



2022 HOLIDAY TRENDS GUIDE :: **VOLUME II**

WHAT SHOPPERS WILL BUY THIS HOLIDAY SEASON

LEARN

factors impacting fall and winter holiday purchase decisions

UNDERSTAND

shopper response to inflation and supply chain concerns

DISCOVER

successful tactics to engage and inspire holiday shoppers

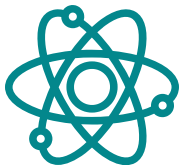
This guide contains custom survey insights, seasonal shopping trends, and purchase data from Inmar's ShopperSync™ CDP — and is designed to help retailers and brands.

SOURCES INCLUDED::



CUSTOM SURVEY DATA --
1,000 U.S. SHOPPER RESPONDENTS

- AGES 16-24 - **12%**
- AGES 25-34 - **21%**
- AGES 35-44 - **33%**
- AGES 45-54 - **13%**
- AGES 54+ - **21%**

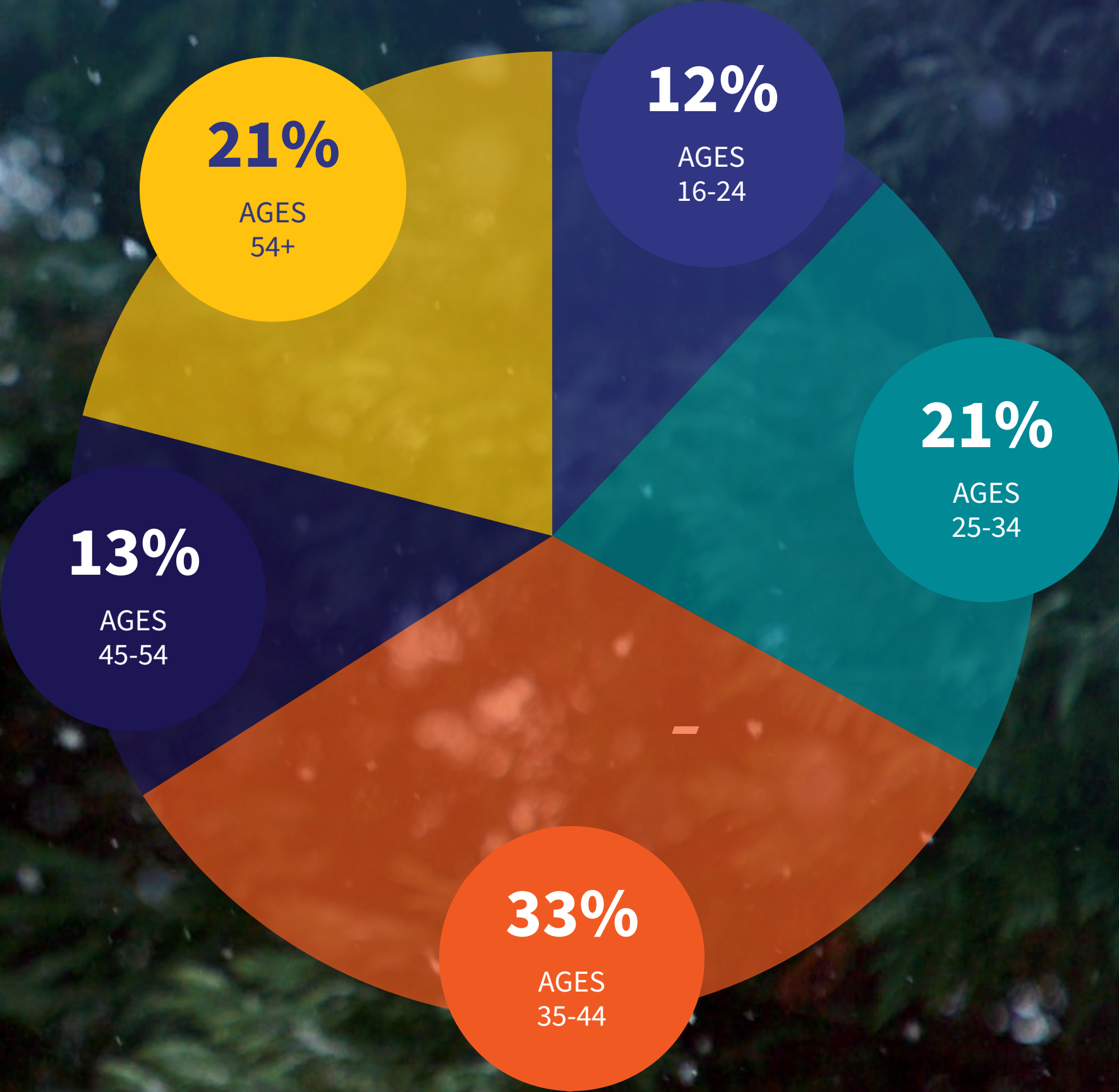


PROPRIETARY PURCHASE
DATA AGGREGATED FROM
INMAR INTELLIGENCE
RETAIL MEDIA NETWORK



PROPRIETARY SOCIAL
LISTENING DATA

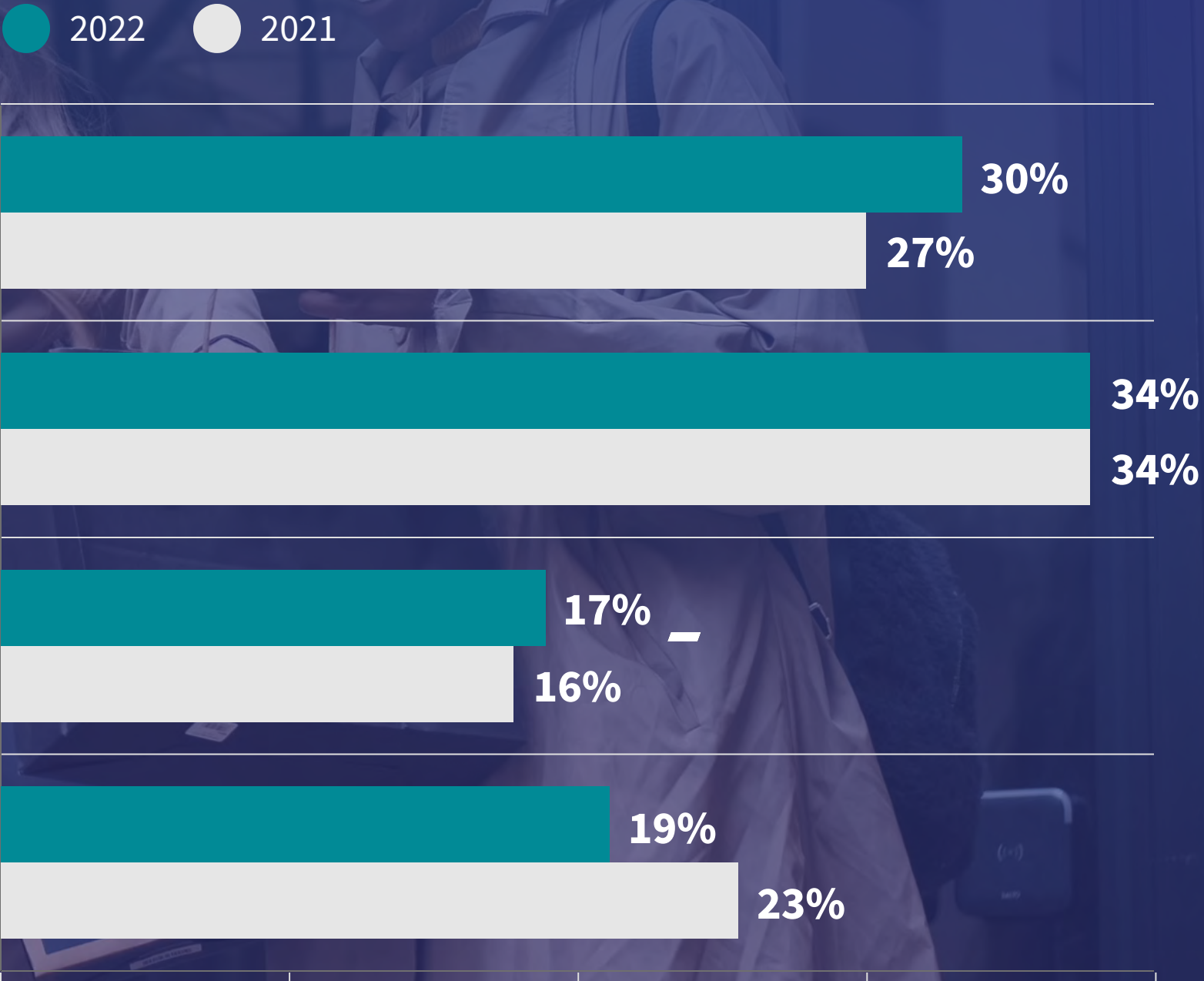
3RD-PARTY DATA



When will consumers start making holiday gift purchases this year?

