



# Inflation and Rising Costs Put Holiday Spending On Hold

Geo: Global  
July 2020 – September 2022

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# Inflation Is Changing Activity and Spending Patterns



*As we continue to see inflation, rising cost of goods, and supply chain disruption, holiday spending is feeling the cumulative impact. This report will illustrate that consumers are striking a balance between desired spending and reduced buying power, impacting how and when they spend their money in terms of their holiday travel and holiday gift giving.*



# Renewed Social Activity and Expectations Meet Inflation This Holiday Season

Online Activity by a Global 2022 Holiday Shopping Audience



Over Indexing Holiday Gifting Categories For A 2022 Holiday Shopping Audience:

8.13x

*Beauty and Fashion*

2.58x

*Entertainment i.e. Books*

2.15x

*Computers and Electronics*

1.69x

*Sales and Price Comparison*

1.52x

*Cars*

1.15x

*Pets*

*Index scores (i.e, 5.6x) quantify how much more likely these audience members are to be interested in something than the average ShareThis user | Geo: Global | Time Frame: August - Sept 2022*

# Cost Is A Key Factor In Purchase Considerations

Online Behavior by a Global 2022 Holiday Shopping Audience



Recent Growth in Online Behavior (%):



**+71%**

*Increase in year-over-year  
online activity around  
Black Friday deals*




**+36%**

*Average week-over-week  
increase in clicks, shares,  
and searches regarding  
the supply chain*



**+29%**

*Week-over-week average  
increase in volume of  
inflation keywords*



**+10%**

*Average increase in  
activity week-over-week  
with sales and discounts*

# Holiday Shopping May Get Pushed Back – Likely Into 2023



Online Behavior by Global 2020, 2021, and 2022 Holiday Shopping Audiences

2020, 2021, and 2022 Holiday Shopping Audience Engagement (%):



*As supply chain issues continue and costs continue to rise, holiday shopping seems to be somewhat on hold for this year's holiday shopping consumers. Holiday shopping may get pushed into January of next year, as consumers wait for big sales to appear after the new year or for larger economic forces to evoke change instead of spending before the holidays.*

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: August 2020 - September 2022



# Consumers Are Looking For The Most Bang For Their Buck

Online Behavior by a Global 2022 Holiday Shopping Audience



Recent Engagement With Store Types (%):

The infographic panel for the 80% statistic. It features a teal-tinted background image of a shopping cart in a store aisle. The percentage "80%" is displayed in large white font. Below it, the descriptive text is in a smaller white font.

80%

*Of clicks, shares, and searches were for easy access, affordable stores, such as Walmart or Target*

The infographic panel for the 19% statistic. It features a teal-tinted background image of a warehouse aisle with high shelves. The percentage "19%" is displayed in large white font. Below it, the descriptive text is in a smaller white font.

19%

*Of this audience's activity was for subscription bulk purchasing warehouses, such as Costco or Sam's Club*

