

HOLIDAY SHOPPING 2022: MIXED FEELINGS AS CONSUMERS ARE ANXIOUS BUT EAGER TO CELEBRATE

2 December, 2022

HOLIDAY SHOPPING INITIATIVE – 2022 Wave

New research conducted by Ipsos with Ipsos.digital and Synthesio AI-enabled consumer intelligence looks at this year's holiday shopping trends, spending habits, and gift wish lists. This year, we widen our view to see mixed emotions when it comes to how consumers are feeling about the economy and what they hope to give and receive as gifts in different regions around the globe.

COMBINED SOLUTIONS

QUANTITATIVE SURVEY via FASTFACTS

To **gather and confirm trends - quantitative survey**

- Among **10,000 respondent's** national representative. 800 each.
- Run in 12 markets **Australia, Brazil, Chile, France, Germany, Italy, Philippines, Romania, Singapore, Spain, USA, UK.**
- 5 min LOI
- Field Nov 10th

As in 2021, focus on the shopping wishing lists, in-store/online shopping, stress, excitement but also focus on rising prices, holiday spirit, potential unsatisfaction related to presents....
In 2021, it was run in 6 markets.

SOCIAL INTELLIGENCE via SYNTHESIO

- To **enrich the quantitative** survey results with social context, insights from quotes/verbatims
- **Dashboard** in English-only run across **USA, UK, and Australia** tracking online conversations on topics of interest.
- **Topic modeling** run on social content to identify and cluster issues
- **Coding tool** used for the FastFacts open-ended questions, allowing to distinguish positive vs negative contents

Focus on *Christmas/Thanksgiving, gifts, in-store/online shopping, purchase factors, delivery delays/shortages, Black Friday*, and analysis of open-ended survey responses using Synthesio Survey Module.



**DESPITE GLOBAL
UNCERTAINTY,
CONSUMERS LOOK
TO GET IN THE
HOLIDAY SPIRIT**



THE MOOD IN 2022 CAN BE SUMMED UP IN TWO WORDS: ANXIETY AND ANTICIPATION

As of Nov 10th, **44%** on average **have started**, are almost done or are already finished **with their holiday shopping**. Some explained that they started shopping earlier for fear that **inflation could get worse**.



Aubrey 🌱
@aubrey_reisch

Feeling accomplished because I just did Christmas shopping (I know it's early, but I can't wait for inflation to get worse) for my family of 10 and spent a total of \$110. Not bad.

1:24 AM · Nov 6, 2022 · Twitter for Android



Charleston
@ShabbaCT

I actually start buying my mom Christmas grocery in October. Whenever there is a sale on Non perishable I buy and put in the store room .

1:33 PM · Oct 27, 2022 · Twitter for Android



Temi 🇳🇮 🌱 (❤️, 🧡) 🎧
@millkk_shake

I can't believe I have to start doing my Christmas gift shopping now. Coz price of things have started looking ridiculous.

Ng! I hate it here 😞

10:34 AM · Nov 2, 2022 · Twitter for iPhone



MANY ARE EXCITED TO CELEBRATE AND FEELING THE HOLIDAY SPIRIT

On average, **85%** of surveyed respondents **feel excited about holiday** celebrations, and 34% say they are more excited than last year.



Not Your Uterus
@bachaisson

It's just over a week before Thanksgiving, and I'm out Christmas shopping! I have the holiday spirit and I refuse to apologize for it

7:04 PM · Nov 14, 2022 · Twitter for iPhone



Danny McKinney
@DMcKinney1979

Grateful

Today I just finally walked around the Public Store of Lowe's I spotted the Christmas 🎄 decorations hanged up I am in the Christmas 🎄 Spirit this year.
[#christmas2022](#) [#Christmaspictures](#) [#Christmasfaith](#)



Ryan
@boringguyinatie

next week is thanksgiving and I seriously can't wait for all the food family and friends

10:33 PM · Nov 15, 2022 · Twitter for iPhone

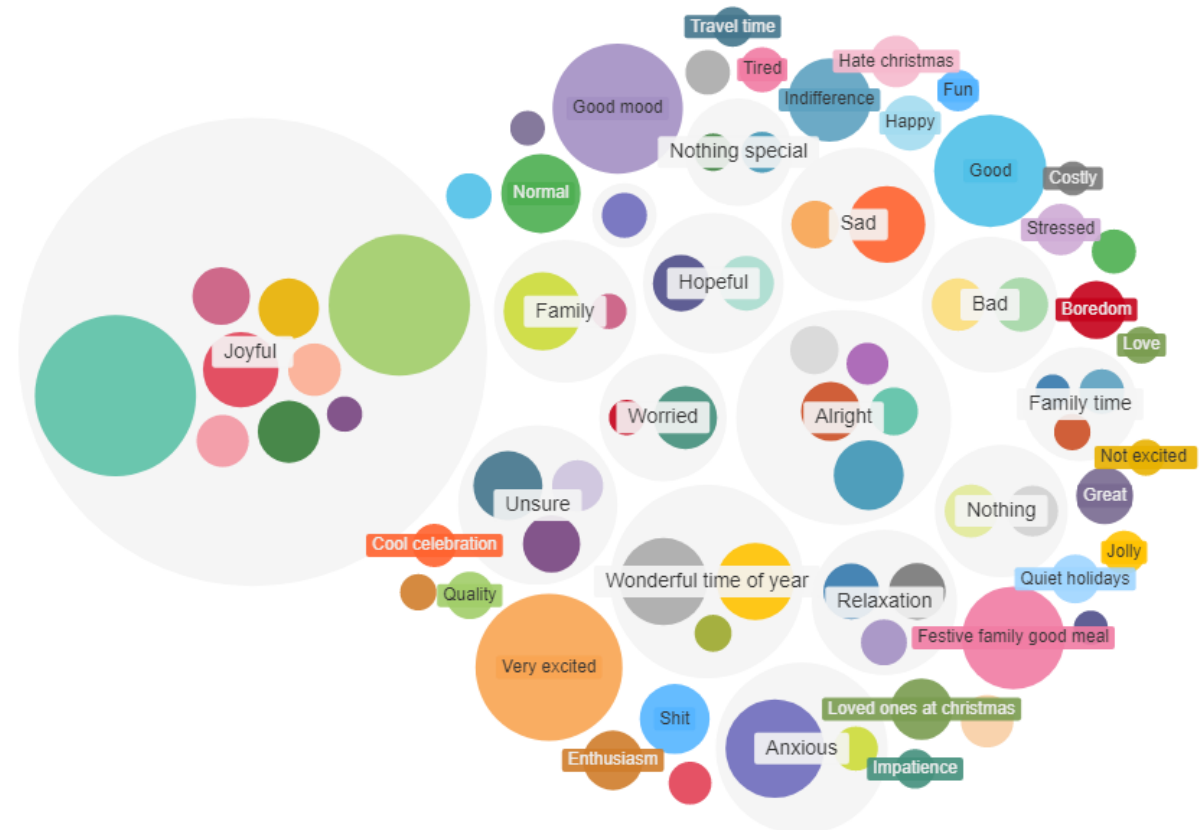



BUT CONSUMER SENTIMENT AROUND THE HOLIDAYS IS STILL MIXED

When looking at open-ended survey responses with Synthesio Topic Modeling, top response clusters include “**Joyful**,” “**Alright**,” and also “**Anxious**.”

