

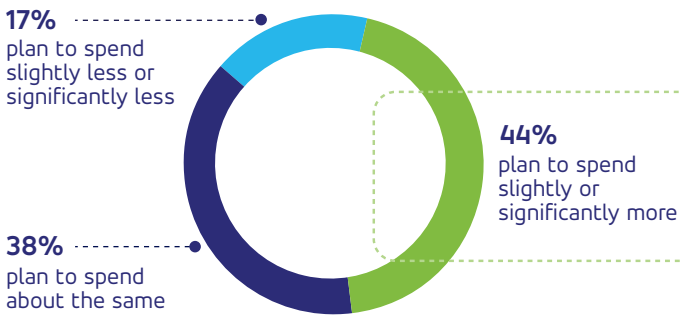
2024 Consumer Holiday Survey

Consumers Embrace E-Commerce and Sustainable Shopping Practices

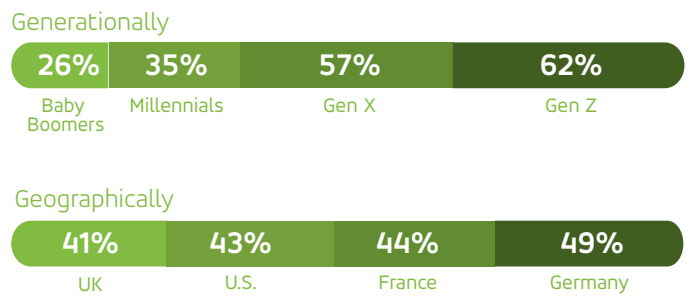


Holiday Spending Is Increasing

Overall spending plans for this holiday season compared to last year:

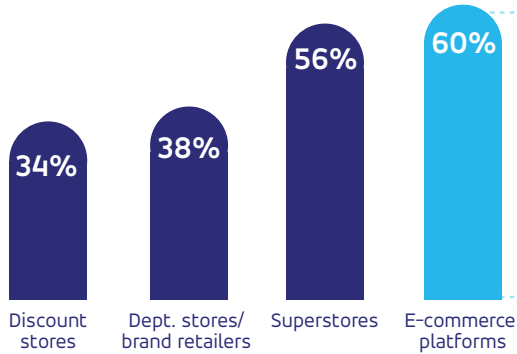


Spending increase by demographic:

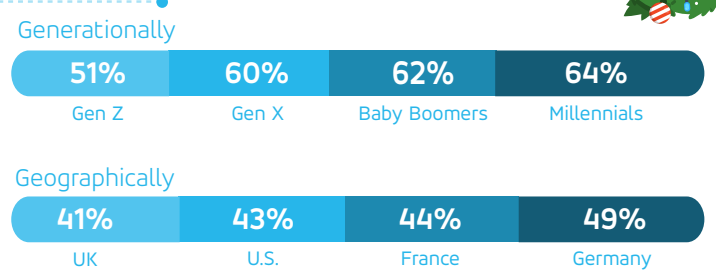


Consumers Plan To Shop E-Commerce Platforms and Superstores

Overall consumers are planning to shop at:



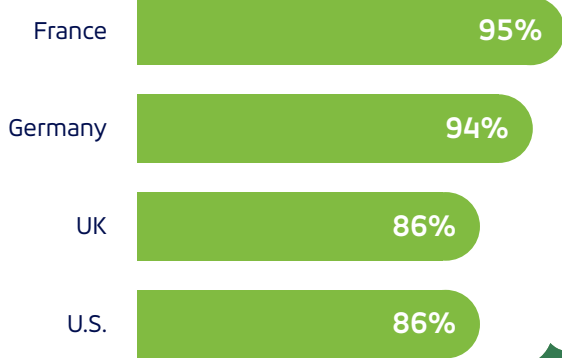
E-commerce shopping trends by demographic:



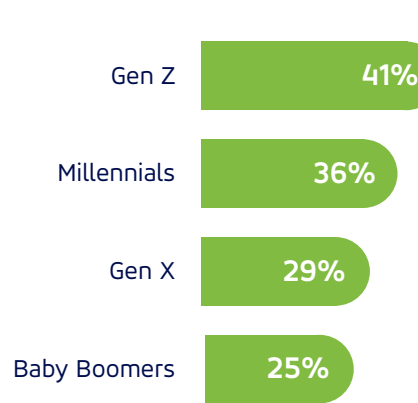
Consumers Want Sustainable Holiday Decor

48% of overall respondents will purchase decor that can be reused for several years

90% of overall respondents are likely to consider sustainability when buying holiday decor. By country:



Consumers planning to limit decorations that consume more energy or produce waste by generations:



Top Holiday Concerns for Consumers

