
Will the Pinch Steal Christmas?

November 30, 2023

Consumers' spending plans for the remainder of the holiday season show that many are still holding out for better deals.

At-A-Glance:

- 71% feel prices are higher this year.
- 43% will control spending by shopping at less expensive stores.
- 41% will seek out less expensive brands.



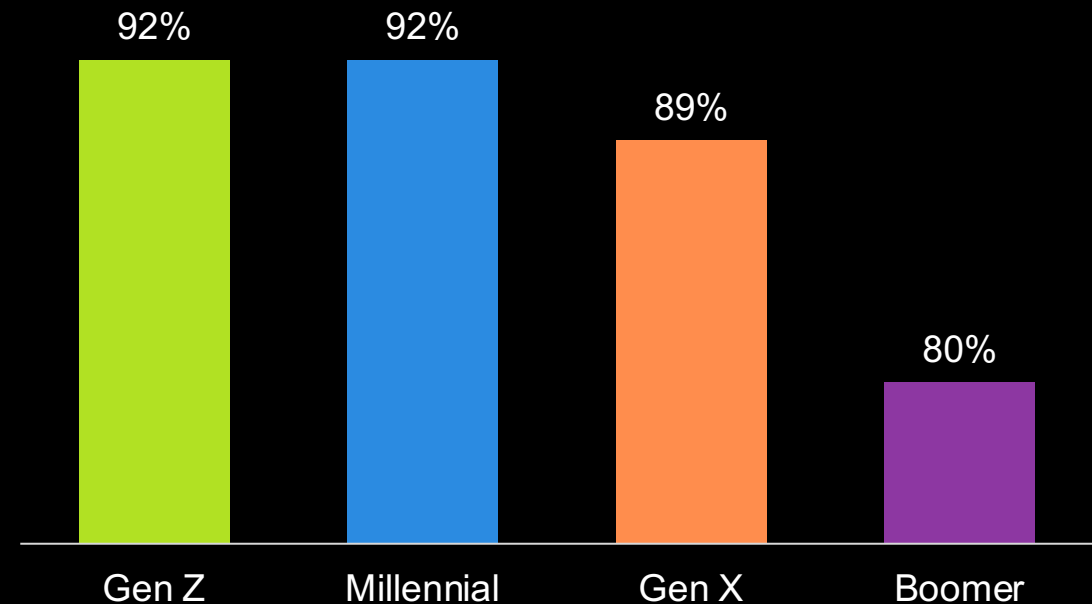
The Outlook:

According to this week's survey, 40% of consumers plan on spending less on holiday gifts this year compared to last year, and these consumers are more likely to switch retailers and/or brands to manage their spending. Communicating a clear value proposition – or offering added value through promotions, value packs or financing programs – will be essential to appeal to these budget-minded shoppers during the final push to the holidays.

Nearly 9 in 10 people will spend money on gifts this holiday season.

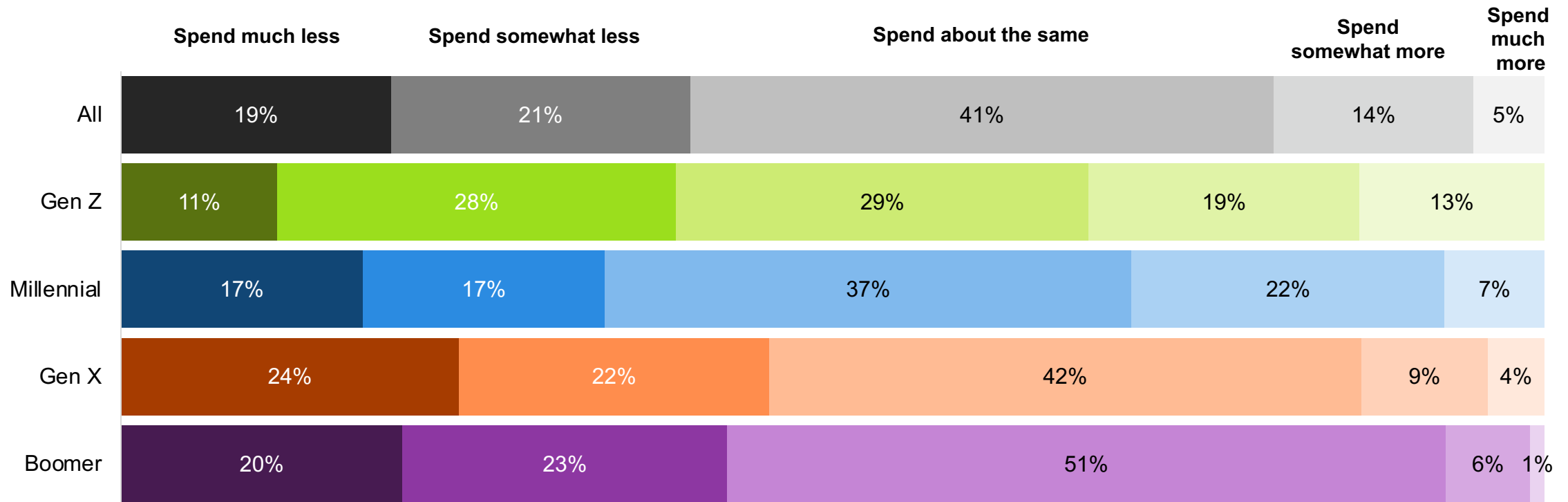
Will spend money on gifts for the holidays

