

5 Trends and Tips For Brands and Advertisers This Holiday Shopping Season



Expect High Spend from Shoppers

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The 2020 holiday season performed better than expectations. This year will bring an even higher level of spend thanks to optimism, reunions with family and friends, and renewed travel. Many are also returning to work - which means more are comfortable spending money.

6.5% Total retail spending was up 6.5% to \$1.064 trillion in 2020 (eMarketer).

\$10.78B Cyber Monday 2020 was the heaviest online spending day in history, pulling in \$10.78 billion (eMarketer).

5.9% In June 2021, the national U.S. unemployment rate was at 5.9 percent (Statista).



Count on Heavy Ecommerce Holiday Shopping

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Last year proved that consumers were just as - if not more - willing to spend money online. Even with the ability to shop in-store this year, ecommerce will continue to grow, and forecasts predict record-breaking ecommerce sales this holiday season.

47% There was a 47% increase in ecommerce sales during the traditional holiday season in 2020 (Facebook via Adweek).

17.5% Cyber Monday 2020 was the heaviest online spending day in history, rising 17.5% and pulling in \$10.78 billion (eMarketer).

18.9% Retail ecommerce sales are projected to make up 18.9% of total holiday retail sales, up from 17.5% last year (eMarketer).

\$6.21 b This year, Thanksgiving Day ecommerce sales are expected to hit a whopping \$6.21 billion (eMarketer).



An Earlier Start to Holiday Shopping is Predicted

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The combination of pent up demand, higher ecommerce activity, and shifting sale dates from big retailers mean holiday shopping will likely start earlier this year (like last year). Brands and advertisers should start connecting with both loyal and new customers across digital and mobile channels now with deals and incentives.

1/2 Nearly half of shoppers started holiday shopping before—and often in place of—in-store doorbusters on Black Friday in 2020 (Facebook via Adweek).

amazon.com Last year Amazon postponed Prime Day to October, leading other retailers to introduce coinciding, earlier promotional events.



Maximize an Omnichannel Approach for Holiday Shopping Success

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“Click and collect” skyrocketed in popularity last year for its safety in the midst of a pandemic, but consumers have grown accustomed to its convenience. Shoppers are discovering products on their phone, researching online at their desktop, checking out products in store, then returning to online sites to buy, and so on. It's essential now to create convenient, frictionless, omnichannel offerings. Advertisers need to reach consumers at the point of research and purchase across all devices.

1.3x There has been 1.3X growth in mobile purchasing, globally, for the holiday season since 2018. (Facebook)

1/2 Adobe found that over half of digital Christmas revenue in 2020 came from smartphones (Adobe via Adweek)

106.9% US shoppers spent \$72.46 billion via click and collect last year, a 106.9% growth rate over 2019 (eMarketer).

9.9% Click and collect will account for 9.9% of all retail ecommerce sales this year (eMarketer).

150 Over 150 million people will make at least one purchase via click and collect this year in the US (eMarketer).

50% In the US, omnichannel shopping has grown by 50% since the beginning of the pandemic (Nielsen via Facebook).



Help Holiday Shoppers With Online Discovery + Context

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Make your consumers' holiday shopping job easier. Don't just meet them at their needs; anticipate them. Call it Discovery Commerce, online discovery, point of intent, content marketing - the point is the same: consumers want a bit of help when it comes to shopping, and there's no shame in that. Creating digital ads - discovery aides - that help shoppers determine what to buy based on what they are likely to love (thanks to context clues and audience groups, for example) is crucial to success. Maximizing contextual targeting and context-driven optimization will ensure your ads and content find your target shoppers.

63% 63% of global shoppers surveyed enjoyed discovering items they weren't actively looking for. * (Facebook)

1/2 Half of all shoppers polled experienced some difficulty knowing what to buy for others, highlighting the need for discovery aides—especially during the holidays (Facebook).