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

**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

**SOCIAL INTELLIGENCE via SYNTHESISIO**

- To enrich the quantitative survey results with social context, insights from quotes/verbatimins
- 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

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.

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.

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.

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.

I can't believe I have to start doing my Christmas gift shopping now. Coz price of things have started looking ridiculous. Ngl I hate it here 😞
On average, 85% of surveyed respondents feel excited about holiday celebrations, and 34% say they are more excited than last year.
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?
INFLATION IS IMPACTING SHOPPING BEHAVIOR AND EVEN SOME TRADITIONS
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?

<table>
<thead>
<tr>
<th>Country</th>
<th>Increase</th>
<th>Remain the same</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Romania</td>
<td>74%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Italy</td>
<td>65%</td>
<td>27%</td>
<td>8%</td>
</tr>
<tr>
<td>Philippines</td>
<td>63%</td>
<td>24%</td>
<td>13%</td>
</tr>
<tr>
<td>France</td>
<td>60%</td>
<td>34%</td>
<td>6%</td>
</tr>
<tr>
<td>Singapore</td>
<td>59%</td>
<td>34%</td>
<td>7%</td>
</tr>
<tr>
<td>UK</td>
<td>56%</td>
<td>37%</td>
<td>7%</td>
</tr>
<tr>
<td>Spain</td>
<td>54%</td>
<td>34%</td>
<td>12%</td>
</tr>
<tr>
<td>Australia</td>
<td>53%</td>
<td>38%</td>
<td>9%</td>
</tr>
<tr>
<td>Germany</td>
<td>51%</td>
<td>44%</td>
<td>6%</td>
</tr>
<tr>
<td>US</td>
<td>50%</td>
<td>41%</td>
<td>9%</td>
</tr>
<tr>
<td>Chile</td>
<td>46%</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>Brazil</td>
<td>28%</td>
<td>22%</td>
<td>50%</td>
</tr>
</tbody>
</table>

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

Source: Synthesio, public English-only mentions related to holiday shopping gathered from posts in the US, UK, Australia, 10/08/2022 – 11/05/2022
"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

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

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### 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*)

<table>
<thead>
<tr>
<th>Country</th>
<th>Excitement about celebrating</th>
<th>Budget for gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>Philippines</td>
<td>49%</td>
<td>60%</td>
</tr>
<tr>
<td>Chile</td>
<td>30%</td>
<td>43%</td>
</tr>
<tr>
<td>Singapore</td>
<td>30%</td>
<td>42%</td>
</tr>
<tr>
<td>Romania</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>Spain</td>
<td>20%</td>
<td>34%</td>
</tr>
<tr>
<td>US</td>
<td>23%</td>
<td>28%</td>
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<tr>
<td>Australia</td>
<td>23%</td>
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<tr>
<td>Italy</td>
<td>13%</td>
<td>23%</td>
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<tr>
<td>UK</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Germany</td>
<td>14%</td>
<td>18%</td>
</tr>
<tr>
<td>France</td>
<td>18%</td>
<td>16%</td>
</tr>
</tbody>
</table>

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.

Source: Synthesio, public English-only mentions related to holiday shopping gathered from posts in the US, UK, Australia, 10/08/2022 – 11/05/2022
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.

Source: Ipsos.digital FastFacts quantitative survey launched on Nov 10th with national representative samples of ~10,000 respondents across 12 markets; analysis by Synthesio Word Cloud
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?

<table>
<thead>
<tr>
<th>Country</th>
<th>Excitement about celebrating</th>
<th>In-store shopping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philippines</td>
<td>60%</td>
<td>44%</td>
</tr>
<tr>
<td>Brazil</td>
<td>60%</td>
<td>37%</td>
</tr>
<tr>
<td>Chile</td>
<td>43%</td>
<td>26%</td>
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<tr>
<td>Singapore</td>
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<td>31%</td>
</tr>
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<td>34%</td>
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</tr>
<tr>
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<td>34%</td>
<td>23%</td>
</tr>
<tr>
<td>US</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>Italy</td>
<td>23%</td>
<td>17%</td>
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<tr>
<td>UK</td>
<td>17%</td>
<td>20%</td>
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<tr>
<td>Germany</td>
<td>18%</td>
<td>15%</td>
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<tr>
<td>France</td>
<td>16%</td>
<td>16%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Beauty</th>
<th>Home Goods</th>
<th>Fashion / Apparel</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IN STORE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>64%</td>
<td>66%</td>
<td>67%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Beauty</th>
<th>Home Goods</th>
<th>Fashion / Apparel</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ONLINE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>60%</td>
<td>57%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Source: Ipsos.digital FastFacts quantitative survey launched on Nov 10th with national representative samples of ~10,000 respondents across 12 markets
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 and apparel: 45%
- Beauty Items: 32%
- Toys and games: 35%
- Food, groceries and beverages: 30%
- Gift cards: 28%
- Electronics: 28%
- Books: 25%
- Home items: 25%
- Experiences: 15%

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>57%</td>
</tr>
<tr>
<td>Philippines</td>
<td>57%</td>
</tr>
<tr>
<td>Romania</td>
<td>56%</td>
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<tr>
<td>Spain</td>
<td>53%</td>
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<td>Chile</td>
<td>50%</td>
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<tr>
<td>Italy</td>
<td>45%</td>
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<td>France</td>
<td>44%</td>
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<td>UK</td>
<td>41%</td>
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<td>Singapore</td>
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<td>Australia</td>
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<td>Germany</td>
<td>26%</td>
</tr>
</tbody>
</table>

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

- US: 43%
- France: 40%
- Australia: 39%
- Germany: 38%
- Italy: 31%
- UK: 29%
- Singapore: 29%
- Brazil: 21%
- Spain: 20%
- Philippines: 19%
- Chile: 14%
- Romania: 13%

28% average across all markets

Source: Ipsos.digital FastFacts quantitative survey launched on Nov 10th with national representative samples of ~10,000 respondents across 12 markets; Synthesio public mentions related to holiday shopping
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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronics</td>
<td>29%</td>
</tr>
<tr>
<td>Grocery, gourmet food, and beverages</td>
<td>21%</td>
</tr>
<tr>
<td>Books</td>
<td>20%</td>
</tr>
<tr>
<td>Fashion and apparel</td>
<td>9%</td>
</tr>
<tr>
<td>Experiences (hospitality and leisure)</td>
<td>9%</td>
</tr>
<tr>
<td>Toys and games</td>
<td>6%</td>
</tr>
<tr>
<td>Home items and furniture</td>
<td>4%</td>
</tr>
<tr>
<td>Beauty items</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

Source: Synthesio, public English-only mentions related to holiday shopping gathered from posts in the US, UK, Australia, 10/08/2022 – 11/05/2022
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.

Percentage of respondents expecting to purchase books (for themselves or others):

- France: 42%
- Spain: 35%
- UK: 32%
- Brazil: 31%
- Italy: 30%
- Germany: 27%
- Romania: 24%
- Australia: 22%
- US: 18%
- Chile: 16%
- Philippines: 16%
- Singapore: 15%

25% average across countries

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

- Keep it: 36%
- Re-gift it to someone else: 27%
- Exchange it: 25%
- Donate it: 19%
- Sell it: 14%
- Return it: 10%
- Don't know: 7%

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

Source: Synthesio, public English-only mentions related to holiday shopping gathered from posts in the US, UK, Australia, 10/08/2022 – 11/05/2022
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.

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- Aurore.legentil@ipsos.com