88%



40% plan to spend less on their giving this year compared to 2022. Boomers (7%) are far less likely than other generations to be spending more this year than last.

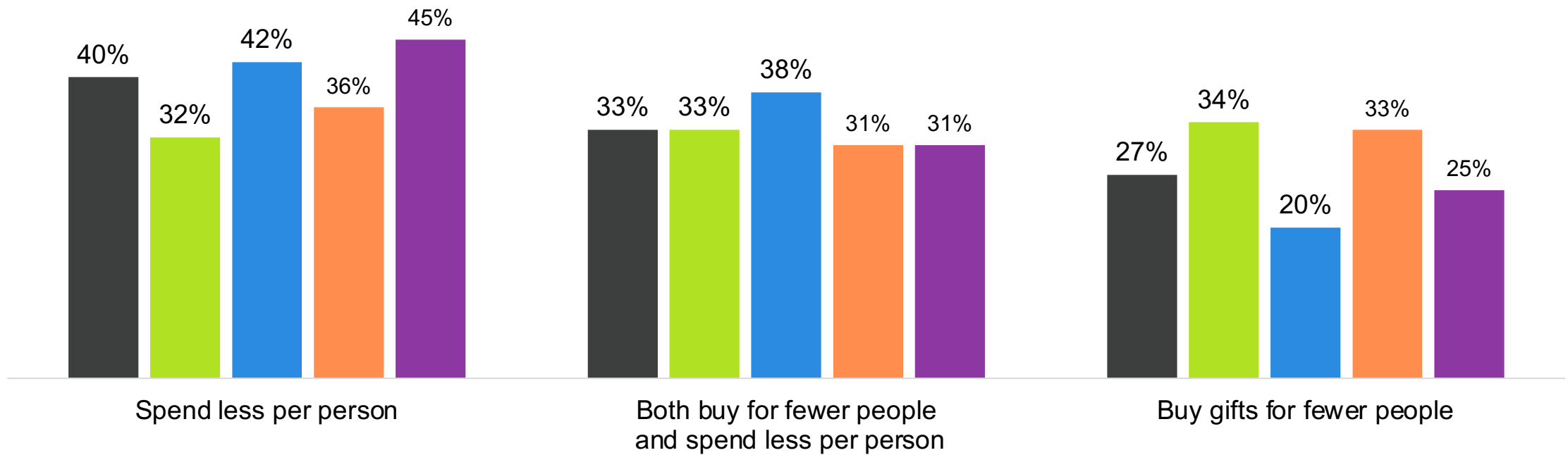
Holiday spending this year vs. 2022



As a savings strategy, 60% of those who plan to spend less this holiday season will buy for fewer people while 73% will spend less per person.