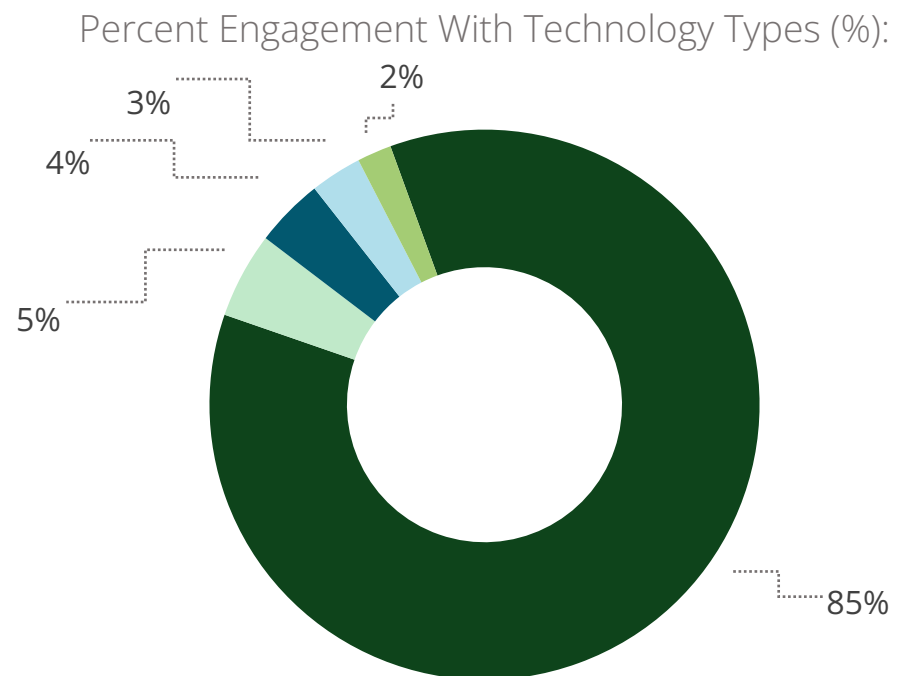
The infographic panel for the 1% statistic. It features a teal-tinted background image of a retail store interior with clothing racks. The percentage "1%" is displayed in large white font. Below it, the descriptive text is in a smaller white font.

1%

*Of online traffic was for luxury stores, such as Nordstrom's or Dillards*

# Phone Releases Are Capturing The Tech Market

Online Behavior by a Global 2022 Holiday Shopping Audience



- Phones
- Home (TVs, Sound Bars, Google/Apples Home, etc.)
- Tablets
- Accessories (Headphones, Chargers, etc.)
- Laptops

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global |  
Time Frame: August - Sept 2022

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# 84%

*Of clicks, shares, and searches were for iPhones versus Androids by a 2022 holiday shopping audience*

# Holiday Shopping and Holiday Travel Activity Follow Similar Arcs



Online Behavior by Global 2021, 2022 Holiday Travel Audiences & 2021, 2022 Holiday Shopping Audiences

Percent Share of Activity by 2021, 2022 Holiday Travel & Holiday Shopping Audiences (%):



*Holiday shopping and holiday travel patterns seem to be predictive of each other, revealing that discretionary spending overall is taking hits this holiday season. This data would also imply that consumers are not giving up one category for the other; instead, all discretionary spending is down across multiple areas of life. This may push holiday travel into the first half of 2023, creating a greater spike in travel after the new year.*

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: Global | Time Frame: August - March 2021, 2022

