



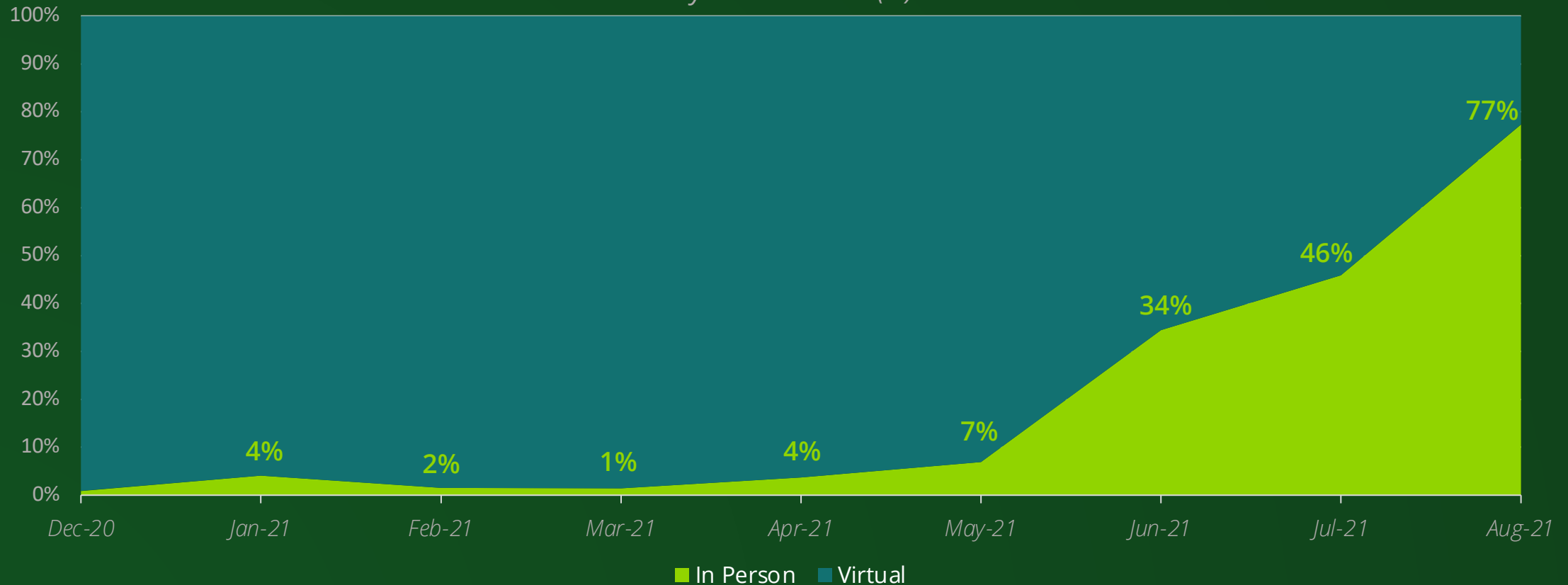
# **Tis the Season to Shop Early: How COVID and the Global Shipping Crisis Will Impact Holiday Consumer Behavior**

Geo: Global  
Time Frame: 2019 - 2021

# The World Won't Go Virtual

Online Engagement by the Global ShareThis Audience

## Split of In Person vs Virtual Gatherings by Percent Share (%):



Although events are more likely to mention that they are virtual and less likely to mention that they are in person, there is still a clear pattern of growth in global in-person events. It's too late to go back to fully virtual events now that the world has had a taste of normalcy again.