Holiday savings strategy this year

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



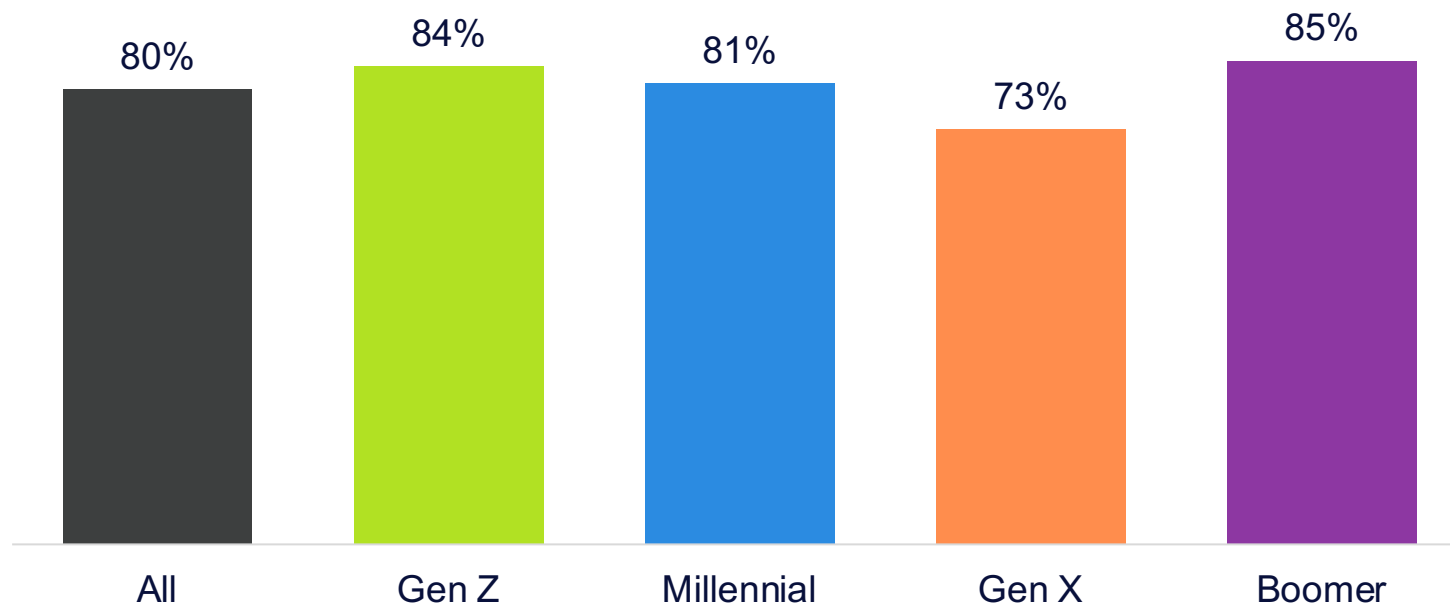
Half of the respondents have planned for the holiday season by saving throughout the year to cover the costs of their gifts.

Saved throughout the year to cover holiday spending



Among those who did not specifically save over the course of the year to cover their holiday spending, the vast majority (80%) feel they can cover their spending with their normal monthly income.