Holiday shopping will occur mostly in October and November.

The number of people who make holiday shopping a year-long event has decreased, likely due to economic concerns.



This year,
consumers
will be
shopping for:

78%



FRIENDS

44%



MY FAMILY

43%



CHILDREN
(MINE OR OTHERS')

42%



MYSELF

29%



MY PARTNER'S FAMILY

15%



WORK COLLEAGUES

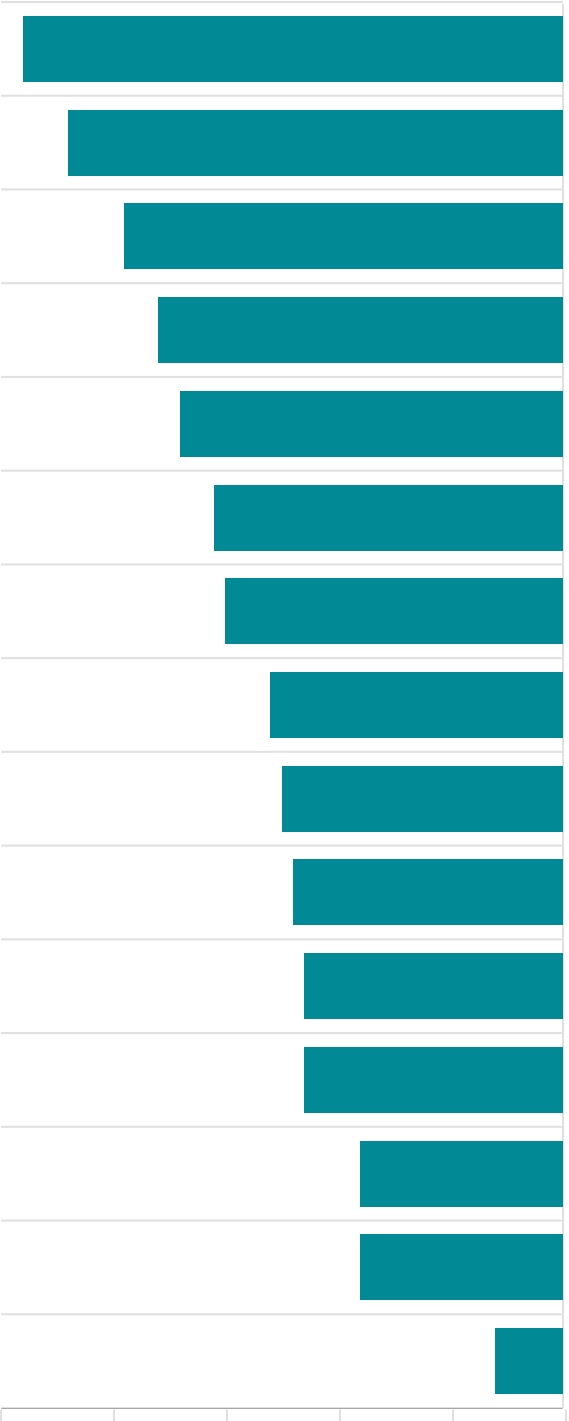
8%



SERVICE PROVIDER
(REALTOR, MAIL CARRIER, ETC.)

What will shoppers give this year, and what do they want to receive?

GIVE



48%

44%

39%

36%

34%

31%

30%

26%

25%

24%

23%

23%

18%

18%

6%

Gift cards
Gaming or entertainment products
Apparel or jewelry
Personalized products
Toys
Home decor, furnishings, fixtures
Home appliances or electronics
Beauty products
Sports & outdoors products
Cash
Tickets or experiences
Food
Alcohol
Health & fitness items
Other