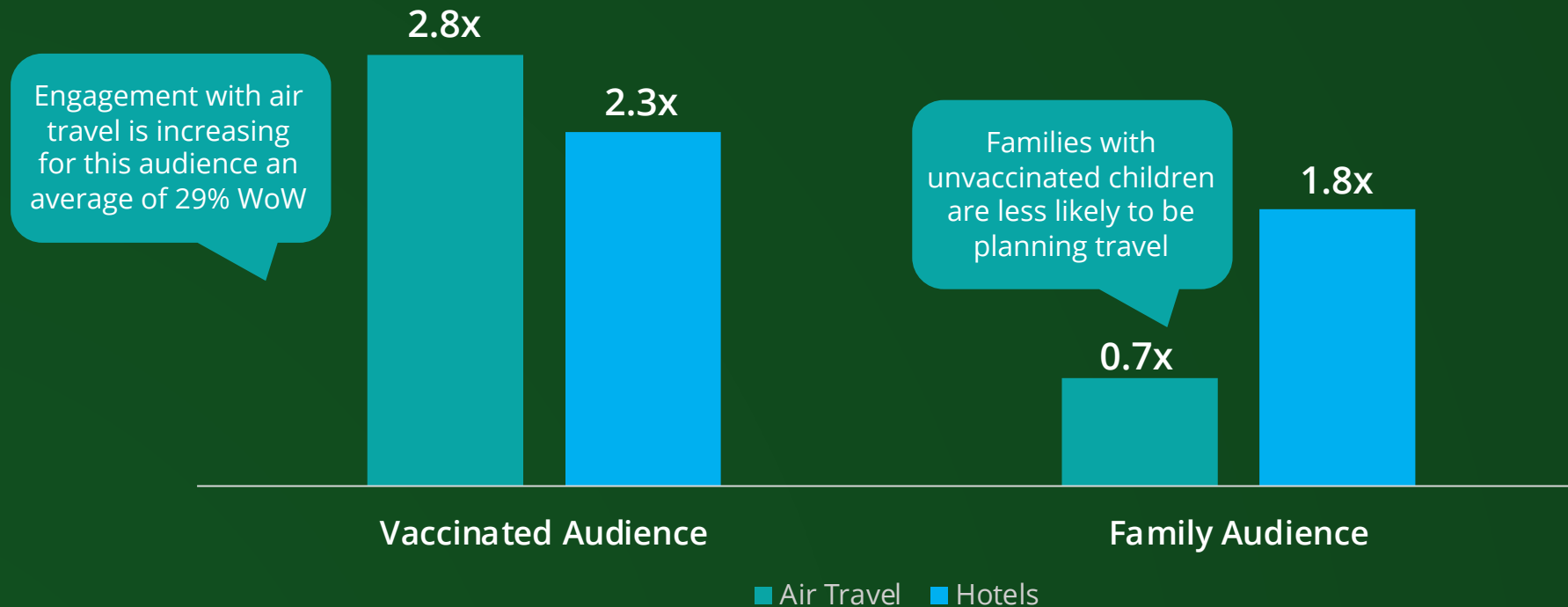
Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: December 2020 - August 2021



# Vaccines Are Bolstering Travel Plans

Online Engagement by Global Vaccinated and Family Audiences

## Audience Indexes for Air Travel & Hotels:



*Searches and shares of content around vaccinated travel have been increasing an average of 34% month-over-month. Vaccinations are certainly increasing confidence in traveling safely: a vaccinated audience is 2.8 times more likely than the average user to be engaging with air travel.*



Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: June - August 2021 | An index (i.e., 2.8x) indicates how much more likely a user is to be interested in a topic as compared to the average ShareThis user

# Risks & Restrictions Won't Prevent Holiday Travel

Online Engagement by the Global ShareThis Audience

## Top Keywords

Recent Average Month-Over-Month Growth (%):

Airfare Keywords  
**+23%**

**Cheap Flight**

Low Fare

Deals on Flights

Airline Fares

Save Money on Plane Tickets

Restrictions Keywords  
**+19%**

**Entry Ban**

Travel Restrictions

Travel Ban

U.S. Entry

International Travel Requirements

Safety Keywords  
**+11%**

**Negative COVID-19 Test**

Exposure to COVID-19

Contact Tracing

Quarantine

World Health Organization Information

*We're seeing higher engagement growth for upcoming air travel than concerns over travel restrictions and safety, so it is likely that consumers will continue to travel if airlines remain in operation.*

Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: June - August 2021

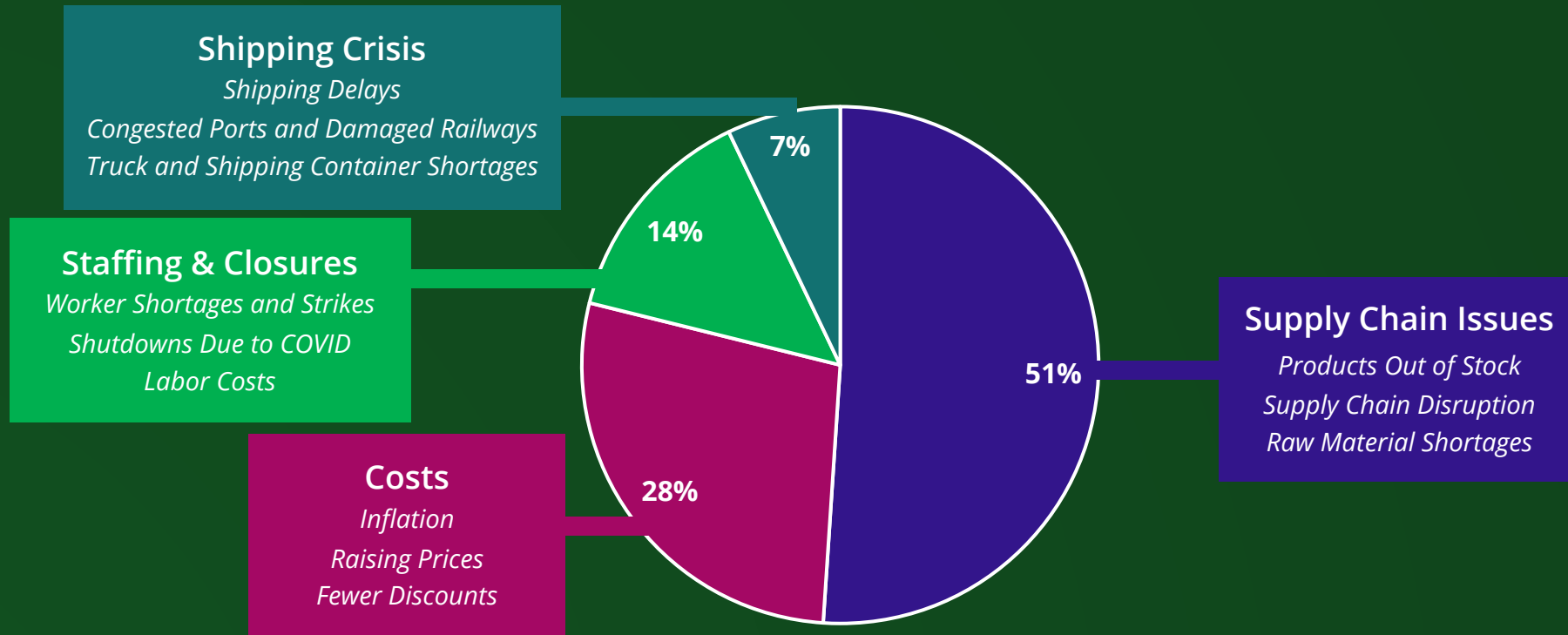




# The Shipping Crisis Is a Major Threat to Retailers

Online Engagement by the Global ShareThis Audience

## Threats to Holiday Shopping Percent Share of Consumer Engagement (%)



Because consumers are least aware of the global shipping crisis, they won't be as likely to get their shopping done ahead of time. This will cause retailers to run out of stock of popular products and raise prices on the inventory they do have left close to the holidays. Supply issues are still stemming from problems like the Texas freeze that happened months ago, so the crisis won't clear up before winter.