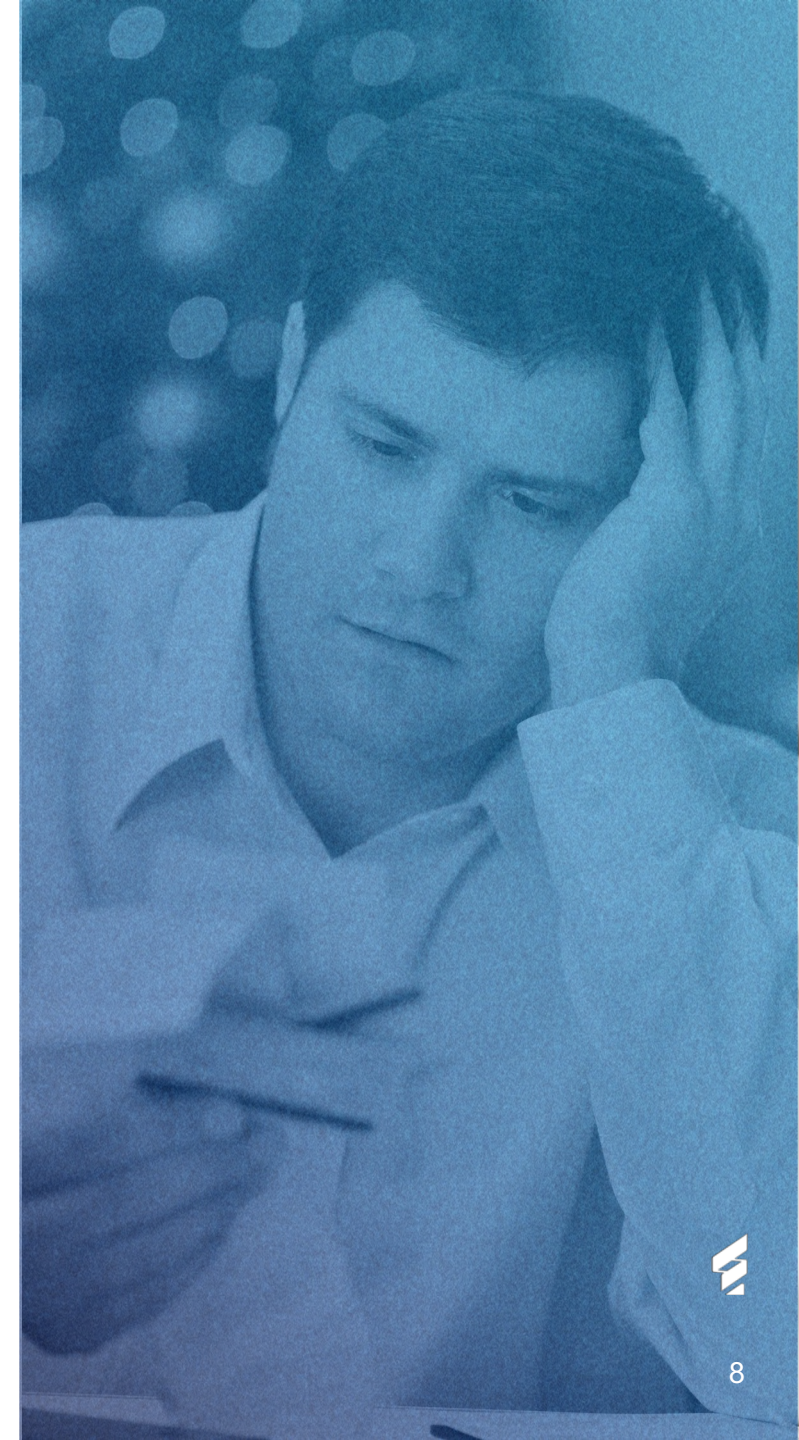
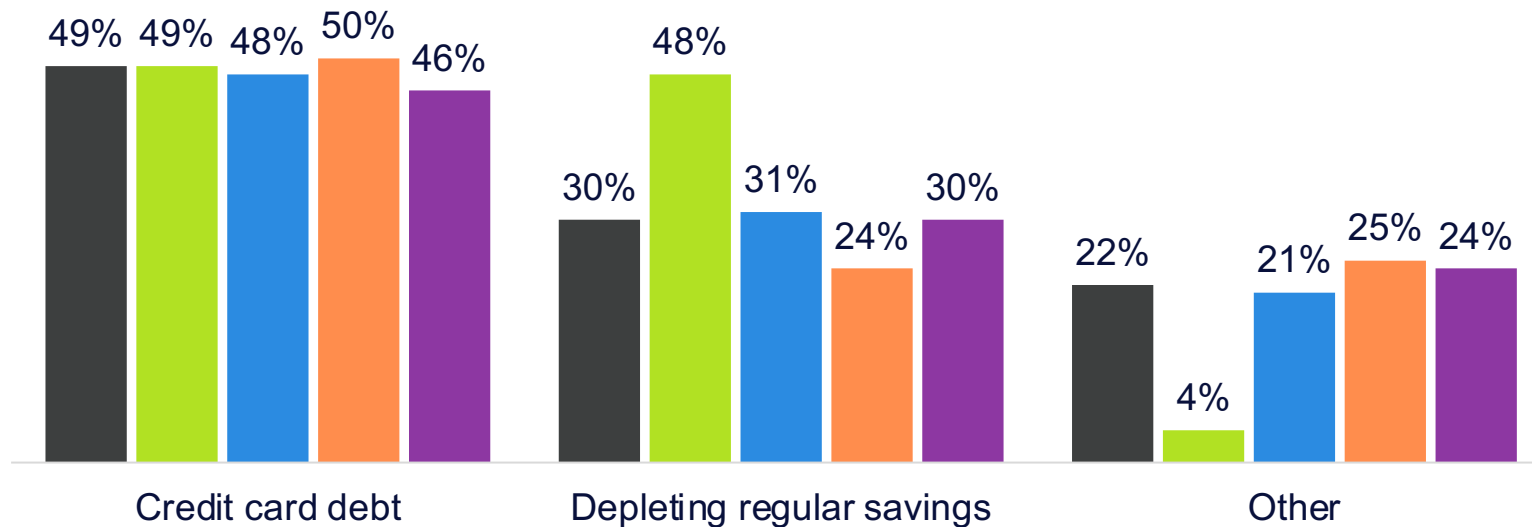
Will be able to cover holiday spending with regular income