WANT

47%

31%

32%

25%

11%

29%

30%

24%

22%

46%

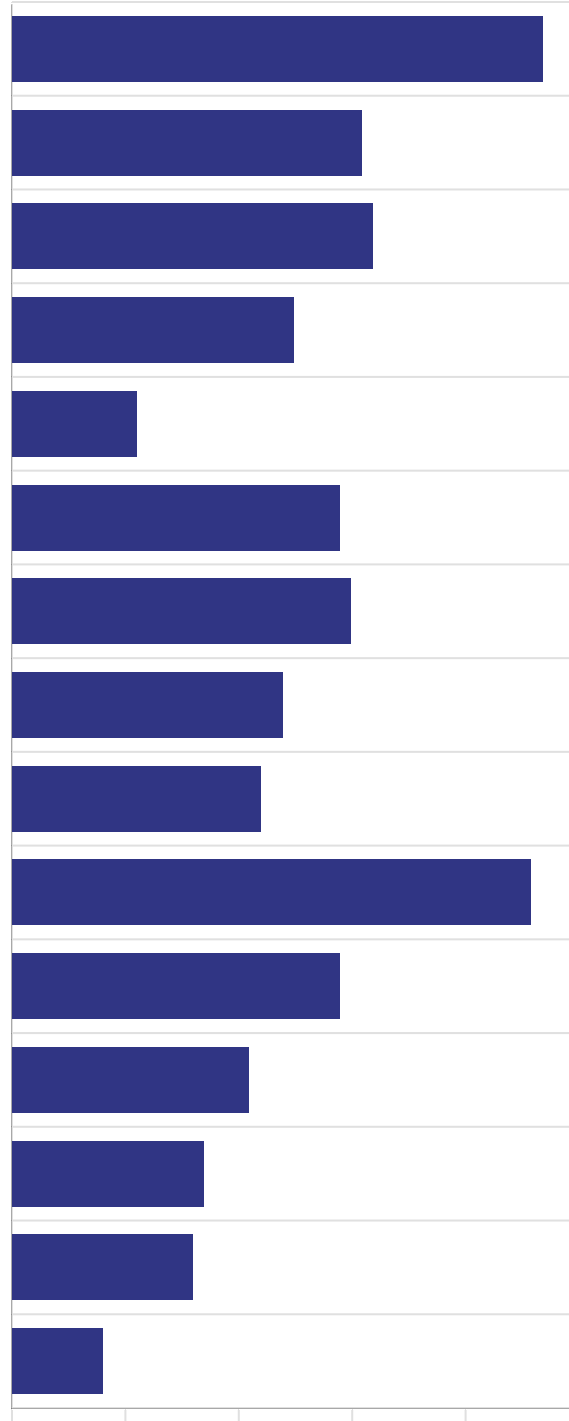
29%

21%

16%

17%

8%



How much do shoppers expect to spend on gifts this year?

For shoppers wary of inflation and economic uncertainty, the holiday season will offer an opportunity to save more and spend less.

Spending in the lowest range, \$0 to \$199, sees a nearly 5% increase since last year.

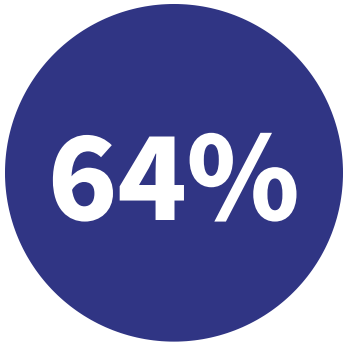


83%

of shoppers feel the products they normally purchase for the holidays have increased in price.

That's a 5% increase compared to the 2022 back-to-school season.

Shopping events will be big in 2022



of shoppers will complete half or more of their holiday shopping on Black Friday or Cyber Monday.



will complete ALL of their holiday shopping on Black Friday.



will complete ALL of their holiday shopping on Cyber Monday.

Some shoppers will wait until Black Friday or Cyber Monday to start thinking about holiday shopping for these items:

- 52% Phones or Tablets
- 50% Laptops
- 46% Gaming consoles, games, etc.
- 45% Televisions
- 37% Apparel

Certain categories will be more popular in one channel than the other.