Retailers are also feeling the anxiety this season as they offer earlier deals, struggle to find workers, and adjust to “convergent commerce.”

Q: How are you feeling today about end of year / Christmas celebrations?



A man with a beard, wearing a red cable-knit sweater, is sitting at a desk. He has his head resting on his arms, looking down with a stressed or frustrated expression. On the desk in front of him are a calculator, a blue pen, and some papers. In the background, there is a Christmas tree decorated with lights and ornaments, and a bookshelf with books. The overall scene suggests financial stress during the holiday season.

INFLATION IS IMPACTING SHOPPING BEHAVIOR AND EVEN SOME TRADITIONS

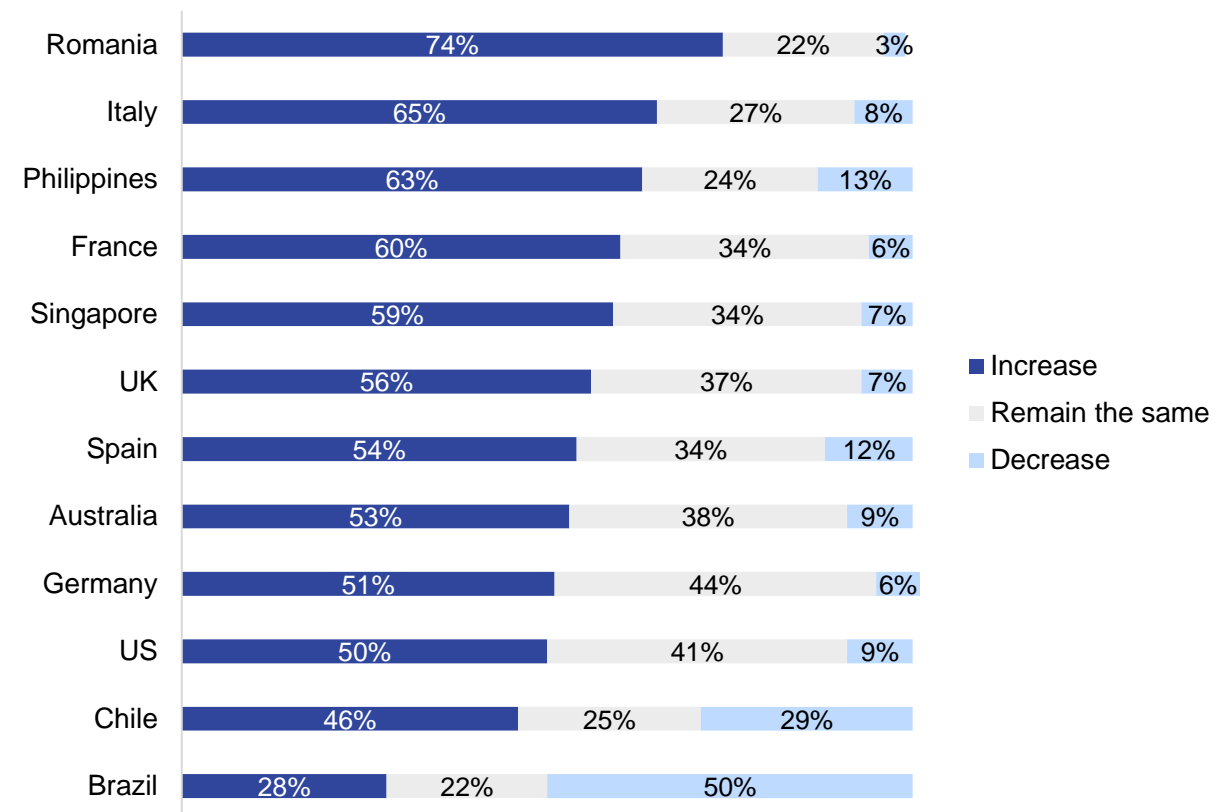


RISING COSTS ARE CAUSING STRESS AROUND THE GLOBE – AND IMPACTING THE HOLIDAYS

87% feel stressed about rising costs, and 55% even more stressed than last year.

The consequence on **holiday shopping and celebrations is apparent.** 47% believe that rising costs will significantly impact their holiday shopping, while 43% say the same for their celebrations.

Q: Compared to last year's end of year/Christmas celebrations, do you expect your stress about price increases about to increase, decrease, or remain the same?

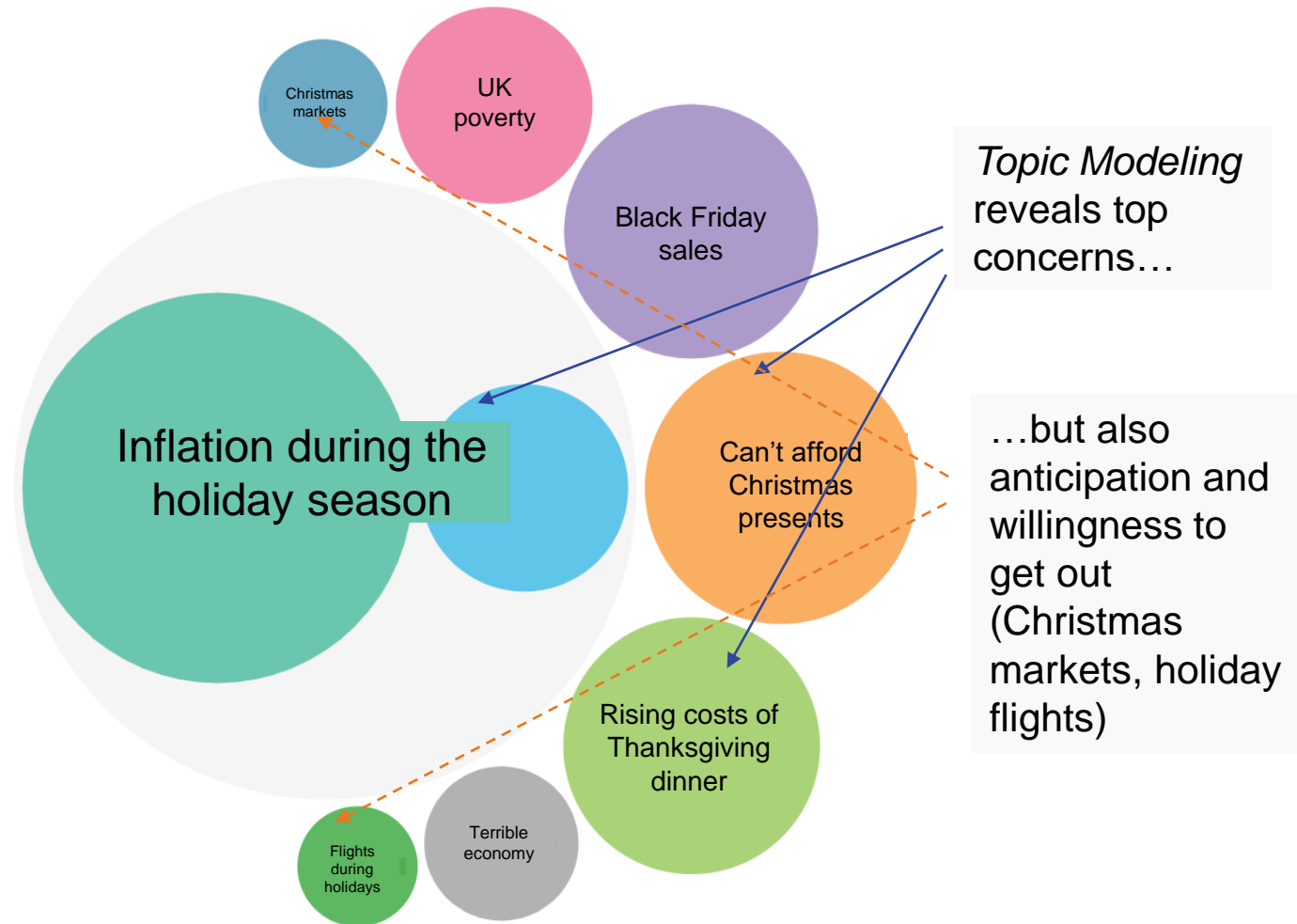


MANY SAY INFLATION IS CAUSING THEM TO CHANGE THEIR HOLIDAY SPENDING HABITS

On social media, conversations about **inflation related to holiday shopping increased by 35%** in one month.