For those who cannot cover their holiday spend this year, 30% will deplete their savings, 49% will accrue additional credit card debt, and 22% will use other means to cover their cost.

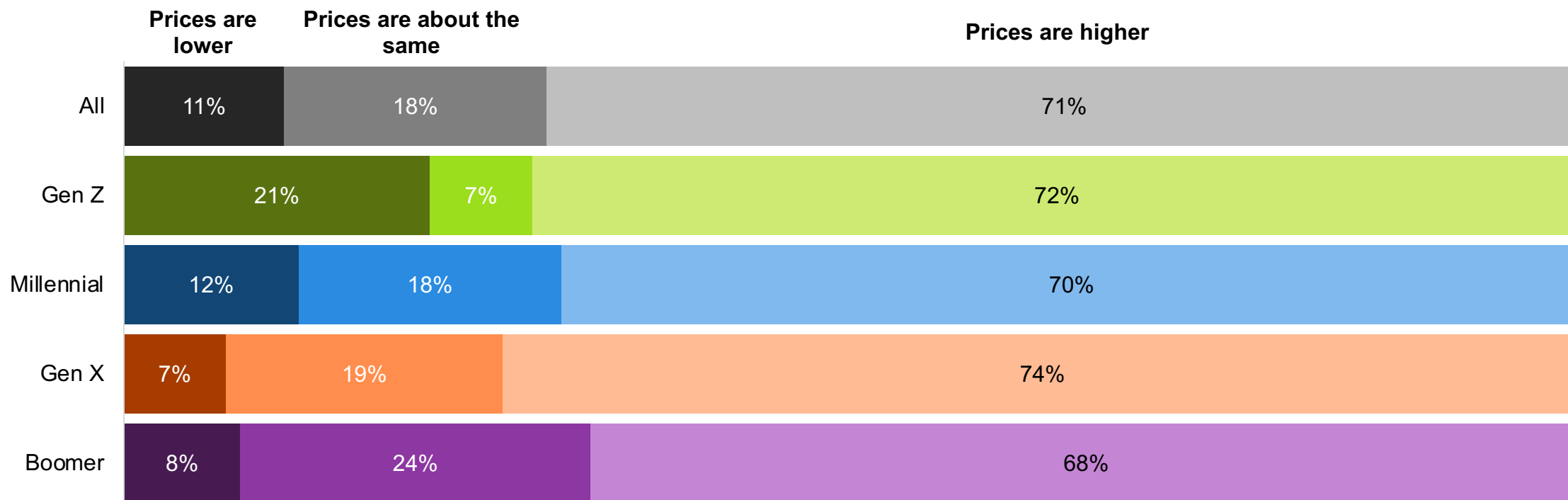
Method taken to pay for gift giving

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



A significant portion (71%) of those who have started shopping feel prices are higher this year while only 11% feel that they are lower.

Prices this year vs. 2022



The average person is engaging in 1.5 different behaviors in order to control spending this holiday season. Shopping for more deals (65%) is the most popular approach.