INMAR
TIP

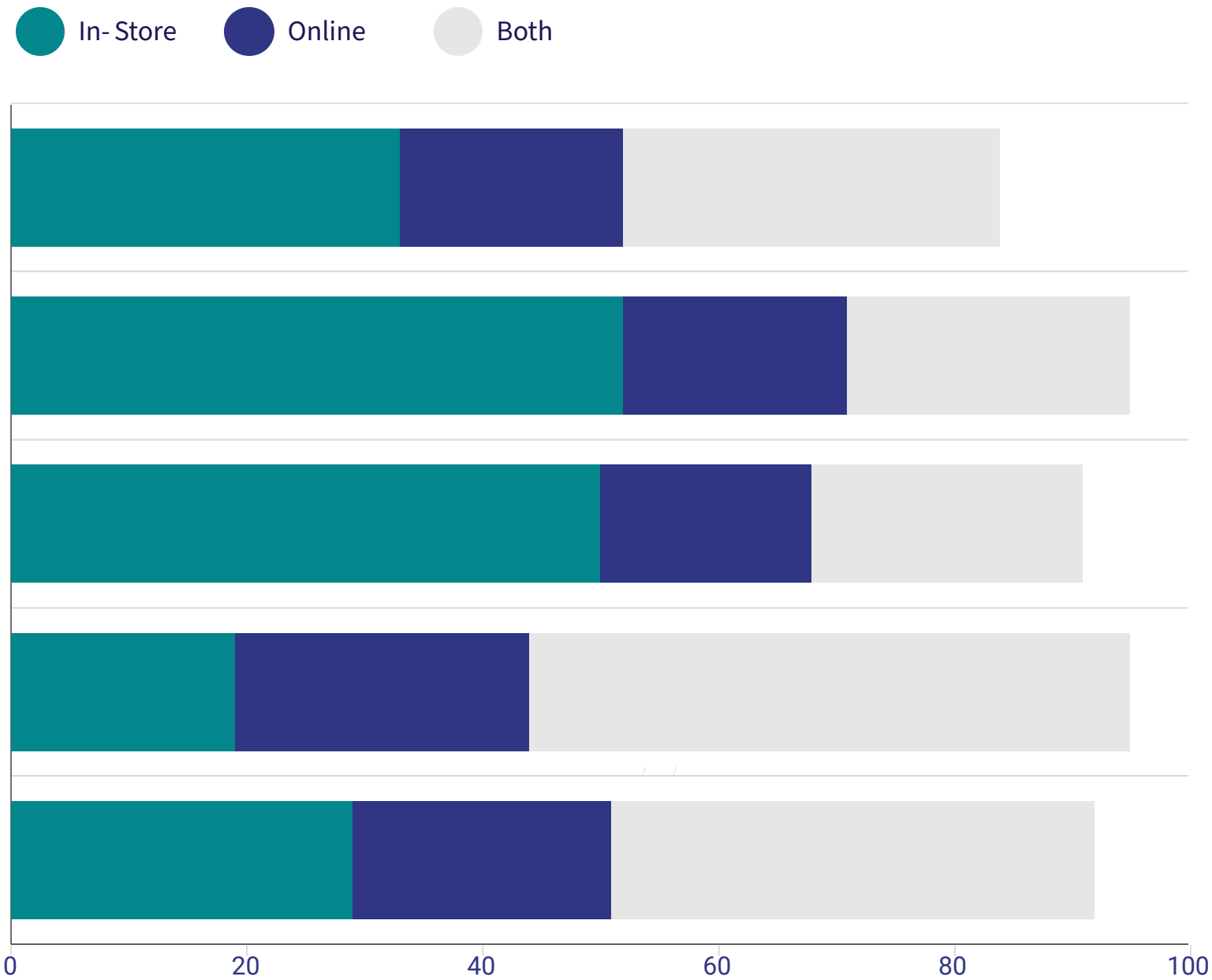


42%

of shoppers will shop in-store and online equally for the holidays.

