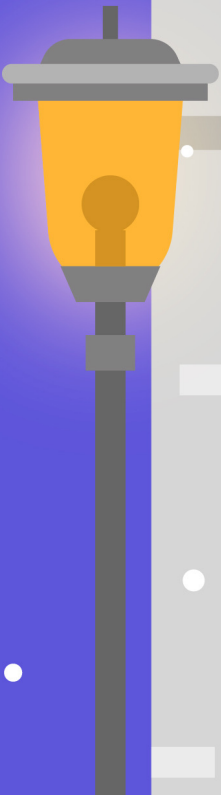




# HOLIDAY REPORT



2023



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## Happy Holidays from Samba TV!

The last year has seen consumers feeling the pinch from surging inflation rates, but with the economy now stabilizing, how will consumers be approaching the upcoming holiday season? Three-quarters of holiday shoppers anticipate spending the same or more money on holiday shopping this year, with millennials leading the charge as America's biggest spenders.

For this year's report, we partnered again with global research firm HarrisX to survey more than 2,500 U.S. adults about their holiday shopping plans. Our findings highlight just how important it is for advertisers to ensure ROAS for every holiday campaign dollar. With shoppers ramping up to spend billions this season, and consumer attention fragmented across screens, advertisers need to reach target audiences wherever they consume content.

Social media is now the number one place people find ideas for gifts, presenting more opportunities than ever before for advertisers to embrace an omniscreen approach. Meanwhile, Black Friday and Cyber Monday take on new significance as people delay holiday shopping, making the crucial weeks after Thanksgiving even more important.

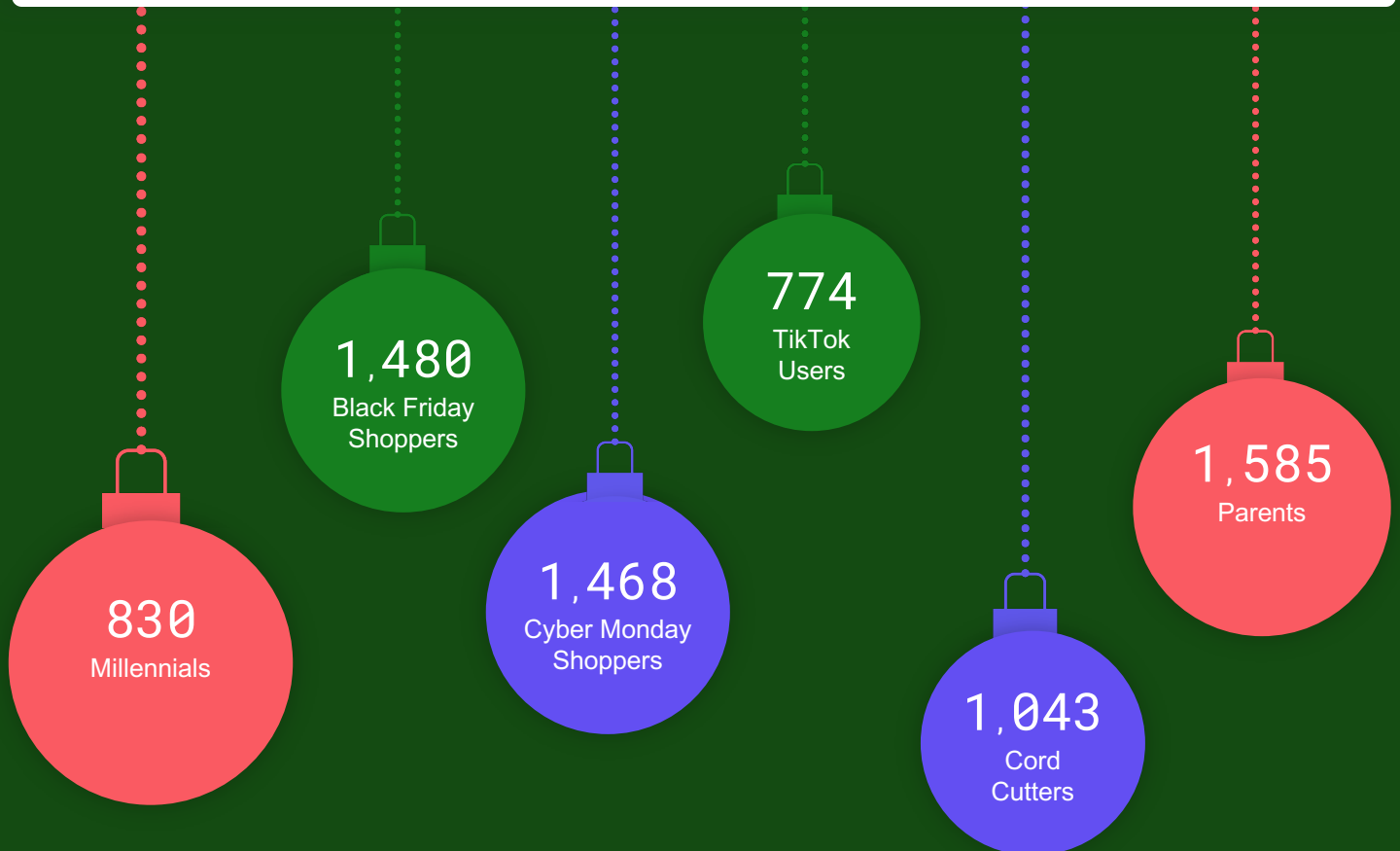
The most wonderful time of the year is upon us and advertisers who strategically connect with their audiences across every platform and screen will be well positioned to win consumer dollars.