Steps taken to control spending	All	Gen Z	Millennial	Gen X	Boomer
Shopping more deals	65%	83%	77%	59%	51%
Shopping less expensive stores	43%	53%	48%	39%	35%
Buying less expensive brands	41%	53%	44%	35%	37%
None of the above	11%	1%	5%	14%	22%

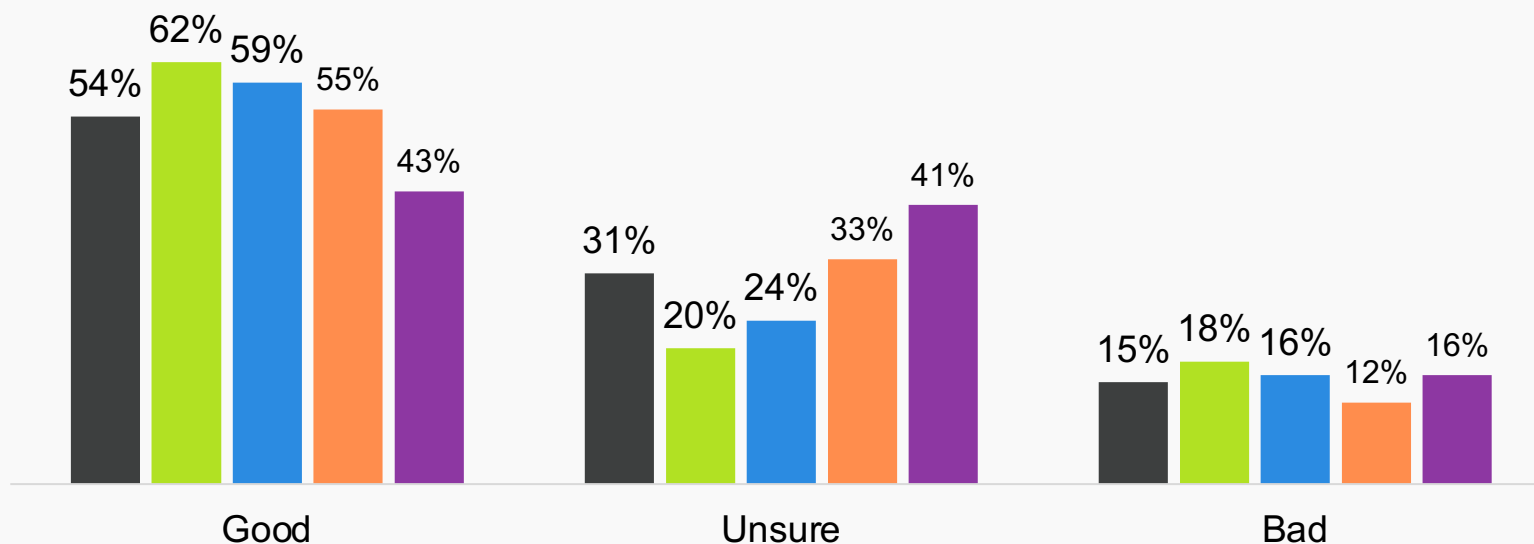


Slightly more than half of the sample (54%) believe that moving Black Friday deals into October is good for the consumer. Nearly one-third (31%) are unsure if this is a good or bad approach.

Boomers (43%) are the least likely to feel this approach is a good idea and by the far the most likely (31%) to feel unsure.

