

2021 Women's Holiday Shopping Insights

Women expect to spend more this holiday season versus 2020.



2021 Shopping Starts Earlier than Ever Before.

Significantly more women 56% say that they will shop as soon as possible- prior to Thanksgiving. A 17% increase from 2020 (48%).

SHOPPING INSIGHTS

- 56% As soon as possible - before Thanksgiving
- 46% Cyber Monday
- 42% Black Friday
- 28% Small Business Saturday (Sat. after Thanksgiving, day to shop in small, local stores)
- 16% N/A None of the Above
- 10% Thanksgiving Day - for stores that are open that day
- 4% Christmas Eve



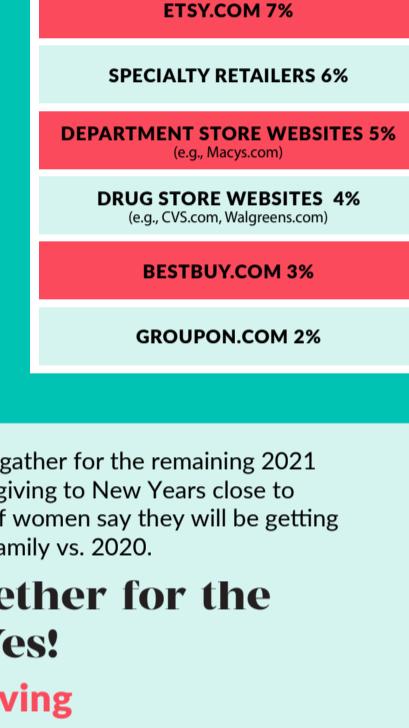
Retailer websites are the #1 place for gift inspiration for women followed by browsing in store

GIFT INSPIRATION INSIGHTS

- 55% A retailer's website (Walmart.com, Target.com, Amazon.com, etc)
- 52% Browsing in stores
- 49% Product recommendations from friends/family
- 30% Posts from friends/influencers on social media (Facebook, Instagram, Pinterest etc)
- 28% Looking at products I see other people using
- 27% Retail catalogs
- 21% Television
- 16% Blogs that I follow
- 7% Other
- 5% N/A None of the above

The Spending Snapshot

Women surveyed expect to spend more for holiday spending in these online retailers:



The most popular social media and digital resources for holiday shopping

- 47% Amazon product reviews
- 43% Retailer Website (to research products before purchasing)
- 30% Amazon Wish Lists (to keep track of & let others know your favorite products)
- 25% Facebook
- 21% Instagram
- 16% Pinterest
- 13% Influencer Blogs/Website
- 12% YouTube
- 11% Twitter
- 8% TikTok



Friends and Family will gather for the remaining 2021 holidays. From Thanksgiving to New Years close to DOUBLE the number of women say they will be getting together with friends/family vs. 2020.

Getting together for the Holidays? Yes!

57% Thanksgiving
58% Christmas/Hanukkah/Kwanzaa
30% New Year's

In 2020, 33% of women surveyed said they would gather for Thanksgiving, 14% planned on gathering for Christmas/Hanukkah/Kwanzaa, and 8% would join others for New Year's celebrations.

What's on Sale!??!

Sales and promotions will be the #1 factor in how women will spend this holiday season. A surprising change from 2020's leading factor being finances (67%).

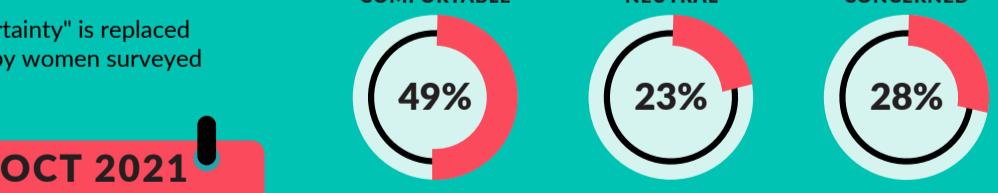


Online Shopping Dominates

75% of shopping will be online and just 25% will take place in-store. Just 6% of women say that they will do all of their shopping in-store!

The Top Gifts of 2021

- 54% Gift cards/cash
- 50% Clothing/accessories
- 32% Beauty products
- 31% Kitchen products/small housewares
- 26% Books
- 23% Personal technology (e.g. tablets, mobile phones, gaming devices)
- 19% Travel/experiential gift
- 17% Home entertainment/technology (e.g., TVs, laptops)
- 16% Jewelry
- 15% Video games
- 14% N/A I don't have a gift list for myself
- 8% Other
- 7% Charitable items (donation or product whose proceeds go to charity)



US Economy is a Major Concern

54% of women feel the state of the economy would decline
10% felt the economy would improve
14% perceived the economy would remain in a steady state

In 2020, 13% of women felt the economy was improving and in 2019, 20% felt the economy was improving. This signals a year-over-year decline in the economic outlook.

From Uncertain to Grateful

What a difference a month makes! "Uncertainty" is replaced by "Grateful" as the leading emotion felt by women surveyed in October.



COMFORTABLE

49%

NEUTRAL

23%

CONCERNED

28%

Leading with Financial Confidence

Women are slightly more positive about their family's financial situation.

Almost flat in year-over-year analysis, 50% of women having confidence with their finances in 2020.



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