We hope you have a wonderful holiday season!



## Reporting Methodology

This survey was conducted online within the United States from August 22-30, 2023 among 2,507 adults and 2,171 holiday shoppers in the United States by HarrisX. The sampling margin of error of this poll is plus or minus 2.0 percentage points for adults and plus or minus 2.1 percentage points for holiday shoppers. The results reflect a nationally representative sample of U.S. adults. Results were weighted for age, gender, region, race/ethnicity, income, mobile carrier, streaming subscriptions, and party ID where necessary to align them with their actual proportions in the population.

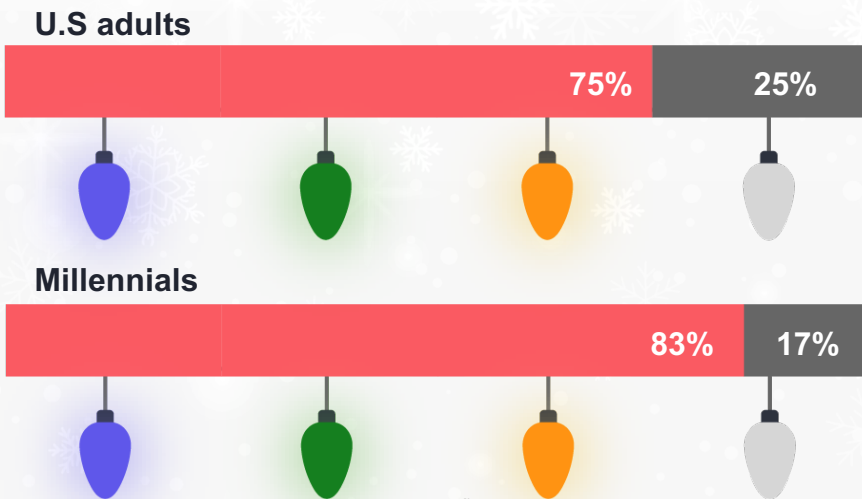




# Holiday shoppers expect to spend more this year, driven by millennials

Concerned about the economy but optimistic about their own finances, the majority of U.S. adults plan to spend the same or more money on holiday shopping this year. As millennials age up and take on a new role as parents (and in some cases, Santa), more than 8 in 10 plan to spend the same or more than last year. Price remains extremely important in choosing where to shop, however, with 80% of holiday shoppers saying it's a number one factor.

