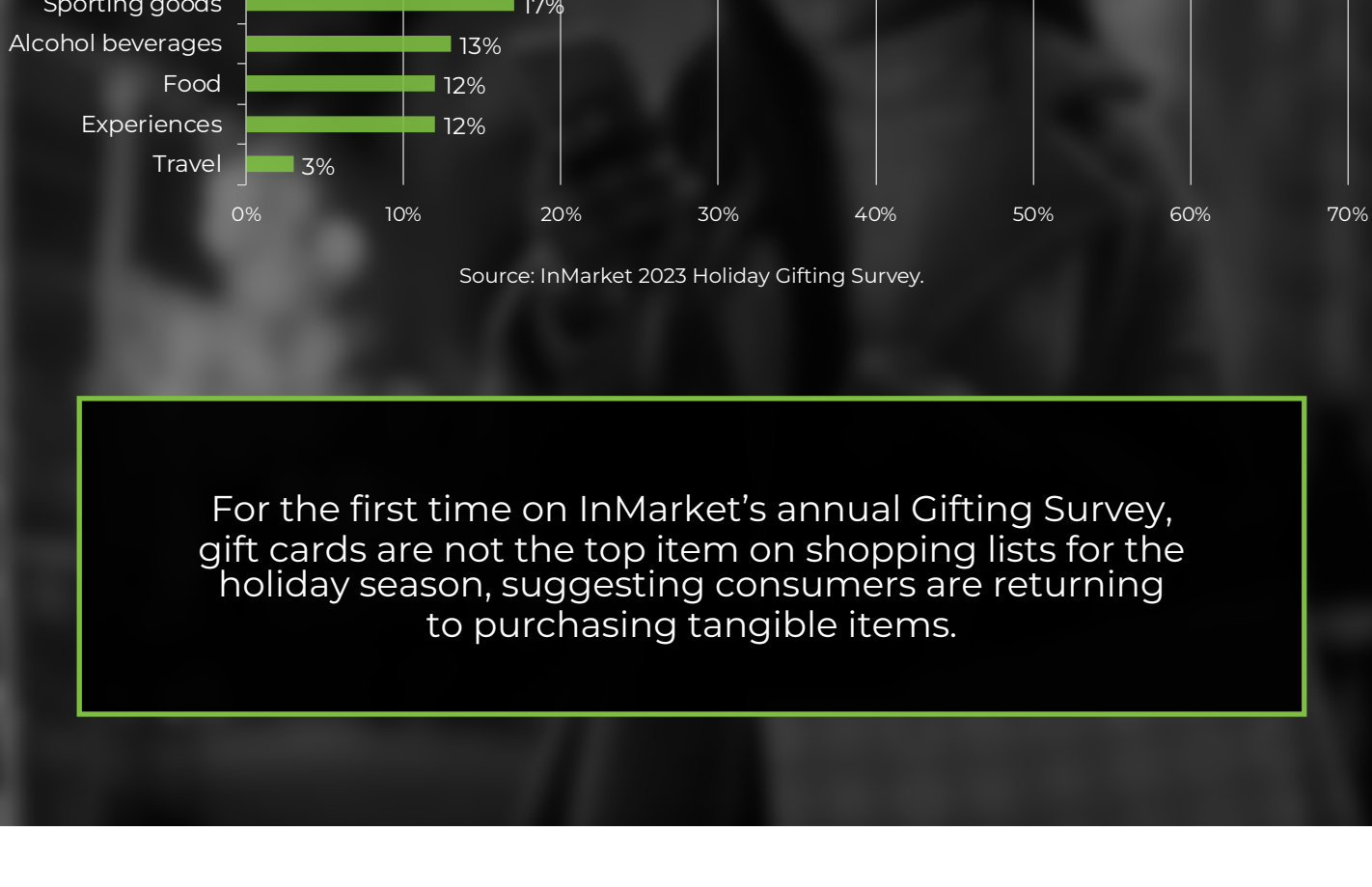
Source: InMarket 2023 Holiday Gifting Survey.

Recommendation: Leverage omnichannel real-time media, like InMarket Moments.

The holiday shopping season is long—most consumers will start shopping up to 2 months in advance. Ensure you're engaging holiday shoppers throughout their shopping journey with omnichannel messaging across all their devices. To activate in-store and curbside shoppers, utilize real-time, geo-contextual media to drive incremental sales and repeat visitation.

Discount (11%) & Dollar (5%) stores have emerged as popular destinations this holiday shopping season.

Where do you plan to shop for holiday gifts?



Source: InMarket 2023 Holiday Gifting Survey.

New Dollar/Discount Holiday Shoppers:

30% of gift givers who plan to shop at dollar/discount stores have not previously shopped for holiday gifts there.

Clothes (59%) surpass gift cards (55%) as the top gift on holiday lists this year.

What gifts do you plan on purchasing for the holidays?

Source: InMarket 2023 Holiday Gifting Survey.

For the first time on InMarket's annual Gifting Survey, gift cards are not the top item on shopping lists for the holiday season, suggesting consumers are returning to purchasing tangible items.

Conclusion

After years of pent up demand, stores (and websites) will be flooded with consumers in search of the perfect gifts for their loved ones. With folks planning to spend the same or more as last year, most consumers do not appear to be as concerned about the economy as they were earlier this year. With discount stores playing a larger role in consumers' holiday shopping plans, marketers must ensure they have robust, omnichannel plans in place to attract the attention & dollars of gift givers. Investing early & often, executing real-time, omnichannel campaigns, and highlighting value, promotions, sales events, and more will ensure your brand is ready for the biggest shopping season of the year.

InMarket's suite of marketing solutions—spanning audiences, media activation, attribution, and analytics—will empower your marketing team with the tools and technology you need to win the holiday season. To learn more about how we can help your team maximize ROAS, drive sales, and build loyalty, [contact us today](#).