Synthesio Topic Modeling reveals the top themes in online mentions (named by AI):

- *“Inflation during the holiday season”*
- *“Rising costs of Thanksgiving dinner”*
- *“Can’t afford Christmas presents”*



“COMPROMISE” IS THE KEY WORD IN 2022

This year, people are forced to make **budget cuts**.

The competition between stores and marketplaces will be quite high as **people hunt for the “best prices”** - will count on **Black Friday or similar promotional days** to save money.



56%

will look for the best prices, deals, and coupons



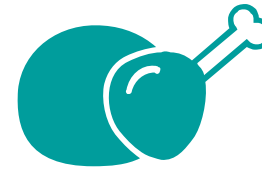
33%

will shop on Black Friday or other promotional days



34%

will spend less money on holiday decorations



31%

will spend less money on holiday food and beverages



30%

will buy fewer presents per person



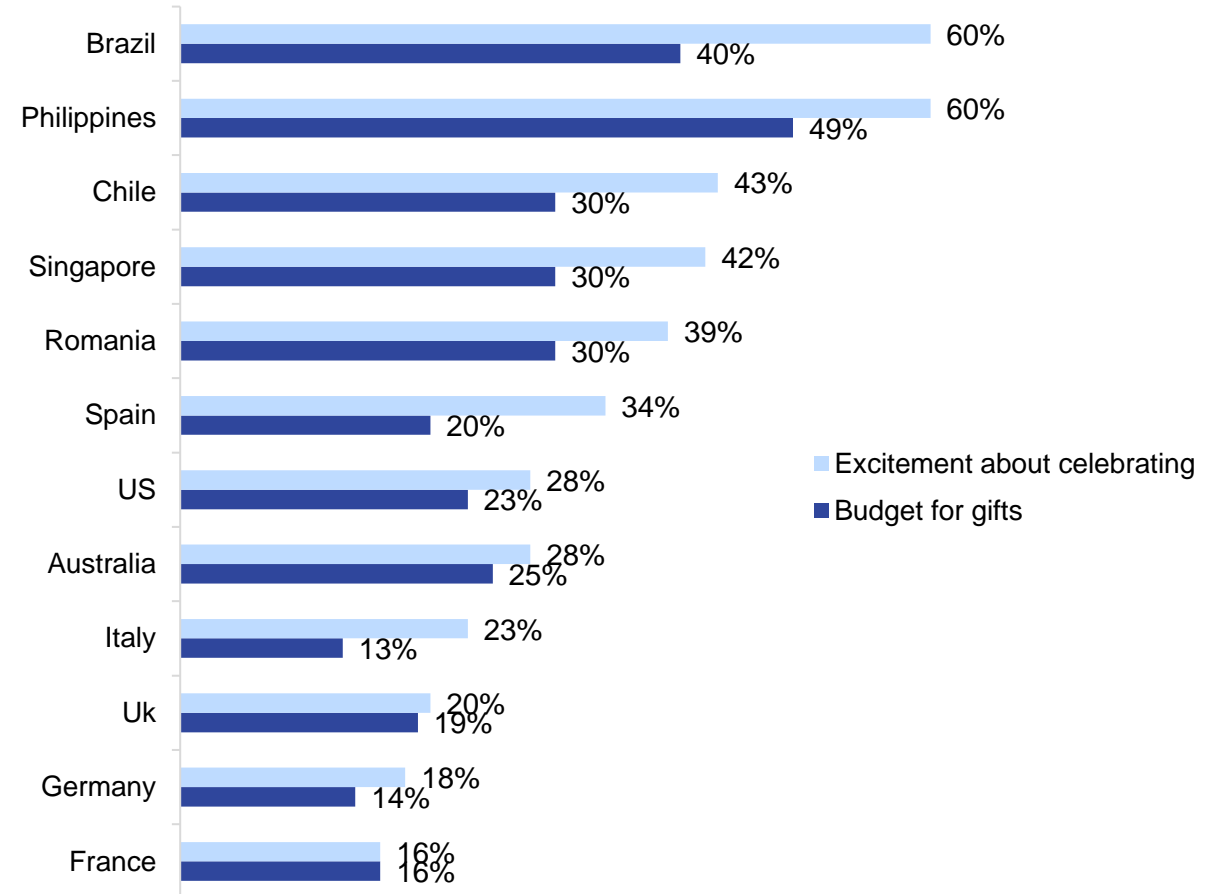
IS SAVING MONEY THE NEW HOLIDAY TRADITION?

29% on average say they will decrease their holiday shopping budget. This trend is strongest in most of the European countries where many planning to spend less time shopping.

However, for countries with most enthusiasm, the promise of celebrating in person again may shoppers them to purchase more.

Q: [BUDGET AND EXCITEMENT ABOUT CELEBRATING] Compared to last year, how do you expect the following to increase, decrease, or remain the same?

("Increase" responses shown)



Source: Ipsos.digital FastFacts quantitative survey launched on Nov 10th with national representative samples of ~10,000 respondents across 12 markets



