

2023 Holiday Shopping Trends

nextdoor

smart
commerce



Accelerating Commerce: Holiday Shopping in 2023

Nextdoor and SmartCommerce ran surveys of U.S. adults in August 2023, exploring how consumers are planning to approach their holiday shopping this year, as well as influential factors driving their decisions. Key findings are shared in this report.



Holiday Shopping Habits by Age



**Social Media's Influence on
Holiday Shopping**



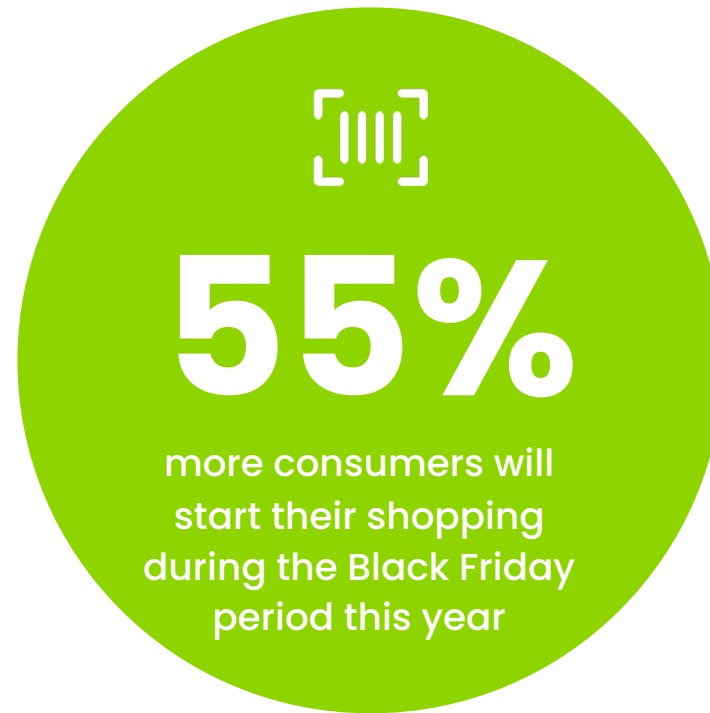
**Consumer Incentives & Strategies
for Saving**



**Plans for Holiday Decorating &
Hosting**

Holiday Shopping Starts **Now**

The holiday shopping season is long (even year-round for some consumers) and tends to begin earlier each year. According to our research, here is when people plan to start their 2023 holiday shopping – many are starting **right now** in early fall!



* Data Source: Nextdoor Survey, August 2023

Are you easily “influenced?” Depends on your age.

How consumers shop and where they get their inspiration for holiday gifts is closely tied to their age group. Here are some of the key factors found in our study.

The 18–34 Age Set

- 80% plan to shop on Black Friday, 60% on Cyber Monday
- Most (44%) will order as much as possible online to be delivered to their home
- 57% plan to get shopping ideas from social media
- 66% expect to get ideas from brands and stores

63% most likely from TikTok

The 35+ Age Set

- 58% plan to shop on Black Friday, 48% on Cyber Monday
- Most (49%) plan to split their shopping - ordering some online but will also go to stores
- 41% plan to get shopping ideas from social media

49% most likely from Facebook

24% most likely from TikTok

* Data Source: SmartCommerce 2023 Holiday Trend Survey, via Pollfish

Everyone Likes Personalized Recommendations

When doing their holiday shopping, we found that *the majority of consumers* age 18+ find personalized product recommendations from brands and retailers to be helpful.

The 18-34 Age Set



The 35+ Age Set




* Data Source: SmartCommerce 2023 Holiday Trend Survey, via Pollfish

Still More Shopping Moving Online (vs In-Store)

According to our research, the mostly-online crowd will continue their habits, and almost half of the mostly in-store group will begin to split their shopping between online and in-store. Here's the projected 2023 breakdown compared to 2022.