Opinion on moving Black Friday deals earlier

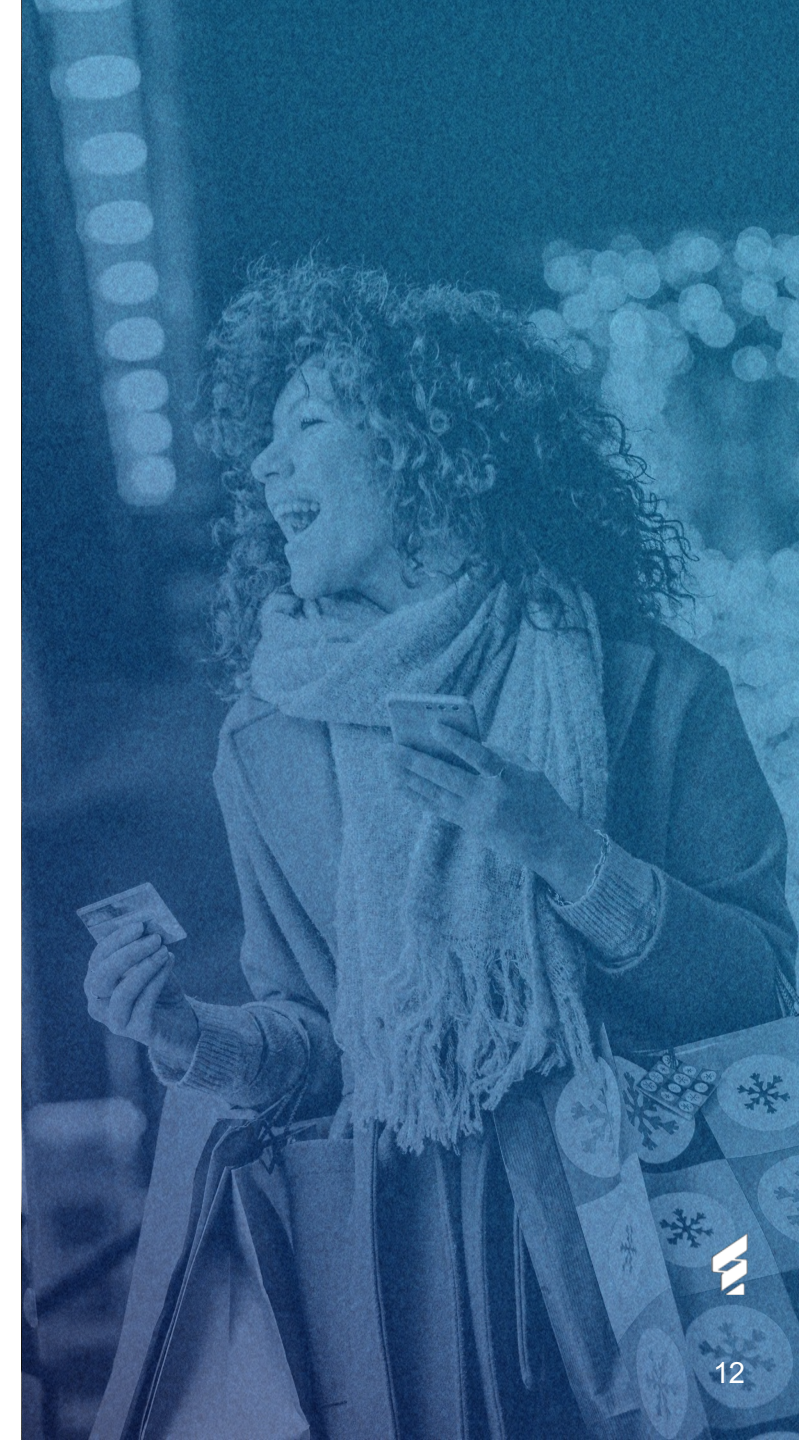
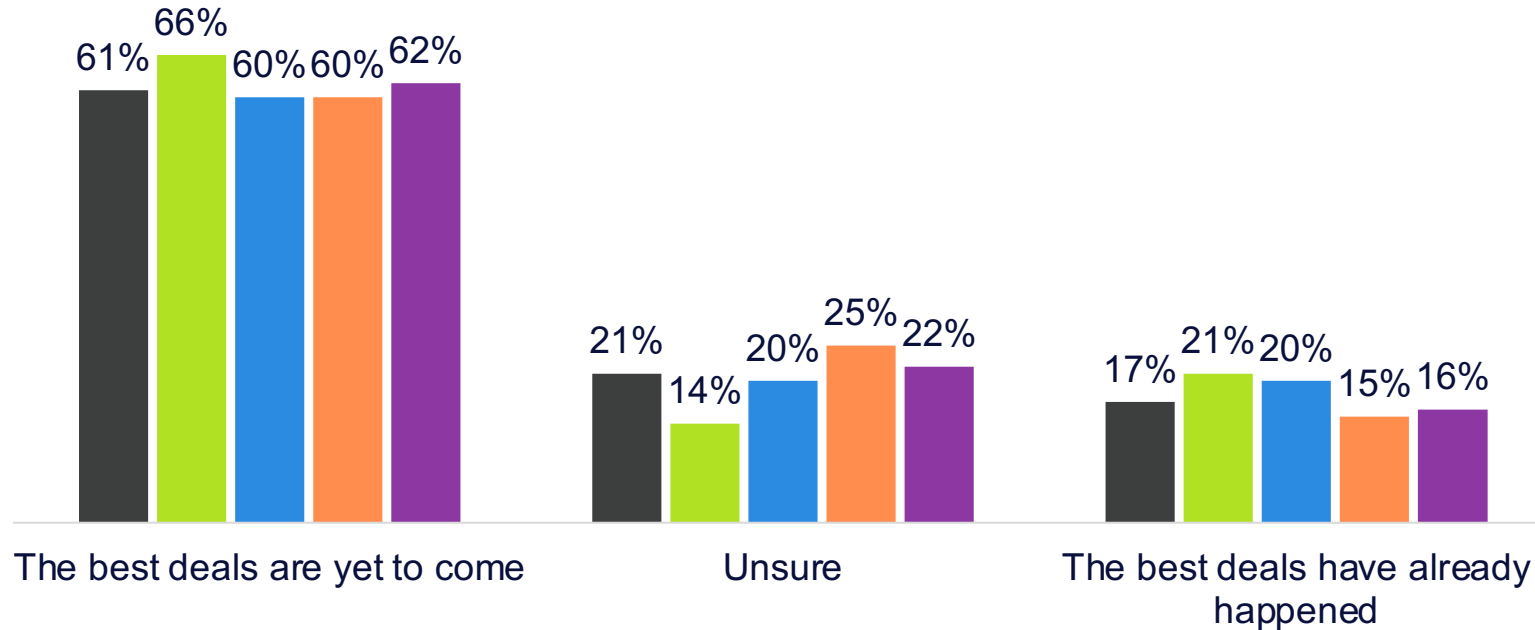
■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