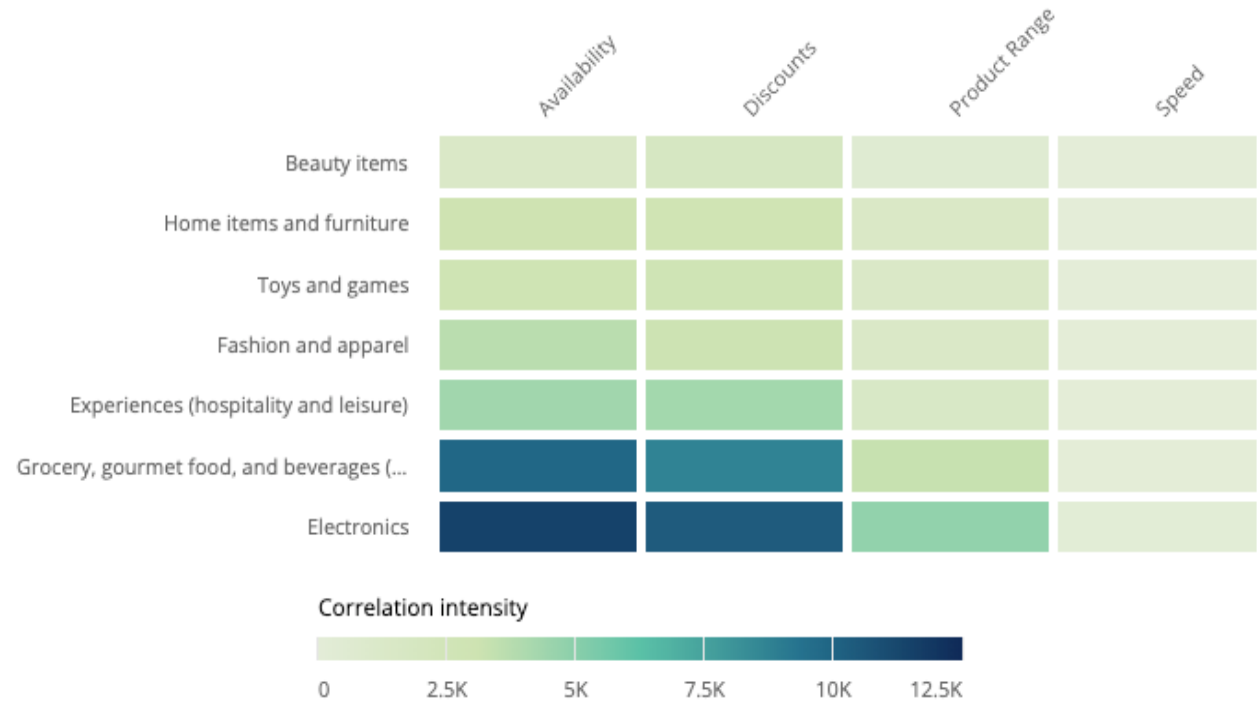
DISCOUNTS: THIS SEASON'S MOST IMPORTANT PURCHASE FACTOR

Social data confirms that “**discounts**” is a more important purchase factor in 2022 vs. 2021, particularly in the **Electronics** and **Grocery, Food and Beverages** categories.

The figure shows the correlation intensity between social mentions related to retail categories and a sample of purchase factors.

In 2021, it was all about “availability” given the context of global supply shortages and delivery delays.

Correlation between retail category and purchase factory in online mentions

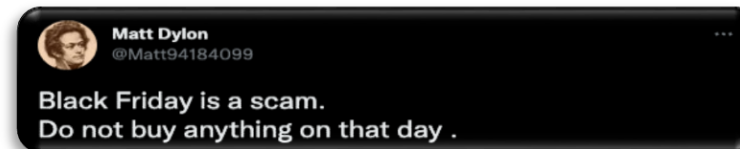


DEAL-RELATED DAYS LIKE “BLACK FRIDAY” CONTINUE BE IMPORTANT TO SHOPPERS

33% of survey respondents say they will shop on Black Friday or related promotional days to save money.

A Topic Modeling study of conversations about “holiday discounts” shows Black Friday still dominates the online dialogue, especially for Electronics and Gaming purchases.

But are we seeing a shift? Online, there is an increasing number of negative mentions. Some question the supposed “deals” and others are annoyed by the hype.



AROUND THE GLOBE, PEOPLE WILL CONTINUE TO CELEBRATE AND BUY PRESENTS

For many, the party must go on!

Inflation will not impact their enthusiasm about celebrating.

People will continue to celebrate and buy presents even if they have to make some compromises.

Germany, the US, and the UK lead the way in saying rising costs will have **no impact on their celebrations.**

Top keywords in open-ended responses to: “How do you feel today about this year’s end of year/Christmas celebrations?”



**MORE
CONSUMERS ARE
PLANNING TO
INCREASE THEIR
IN-STORE
SHOPPING**

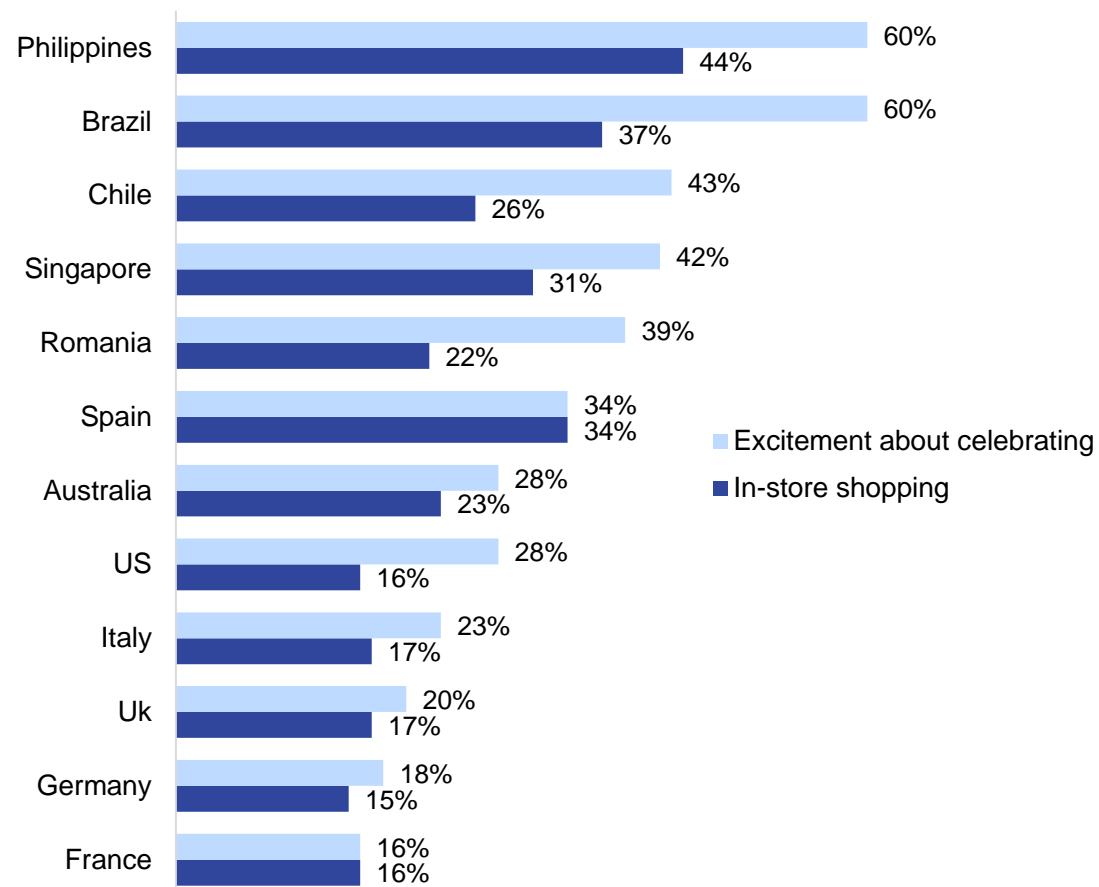


SHOPPING IN-STORE APPEARS CORRELATED WITH THE HOLIDAY SHOPPING EXCITEMENT

Overall, **23% of shoppers** are planning to **increase their in-store** holiday shopping.