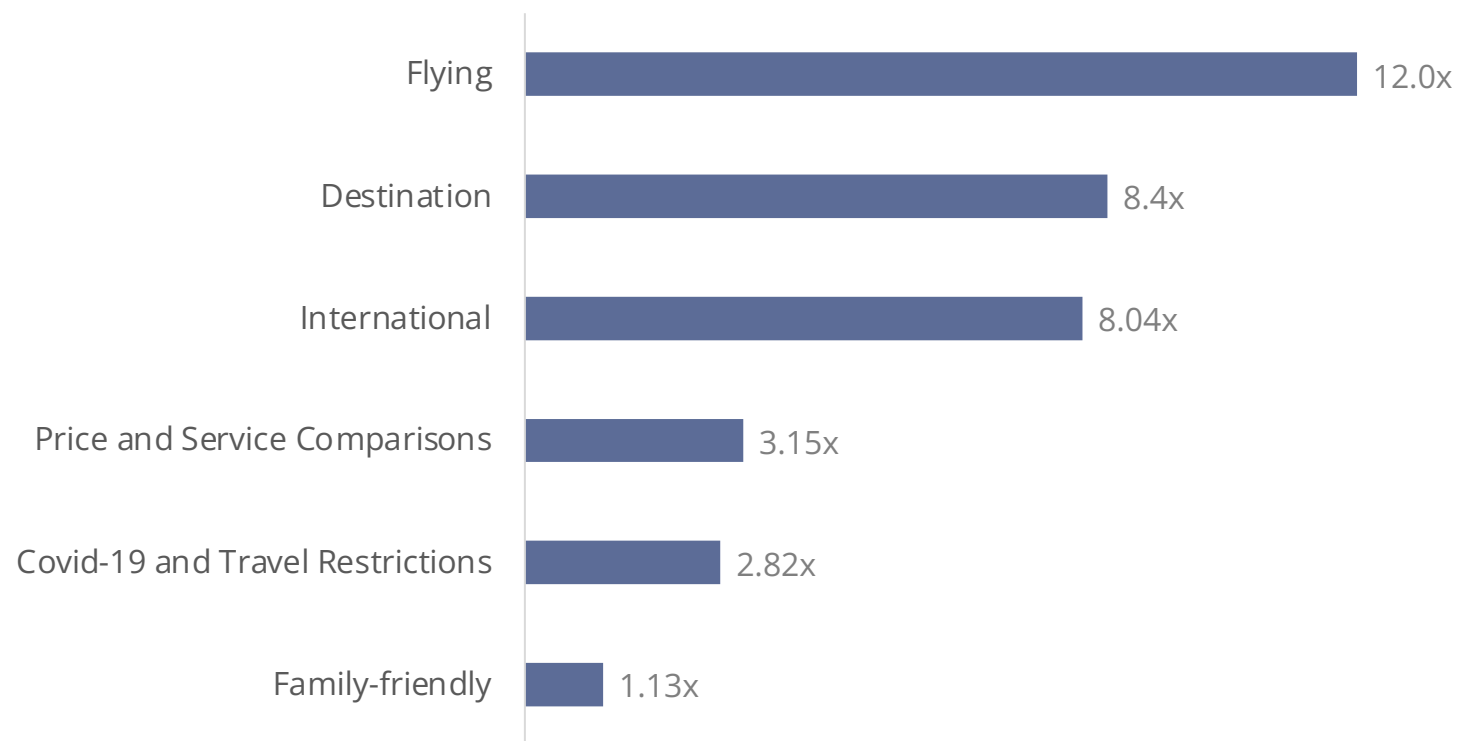


# Affordable Escapism May Be The Key For Upcoming Holiday Travel

Online Behavior by a Global 2022 Holiday Travel Audience

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Over Indexing Categories For A 2022 Holiday Travel Audience:



*As this upcoming holiday travel season approaches, consumers may be drawn to experiences separate from their everyday existence, as the world continues to shift economically and adjust to multiple ongoing pandemics.*

*Index scores (i.e, 5.6x) quantify how much more likely these audience members are to be interested in something than the average ShareThis user  
| Geo: Global | Time Frame: August - Sept 2022*

# Inflation Has Shifted Categories And Timing Of Gifting



*Gifts are going to trend towards being back in social situations (with high indexing in categories like fashion and autos) while also seeking out good value.*



*Spending is going to happen later in both travel and gifting categories, with spending predicted to move noticeably into 2023.*



*Consumers are going to go further afield during their travels this year, notably international destinations to enjoy life away from the everyday.*

# Audiences to Activate

Consider the following segments in your activation strategy

## Relevant Segments

- Autos & Vehicles > Vehicle Shopping > Fuel Economy & Gas Prices
- Beauty & Fitness > Fashion & Style
- Beauty & Fitness > Hair Care
- Books & Literature > Book Retailers
- Books & Literature > E-Books
- Business & Industrial > Advertising & Marketing > Sales
- Computers & Electronics > Laptops & Notebooks
- Computers & Electronics > Consumer Electronics > TV & Video Equipment
- Games > Educational Games
- Games > Family-Oriented Games and Activities
- People & Society > Family & Relationships > Family
- Pets & Animals > Pets
- Shopping > Apparel
- Shopping > Discount & Outlet Stores
- Shopping > Gifts & Special Event Items > Gifts
- Shopping > Mass Merchants & Department Stores
- Shopping > Toys
- Travel > Air Travel
- Travel > Tourist Destinations



## Custom

*Create your own custom audiences using relevant privacy compliant signals, such as tablets and inflation.*



**Thank You**