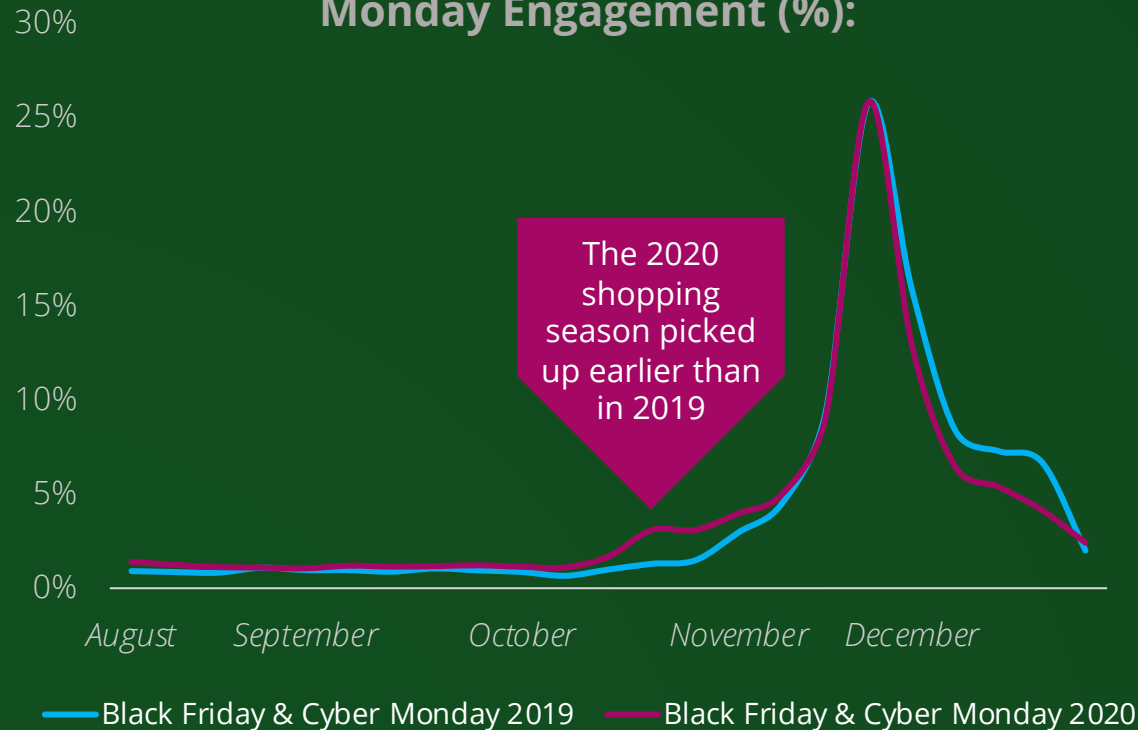
Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: June - August 2021



# Smart Shoppers Will Buy Earlier This Year

Online Engagement by the Global ShareThis Audience

## Percent Share of Black Friday & Cyber Monday Engagement (%)



## Percent Share of Holiday Shopping Engagement (%)



*Each year, holiday shopping seems to come earlier and earlier. This year, however, shopping early will be more important than ever before. 2021 holiday shopping engagement is currently below past years by 62%. Combined with the delays of the global supply and shipping crises, shopping late this year could be catastrophic.*

Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: August 2019 - August 2021

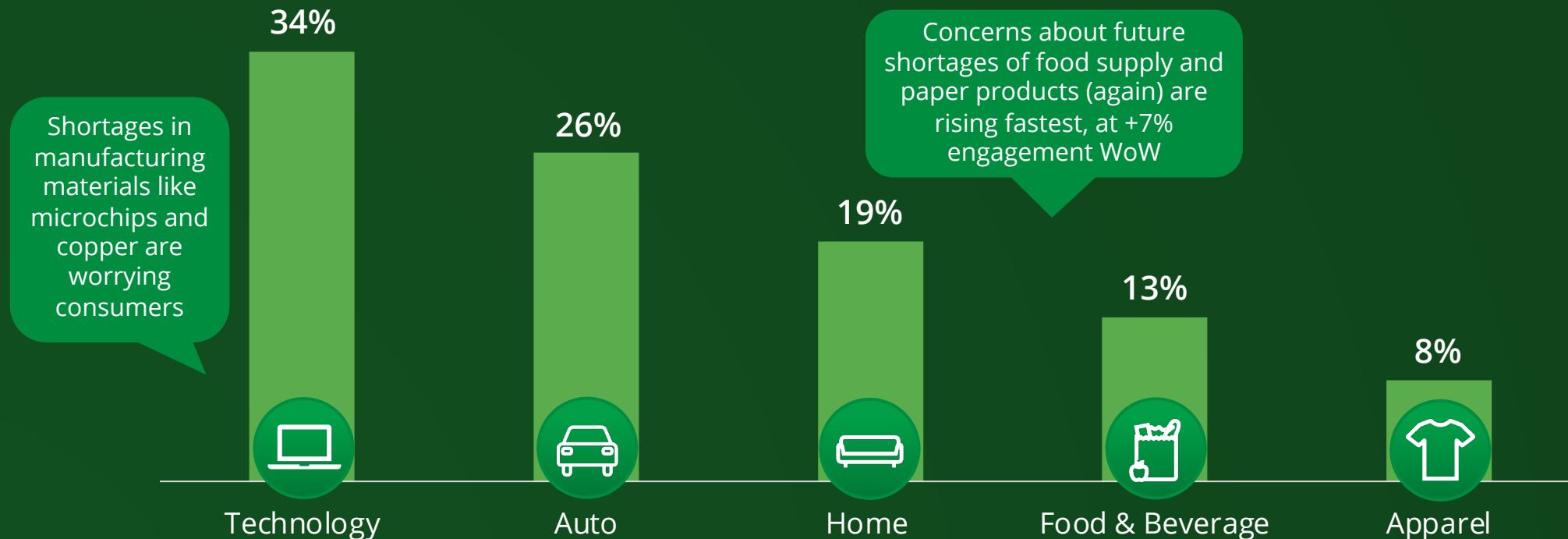


# Consumers Are Most Concerned About Tech in Supply Chain Disruptions

Online Engagement by a Global Supply Chain Audience

## Key Industries Affected by the Supply Chain Crisis

Percent Share of Consumer Engagement (%):



*Supplies needed for popular technology gifts including video game consoles, TVs, and more also affect the toy and auto industries. Worry is already mounting in consumers who like to buy technology at a discount around the holidays. This year, that may not be the case. Likewise, shortages in furniture and appliances continue, and consumers are beginning to worry about the global food supply this winter.*