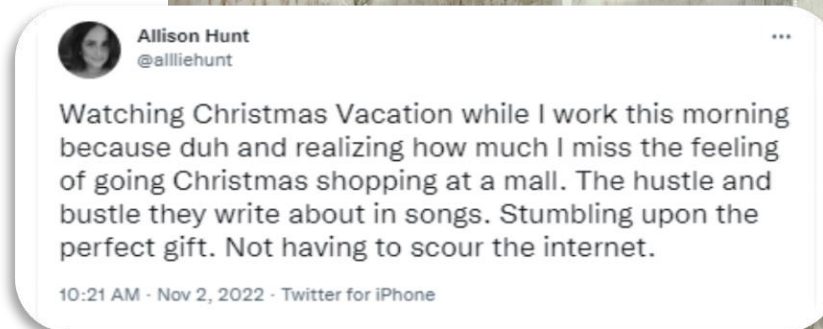
In countries where shoppers are more excited about celebrating, we observe a higher increase in in-store shopping (and budget).

Q: Compared to last year's end of year/Christmas celebrations, do you expect the following to increase, decrease, or remain the same?



CONSUMER SENTIMENT REMAINS MIXED ABOUT SHOPPING IN STORES

In online conversations, many say they are looking forward to returning to in-store shopping experiences, yet sentiment is mixed (dreading crowds vs seeing decorations and music).



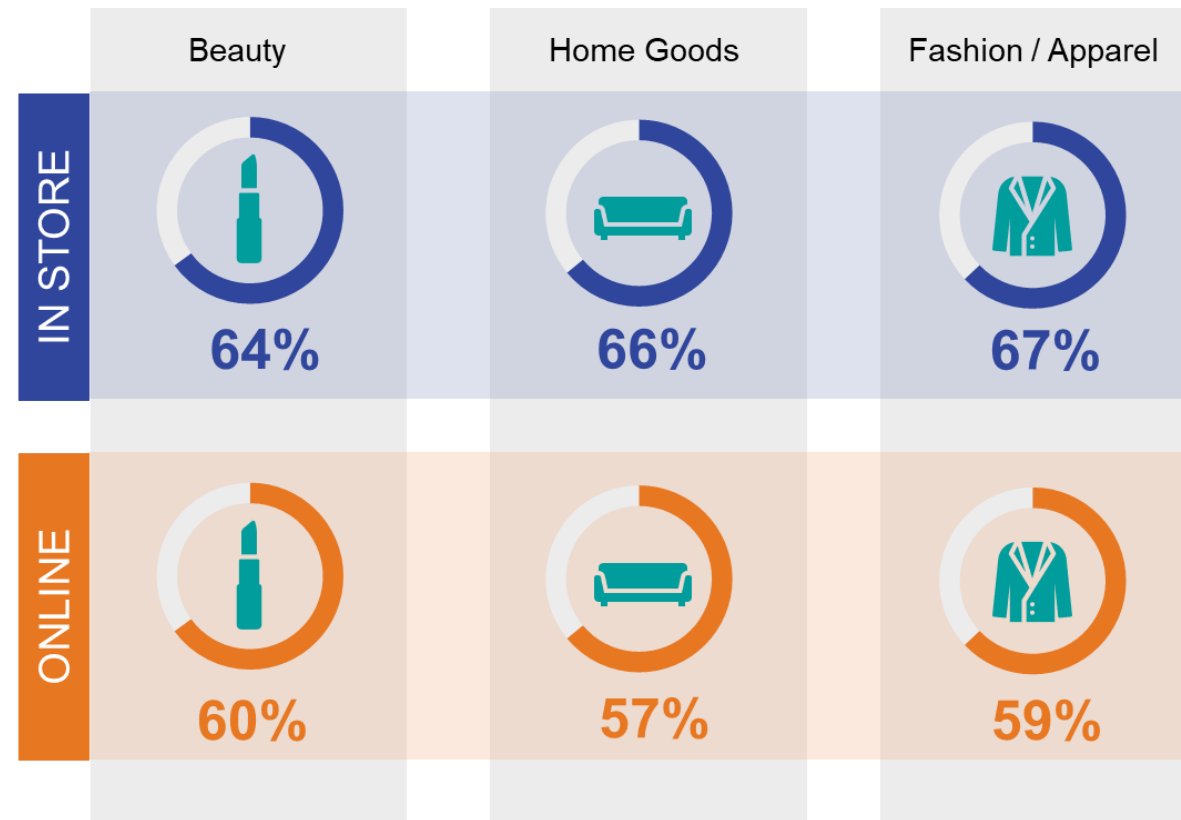
PRODUCTS THAT CONSUMERS CAN TOUCH OR TRY ON ARE STILL PURCHASED IN STORE

Shopping for beauty, home goods, and fashion / apparel items still favors in-store experiences.

However, **fashion and apparel shopping varies greatly by country:**

- Countries including Italy, Spain, Australia, Chile, Brazil, Romania prefer in-store shopping
- While in the UK and Germany opt for online as their first choice

Q: Where have you purchased or plan to purchase gifts?



WHAT'S TRENDING: FASHION, FOOD AND GIFT CARDS (AGAIN)



2022 SHOPPING AND WISH LISTS RESEMBLE 2021

Fashion and apparel items remain the top choice in many countries, followed by **Beauty items** (mainly for women or households with kids).

When asked the top 3 gifts on their wish lists, respondents emphasized **gift cards** and **money**.

Q: What are the top 3 gifts you hope to receive?



Top gift categories shoppers expect for purchase for themselves or others



FASHION & APPAREL: GIFTS OF THE SEASON

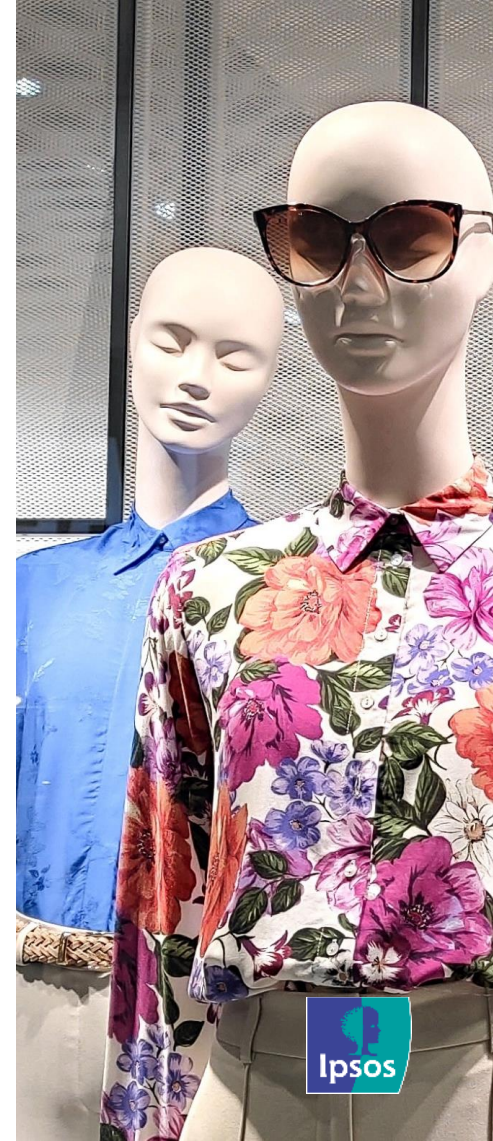
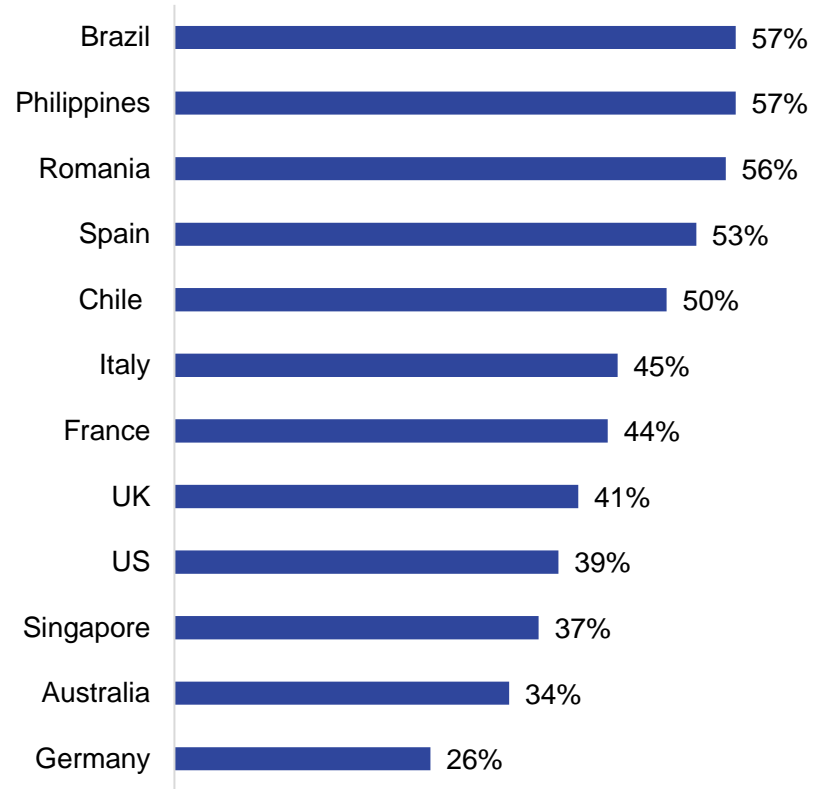
On average, **45%** have bought or plan to buy Fashion and apparel items (and 32% Beauty care items).