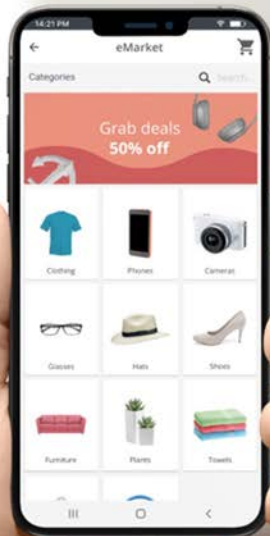
	2023	2022 for comparison
All or Mostly online	38%	38%
About half online, half in-store (+35% YOY)	46%	34%
All or Mostly in-store	16%	28%



* Data Source: Nextdoor Survey, August 2023

Ads and Social Media Influencing Consumers' Shopping Lists

Over 75% of consumers recognize that they are getting product ideas from ads ... and 63% see the effect of Social.



Ads

54%

Ads have **some** influence

25%

Ads have a **strong** influence

Social Media

39%

Social media has **some** influence

24%

Social media has a **strong** influence

Online Articles

40%

Online articles have **some** influence

14%

Online articles have a **strong** influence

Using Online Carts As Shopping Lists on Mobile

Consumers are seamlessly creating and completing their online orders primarily **on mobile**. Our research revealed a striking trend: 74% of participants used their mobile devices to build their most recent online orders. A substantial 59% of respondents also executed the final transaction via their mobile devices.

Consumers are also treating their online shopping carts as **dynamic, evolving shopping lists**. A mere 33% of consumers use their carts for immediate checkout.



* Data Source: SmartCommerce 2023 Holiday Trend Survey, via Pollfish

Free Shipping
92%

Free Returns
86%

Loyalty Programs/
Rewards
76%

Discounts for Bringing
in Used Items
55%

Incentives to Save Drive Store Choice

When deciding *where* to shop, several factors impact consumers. Here's what will sway them the most this holiday season.

***Interesting fact:** Women prioritize discounts and percent off, while men prioritize free shipping!*

* Data Source: Nextdoor Survey, August 2023

* Data Source: SmartCommerce 2023 Holiday Trend Survey, via Pollfish



Going Local

Shopping at local businesses will also be a priority to consumers this holiday season. We found that 7/10 consumers indicated that it's important to shop at local stores and boutiques.

**70% of Consumers Will
Prioritize Shopping Local**



As For The Actual Gifts

When it comes to what people are actually giving as gifts, a growing number of consumers are placing emphasis on fulfilling needs and engaging experiences this year, according to our findings.

54%

Will focus gifts on items
needed over wanted
(+12% YOY)