**3 in 4** U.S. adults plan to spend the same or more this year on holiday shopping



**\$978**

The average shopper plans to spend \$978 this holiday season

Millennials are the biggest holiday spenders, exceeding any other age group by **\$600** and more than doubling baby boomers' spend. Of millennials planning to spend more than last year, **40%** say it's because they're in a better financial situation.



Millennials plan to spend an average of **\$1,474** this holiday season



Baby boomers plan to spend an average of **\$626** this holiday season





## Last minute shopping is in, making Black Friday more important than ever

Why do today what you could put off until tomorrow? With summer weather spilling into September, people are putting off their holiday shopping more than they did in years past. In fact, over 50% of people plan to wait until after Thanksgiving to begin their shopping, which means Black Friday and Cyber Monday will be more make-or-break than ever for brands. Millennials are the exception to the rule, however, with less than half waiting until November to begin shopping.

54%



of people plan to wait until **after Thanksgiving** to begin holiday shopping

70%



of shoppers plan to holiday shop **on Black Friday** this year

## People are striking a balance between in-store and online shopping

**Half** of holiday shoppers plan to do an equal mix of in-store and online shopping this holiday season. It could be surprising to some that Black Friday has younger generations hooked on brick-and-mortar, with **48% of Gen Z** shoppers planning to in-store shop on retail's biggest day of the year – more than any other generation.

34%

of shoppers plan to **shop in-store** on Black Friday this year

58%

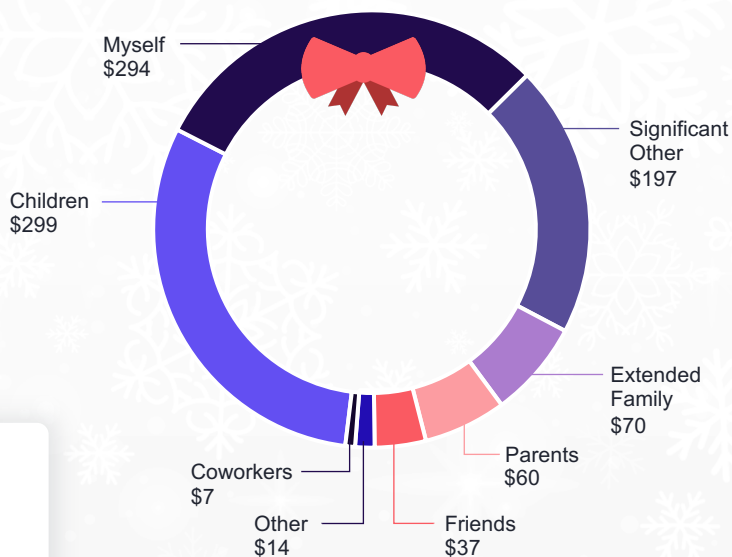
of shoppers plan to **shop online** on Cyber Monday this year





# Deal hunters plan to spend almost \$100 more on themselves than their significant others this year

On top of gifting and giving, the holiday season also means deals for oneself. For the first time, shoppers plan to spend more on themselves than their significant others this year, and just a few dollars less than they plan to spend on children. What are people shopping for themselves buying? 28% plan to spend the most on clothing, followed by 24% on electronics.