27% will shop more in-store

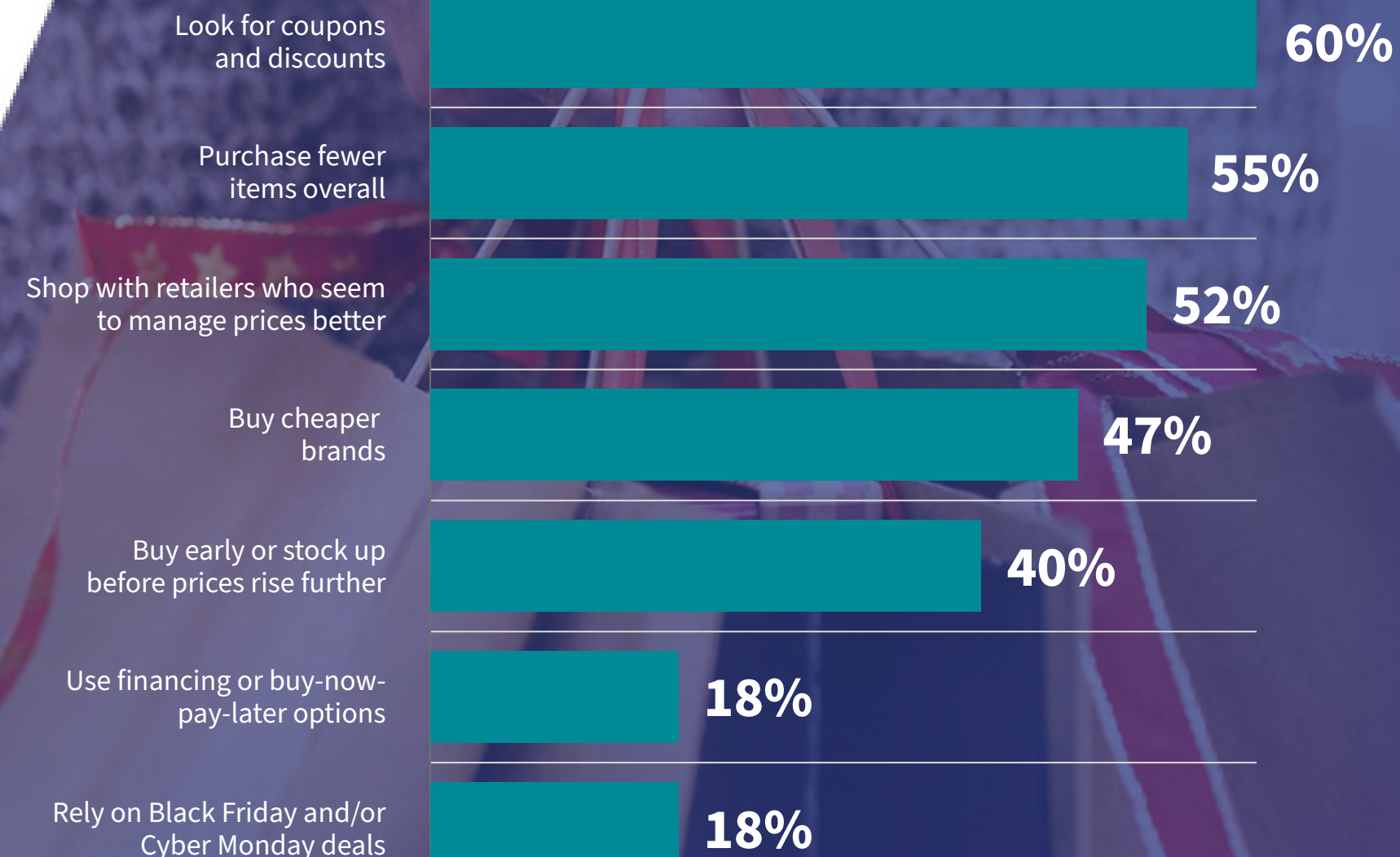
31% will shop more online



How do shoppers plan to save this holiday season?

64%

of consumers will adjust how they shop in response to inflation and price increases.



88%

of shoppers say that promotions, rebates, and coupons are important when deciding what holiday items to purchase.

57%

will look for promotions on brand or retailer websites.

54%

in emailed offers.

43%

in a grocer's loyalty program or app.

39%

in a retailer's circular.

32%

in newspaper inserts.

23%

in influencer or blogger content.

20%

in a browser plug-in.

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TIP



Modern shopping
technology
has become
more popular.

33%

of consumers have
shopped via livestream
in the past year.

49%

of consumers have used
messaging tools (on social
media or websites) to engage
with brands or retailers
in the past year.

INMAR
TIP



New forms
of advertising
are taking
the reins.

56%

of shoppers would be inspired to purchase by advertising based on their browsing data (like site visits, search terms, shopping habits).

27%

of shoppers would be inspired to purchase by advertising based on their contextual data (like region, demographics, weather, local traffic).

CONSUMERS SEEK
CONNECTION ACROSS
CHANNELS



SHOPPERS TAKE
SAVINGS SERIOUSLY



NEW SHOPPING TECH
IS EMBRACED



Inmar Intelligence is a leading applied data platform company. \$120 billion of commerce runs through our market-driven platforms which are propelling digital transformation through unified data, workflows and fund flows to help companies drive innovation and achieve digital transformation. Our integrated workflows create insights through Analytics, AI and Machine Learning to drive faster actions and outcomes. Throughout our 42-year history, we have served retailers, manufacturers, pharmacies, healthsystems, government and employers as their trusted intermediary in helping them redefine success.

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