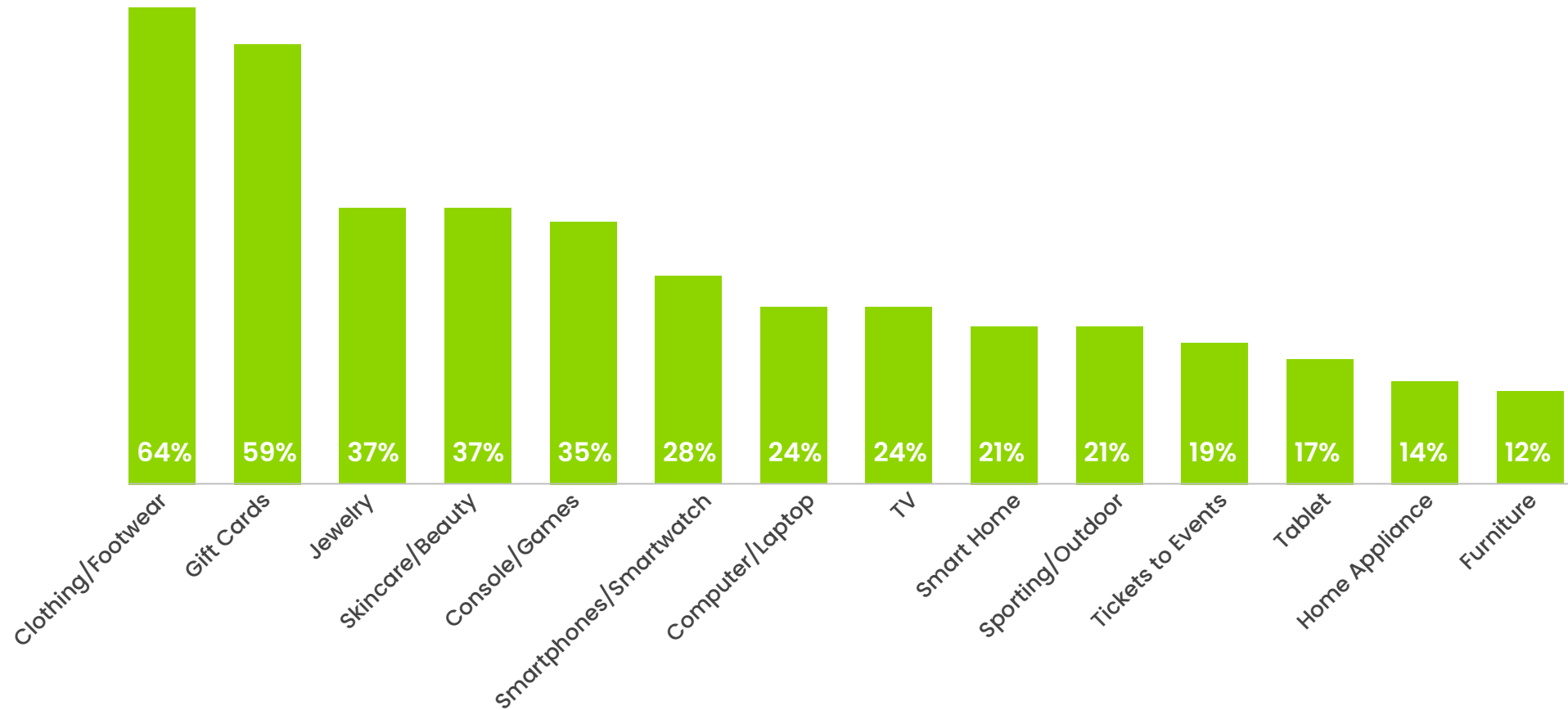
25%

Will spend more on
experiences like
travel and events
(+10% YOY)

* Data Source: Nextdoor Survey, August 2023

As For The Actual Gifts

These are the items that consumers plan to purchase as gifts this holiday season.



* Data Source: Nextdoor Survey, August 2023



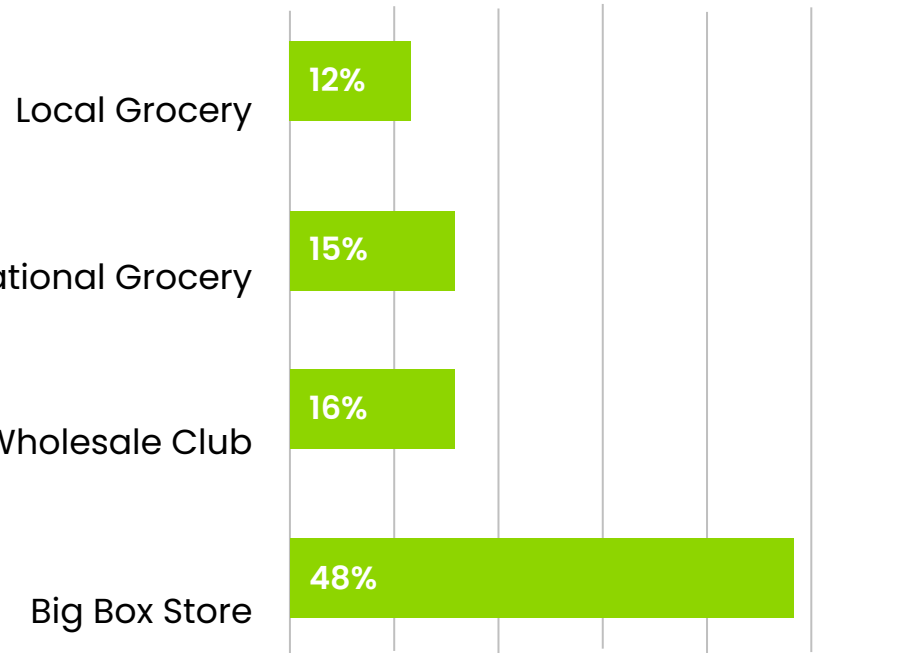
Holiday Decorating

Consumers are planning to decorate their homes for the holidays on the earlier side, as well. According our research, more than 40% of people will decorate their homes ***before*** Thanksgiving.