This present is very popular in **Latin countries** but also Philippines and the UK.

Fashion is also an online phenomenon, driven by marketplaces and sites, as well as Gen Z fashion lovers and influencers. We see this category at the **leading edge of both social and convergent commerce**.

As it is one of the sectors most impacted by inflationary periods, end of deals are an opportunity for consumers to stock up on clothes.

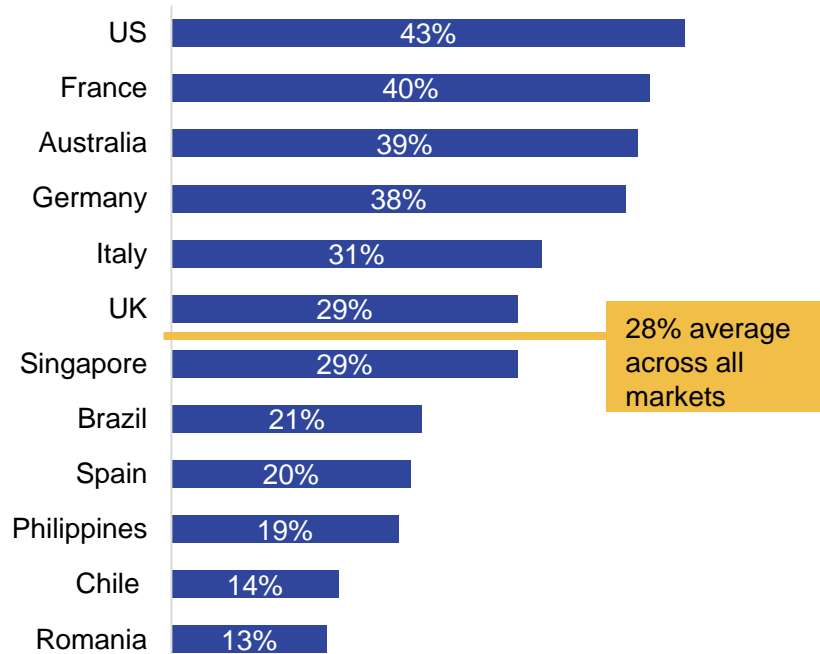
Q: [FASHION AND APPAREL] Which gifts have you already purchased or plan to purchase for end of year/Christmas celebrations? (for yourself or others)



GIFT CARDS AND MONEY TOP HOLIDAY WISH LISTS, BUT APPEAR POLARIZING

Some express hesitancy around offering a gift card to their loved ones as it can **seem impersonal or careless**, while others prefer gift cards or money to eliminate the guesswork of shopping or avoid wasting money. For brands and retailers, gift cards present a significant opportunity.

Q: [GIFT CARDS] Which gifts have you already purchased or plan to purchase?



nadj. †
@DarrieQueen_

i keep telling folks kindly not to buy Tripp any clothes for Christmas. we struggling going thru everything he already has 😞

gift card us, puhleaseeeee!

10:22 AM · Oct 31, 2022 · Twitter for iPhone

Jari Robin Kyrie 🇧🇷 🇩🇪 | PNGTuber
@JariRobinKyrie

Can someone explain to me -why- it is seen as 'taboo' to the older generation to just get people a gift card as a christmas/birthday present.

Trying to explain to grandma that I'd rather have a gift card than something I'll admire for a year and then end up getting rid of it

5:58 AM · Oct 15, 2022 · Twitter Web App

M
@Mariannaplustwo

I really hate Christmas shopping. I wish I could get everyone a gift card and call it a day. It stresses me out!

12:31 PM · Nov 6, 2022 · Twitter for iPhone

Jonathan Roach
@Jtroach94

Christmas shopping for my family is impossible.

“What would you like?”
“I don’t know..”

Ok well then your ass is getting a Visa gift card Merry Christmas.