## Almost two-thirds of shoppers plan to buy clothing this holiday season

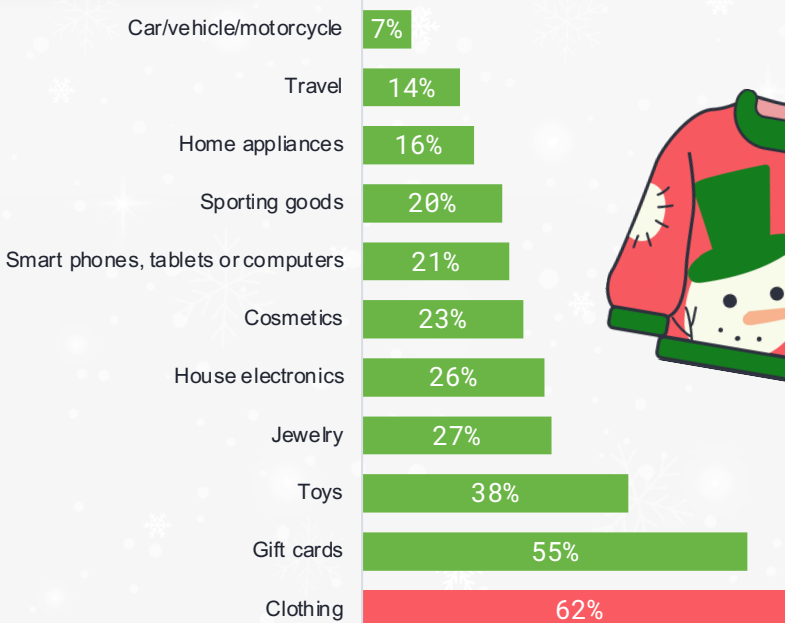
Walmart is the top choice for adults planning to purchase clothing as part of their holiday shopping, with 60% considering purchases from the store. Gen Z, however, favors Target for their clothing gifts with 65% of them planning to shop there.



**1 in 4**

people who have seen a clothing ad have made a purchase immediately after

### Percentage of shoppers planning to buy specific holiday gift items



**\$298**

The average shopper will spend almost \$300 on their biggest purchase of the holiday season



# Today's holiday shopper is streaming-first and digitally savvy

With the vast majority of U.S. adults streaming TV and just half maintaining linear subscriptions, advertisers must embrace new platforms and technologies to tap into holiday shopping dollars. An omniscreen approach is essential to reaching these cord shavers in their consumer journey.

## Social media is the number one place people draw holiday gift ideas from

To drive the best results, brands should reach their target audience across all of the devices they're engaged with, complementing social ads with TV.



# 1 in 2

Half of U.S. adults have a monthly cable or satellite TV subscription.

# 8 in 10

Over 80% of U.S. adults use streaming services.

### Top places people draw gift ideas from

- 01 Social media
- 02 Family & friends
- 03 TV ads



### Top social platforms for gift ideas



	Gen Z	Millennials
1	TikTok	facebook
2	YouTube	TikTok
3	Instagram	YouTube

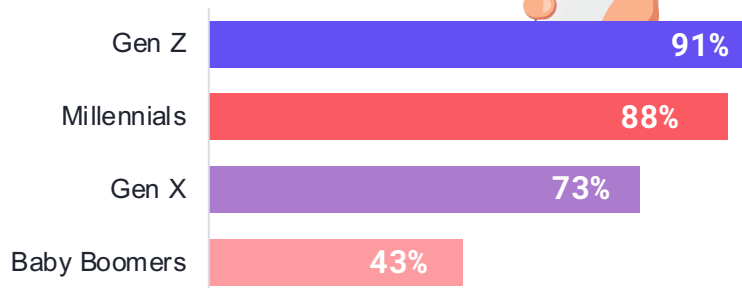
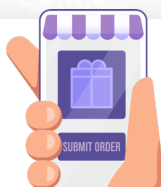




## With a device always in hand, holiday shoppers are clicks away from conversions

Poised to spend big bucks this holiday season, millennials overwhelmingly stream video on mobile devices. And with almost 9 in 10 making online purchases on their phones, the opportunities for ads with direct call-to-actions are endless.

### Percent of population that watches TV on mobile



# 85%

The majority of millennials have made an online purchase on their mobile phone



# 50%

of U.S. adults use **social media while watching TV**

# 37%

of millennials have made a **purchase through a QR code** shown on a TV ad

# 33%

of U.S. adults **shop online while watching TV**

### Splintered attention across devices

Watching TV doesn't just mean watching TV these days. With the majority of Americans multitasking in front of the big screen, advertisers can drive measurable outcomes by embracing new creatives that promote immediate purchases.