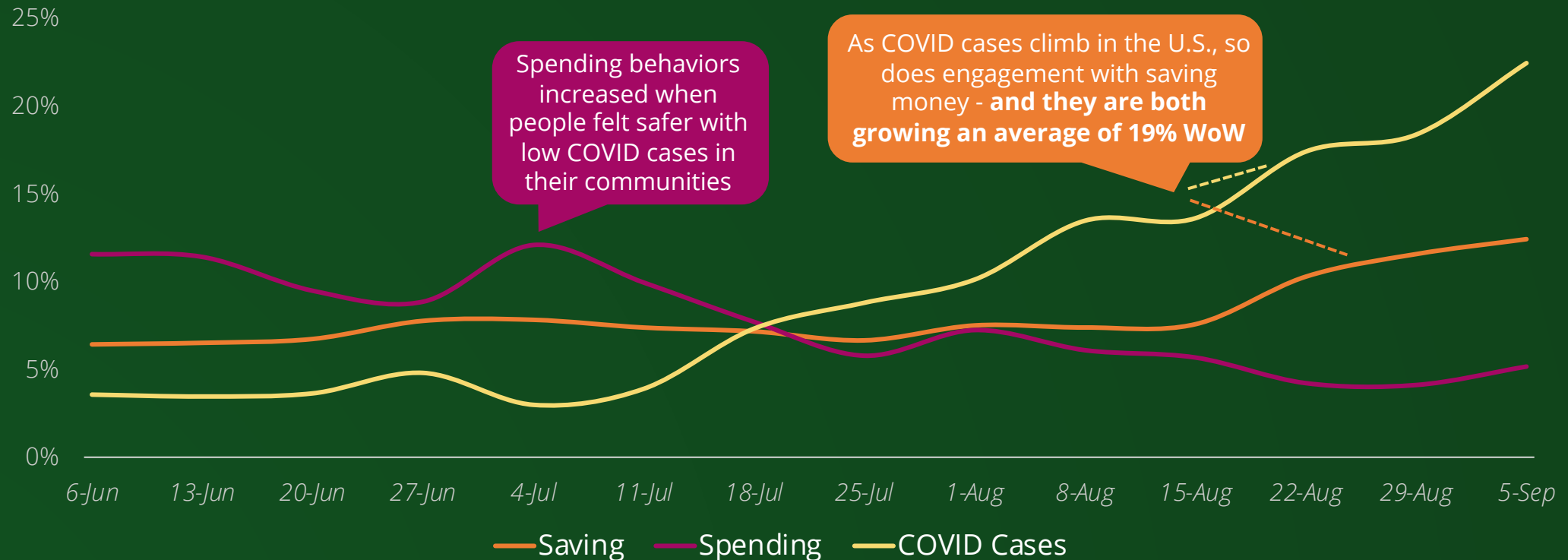
Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: June - August 2021



# U.S. Seasonal Spend May Depend on Lower COVID Case Numbers

Online Engagement by the U.S. ShareThis Audience

## Percent Share of Engagement (%):



Spending behaviors increased when people felt safer with low COVID cases in their communities

As COVID cases climb in the U.S., so does engagement with saving money - **and they are both growing an average of 19% WoW**

Concern with rising COVID cases and engagement with saving money are both increasing an average of 19% week-over-week, over the last four weeks. This highlights the correlation between staying in to stay safe and saving money, which could be a major predictor for spend this holiday season.