**Over 40% of people will
decorate their homes
before Thanksgiving**

Holiday Hosting

When it comes to holiday hosting, most hosts rely on big box retailers to meet their needs. These are the go-to destinations where they intend to conduct their shopping for holiday hosting.

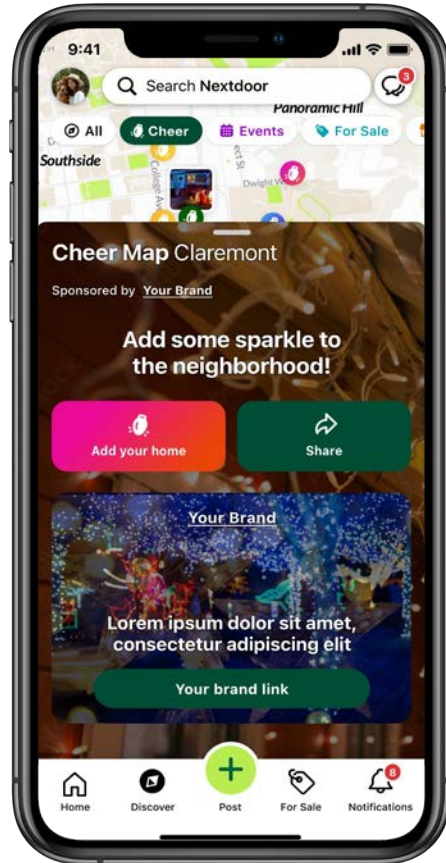


Get Creative! Inspiration for the Holidays

Brands are thinking way outside the box in an effort to *inspire consumers* and optimize their holiday campaigns. For some ideas, here's a peek at what Nextdoor and SmartCommerce have in store for the holiday season.

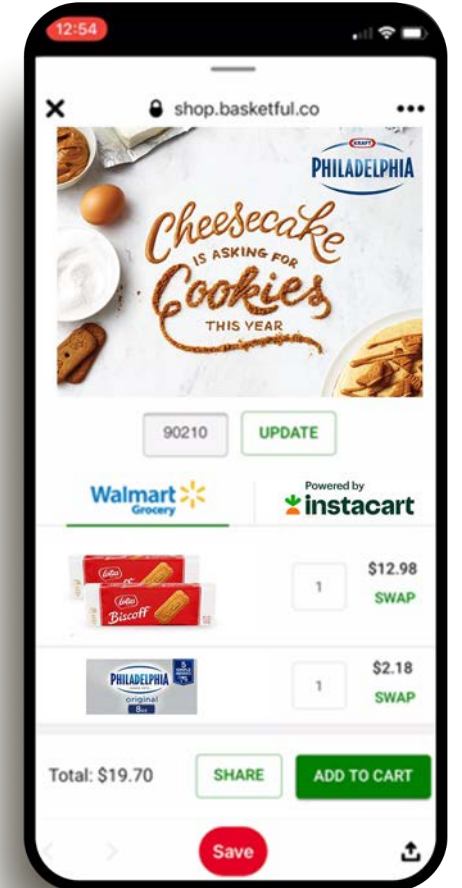
Cheer Map

Stay top of mind with the Cheer Map on **Nextdoor**. Consumers mark their home with a unique light on Nextdoor to spread a holiday cheer message to their neighbors. This gives brands the opportunity to utilize in-feed touchpoints (sponsored posts, neighborhood emails, etc.) to reach shoppers.



Shoppable Recipes

Inspire consumers to cart all the ingredients to their favorite holiday recipes in one click. **SmartCommerce** gives brands the opportunity to promote shoppable recipe content to buyers with Click2Cart.



Thank You!

Interested in learning more? Contact:

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nextdoor