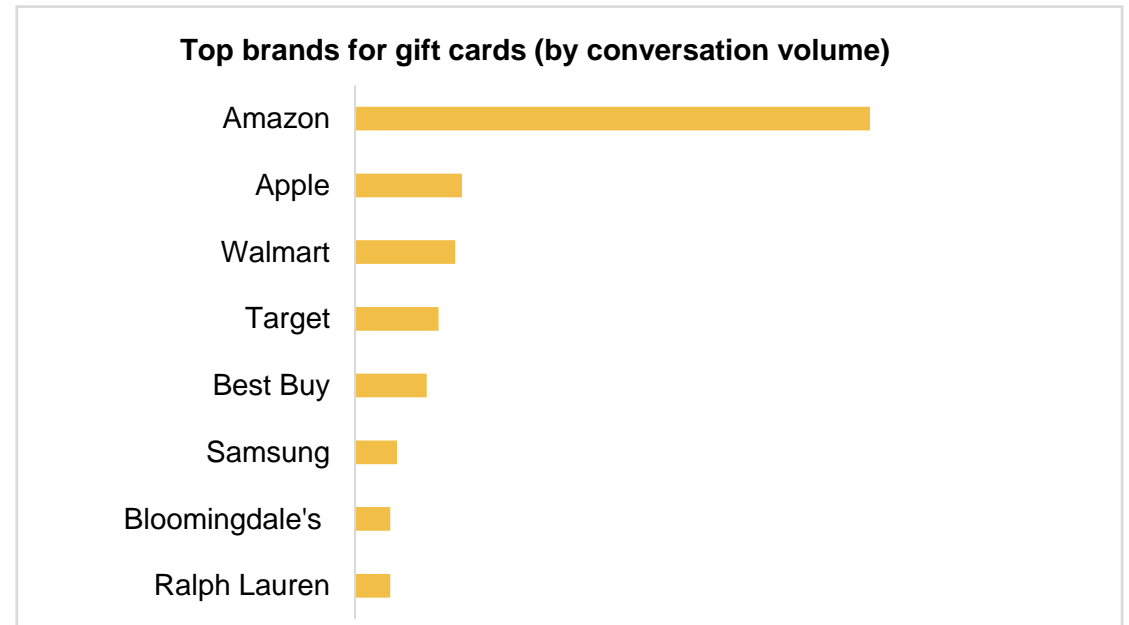
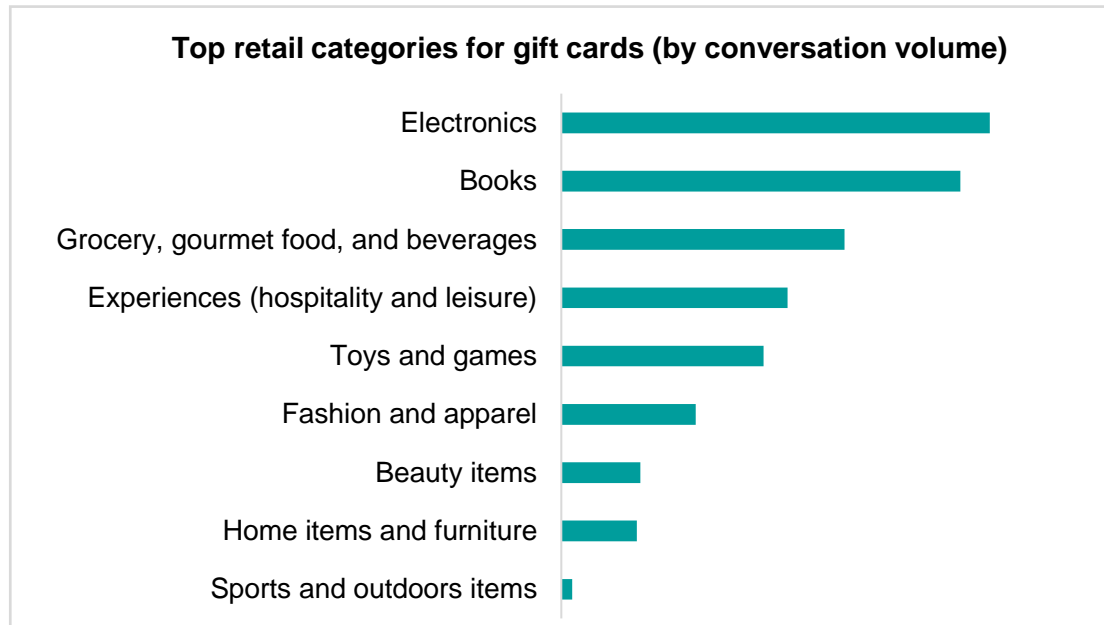
8:46 PM · Nov 18, 2022 · Twitter for iPhone



ONLINE, AMAZON AND ELECTRONICS DOMINATE GIFT CARD-RELATED CONVERSATIONS

On online conversations about gift cards, Electronics, Food and beverages, Toys and games, and Fashion and apparel remain among the most-mentioned categories. But this year, we can see gift cards for **Books** and **Experiences** also pop up.

Like last year, **Amazon dominates gift card-related social mentions** in the US, UK, and AUS, followed by other brands including Apple, Walmart, and Target.

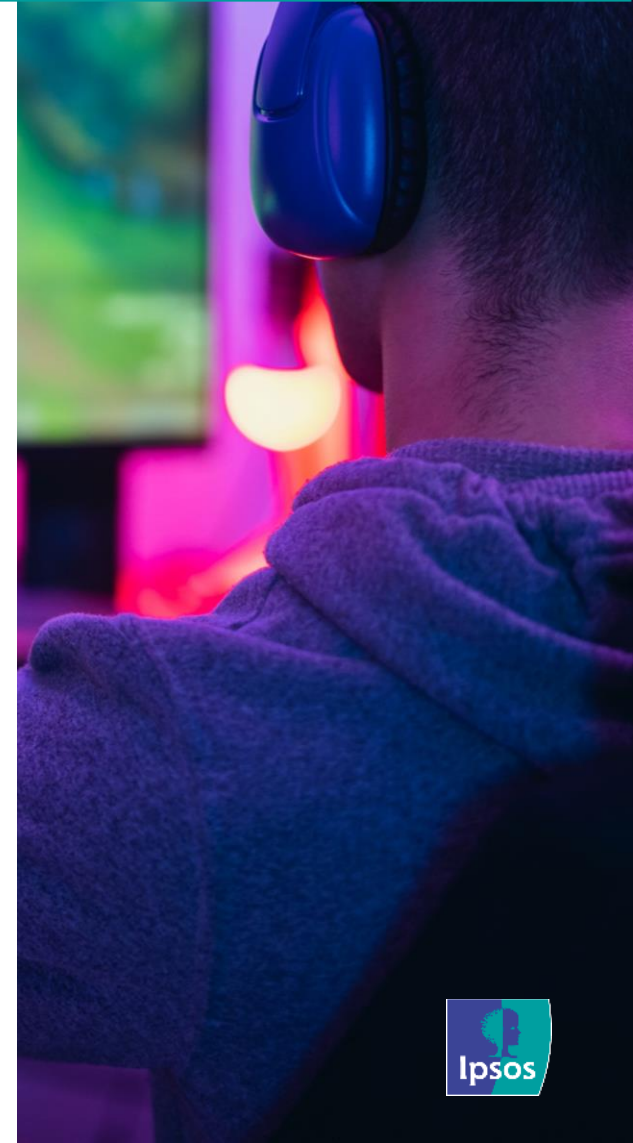
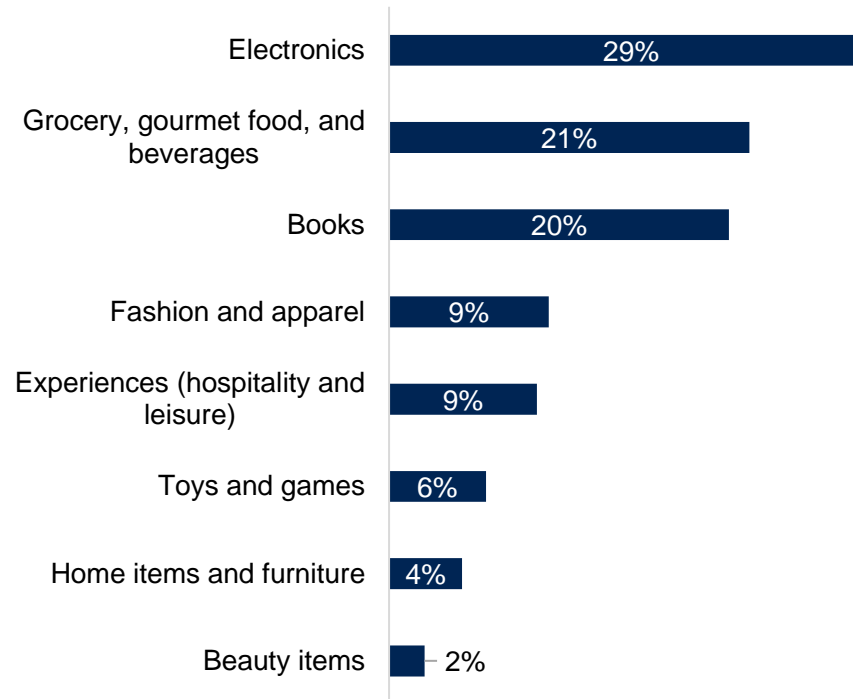


ELECTRONICS CATEGORY STRONGLY CHALLENGED ON PRICE THIS SEASON

Like 2021, electronics is most-discussed retail category on social media. Emotion analysis reveals that “fear” is more associated with **Electronics conversations** than any other retail category. But this year, shopper conversations have shifted from product “availability” and “delivery delays” to “**affording electronics.**”

Many are counting on **Black Friday and other promotions** to help them afford tech gifts this year.