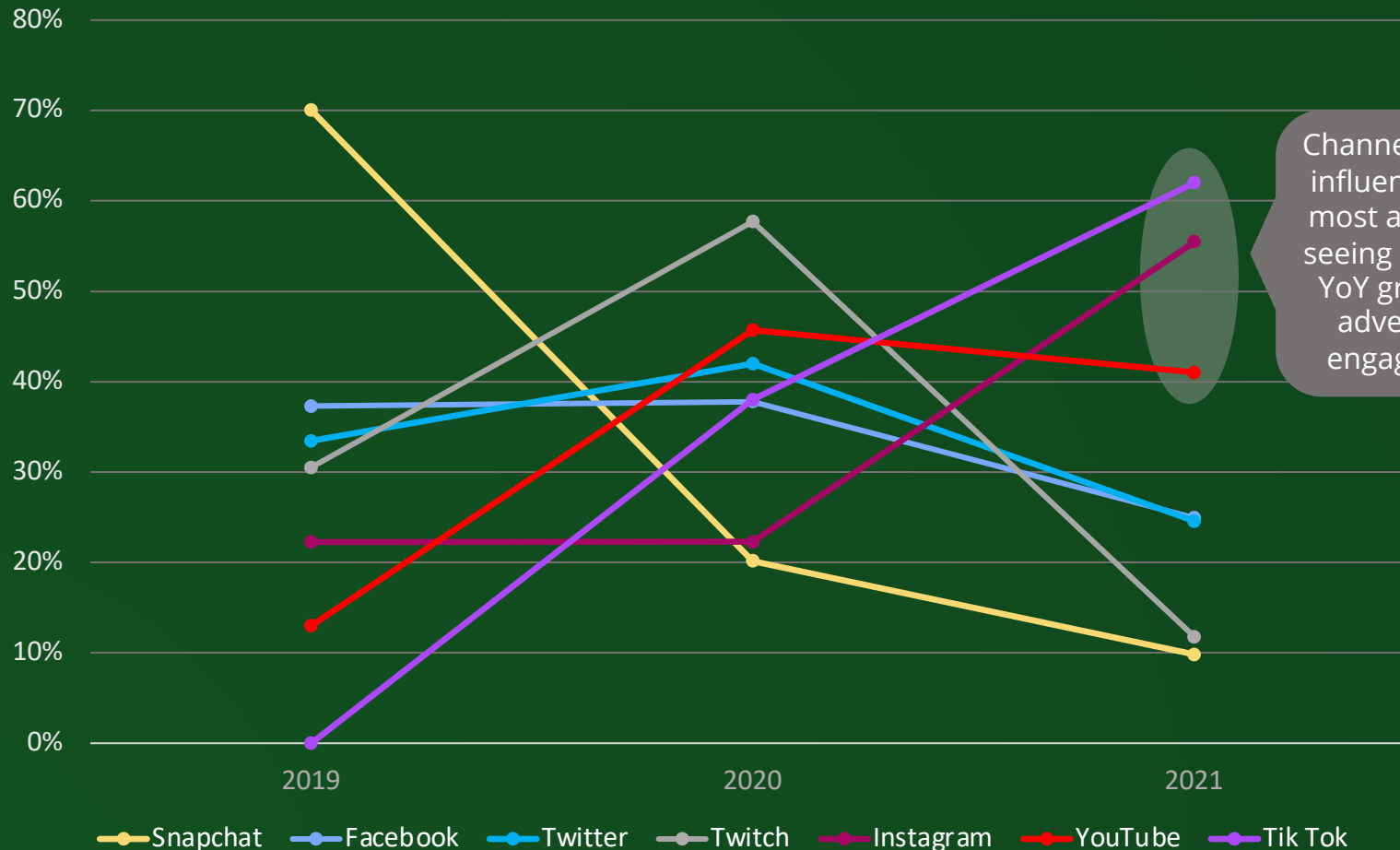


# Shoppable Influencer Content Will Encourage Sales

Online Engagement by a Global Advertising Audience

## Advertising and Social Media Channel Keyword Mentions

Percent Share of Engagement by Year (%):



## Year-Over-Year Increases in Online Engagement (%):

**+8062%**  
Shoppable Content YoY

**+149%**  
Influencers YoY

Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: January 2019 - August 2021



# ShareThis Predictions



It's too late to halt travel and in-person events now that people are anxious to return to "normal." 77% of events publicized in August suggested they would be in-person rather than virtual.



Consumers are not as aware as they should be of the global shipping crisis, which will lead to delays, out of stock items, and higher prices. Smart shoppers will hit stores earlier this year than ever before.



Shortages in technology parts are making consumers especially nervous prior to the holiday season, and these parts also affect cars and toys. There is also increasing concern (+7% WoW) around possible food shortages this winter.



Whether consumers spend big or save this holiday season could rely heavily on COVID case numbers in their communities. Currently, engagement with saving and with COVID cases are growing an average of 19% WoW.



# Audiences to Activate

Tap into ShareThis audiences to create a well-rounded and holistic campaign. Consider the following segments in your activation strategy:

## Relevant Categories

- Arts & Entertainment > Events & Listings
- Autos & Vehicles > Vehicle Parts & Accessories
- Business & Industrial > Transportation & Logistics > Freight & Trucking
- Business & Industrial > Transportation & Logistics > Import & Export
- Finance > Banking > Savings Accounts
- Seasonal > Black Friday Shoppers
- Shopping > Toys
- The Changing Consumer > Personal Budgeting
- The Changing Consumer > Virtual Events
- Travel > Air Travel
- Travel > Air Travel > Budget Flights
- Travel > Hotels & Accommodations

## Custom

*Craft your own custom audiences using relevant privacy compliant signals, such as COVID vaccines, in-person gatherings, shoppable content, and more.*

**Thank You**