“Fear” detected in online conversations by Synthesio Emotion Analysis (by conversation volume)

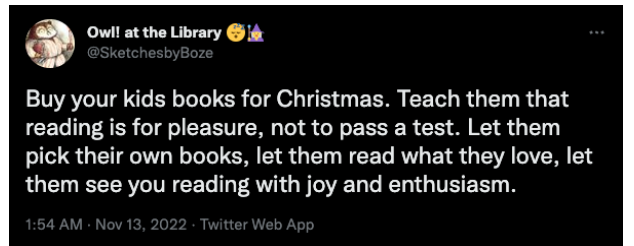
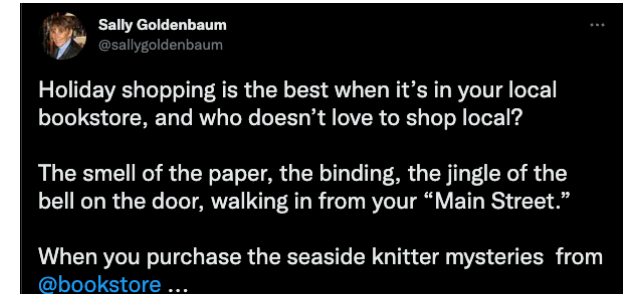
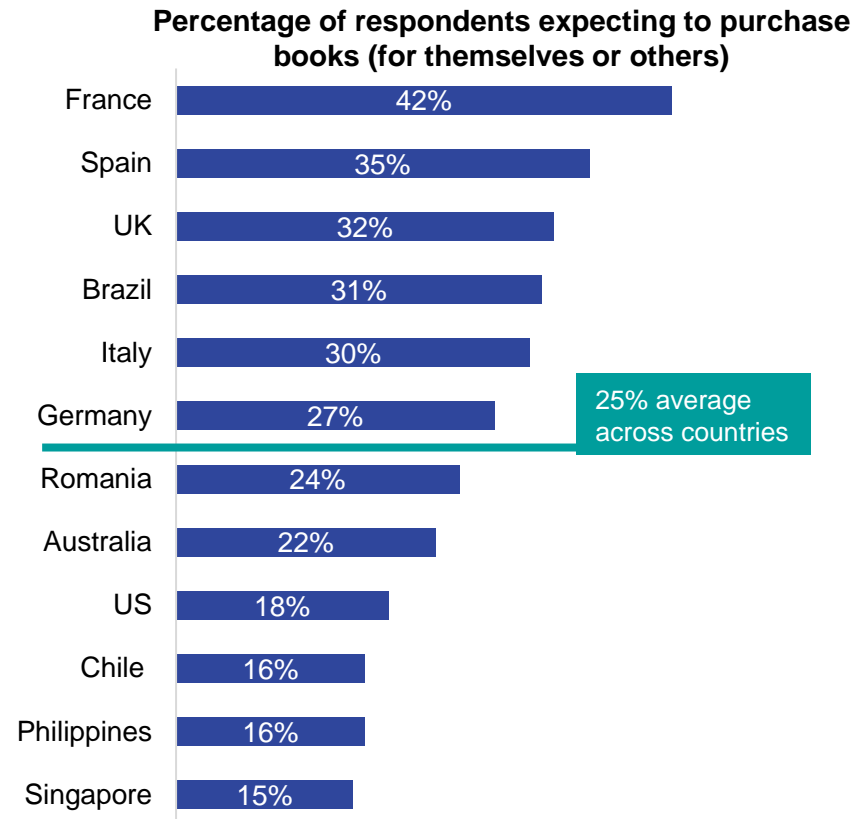


BOOKS CATEGORY SHOWS MAJOR CULTURAL DIFFERENCES ACROSS COUNTRIES

Similar to last year, the **Books** category **varies the most across countries**, with responses ranging from 15% to 42% planning to place books under their Christmas tree.

The top 5 countries include France (42%), Spain (35%), UK (32%), Brazil (32%) and Italy (30%).

Unlike Gift cards, gifting Books can be personal and thoughtful – and budget-friendly.



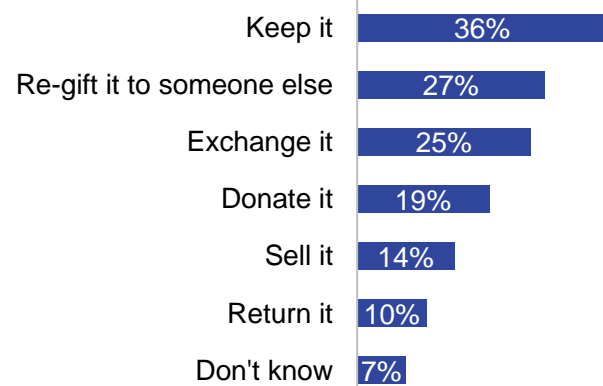
AND WHEN YOU DON'T LOVE YOUR HOLIDAY GIFT...

What consumers choose to do if they receive a gift they don't love varies greatly across countries. The majority of people will keep it any, especially in the **Philippines (70%), Romania (49%), Italy (42%), Chile (41%), Brazil (39%)**.

Some countries will regift it, especially Romania (49%), Singapore (45%), UK (32%), Australia (31%,) or even more **generously will donate it**, like those in Singapore (35%), and the UK (28%).

In France and Germany, consumers are more likely to sell it (25% and 22% respectively).

Q: If you receive a gift that you don't like or need, what would you do?



JOY WINS OUT...



EVEN WITH REASONS TO BE ANXIOUS, MANY ARE STILL EAGER TO CELEBRATE...

People around the globe are worried not just about **inflation, but also poverty & social inequality, unemployment, and other concerns.**

Yet even with multiple reasons to be anxious, many are still eager to celebrate, visit with friends and family, go out to markets and malls, and even help those less fortunate.

For brands and retailers, this means more opportunities help get shoppers get in the holiday spirit by providing more value and better deals.



THANK YOU

Are you looking for more consumer insights to help you prepare for 2023 and stay ahead of changing shopper behaviors?

[Request a demo of Synthesio's](#) AI-enabled consumer intelligence platform to see how you can turn online data into actionable insights.

And [request a demo of Ipsos.digital](#) FastFacts to see how you can get fast answers to your business questions with a self-service survey platform.

Contacts:

- Frederique.alexandre@ipsos.com
- Allen.bonde@ipsos.com
- Emma.huff@ipsos.com
- Aurore.legentil@ipsos.com