6 in 10 respondents (61%) feel the best holiday deals are yet to come, while only 17% feel the biggest savings opportunities have passed.

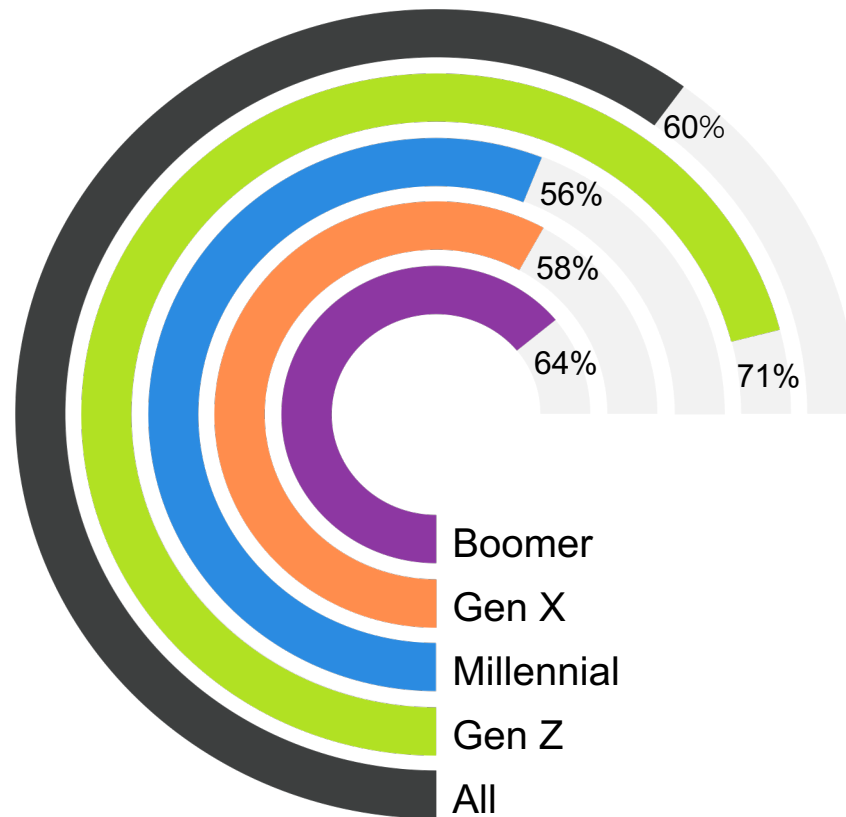
Thoughts on deals offered vs. those to come

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer

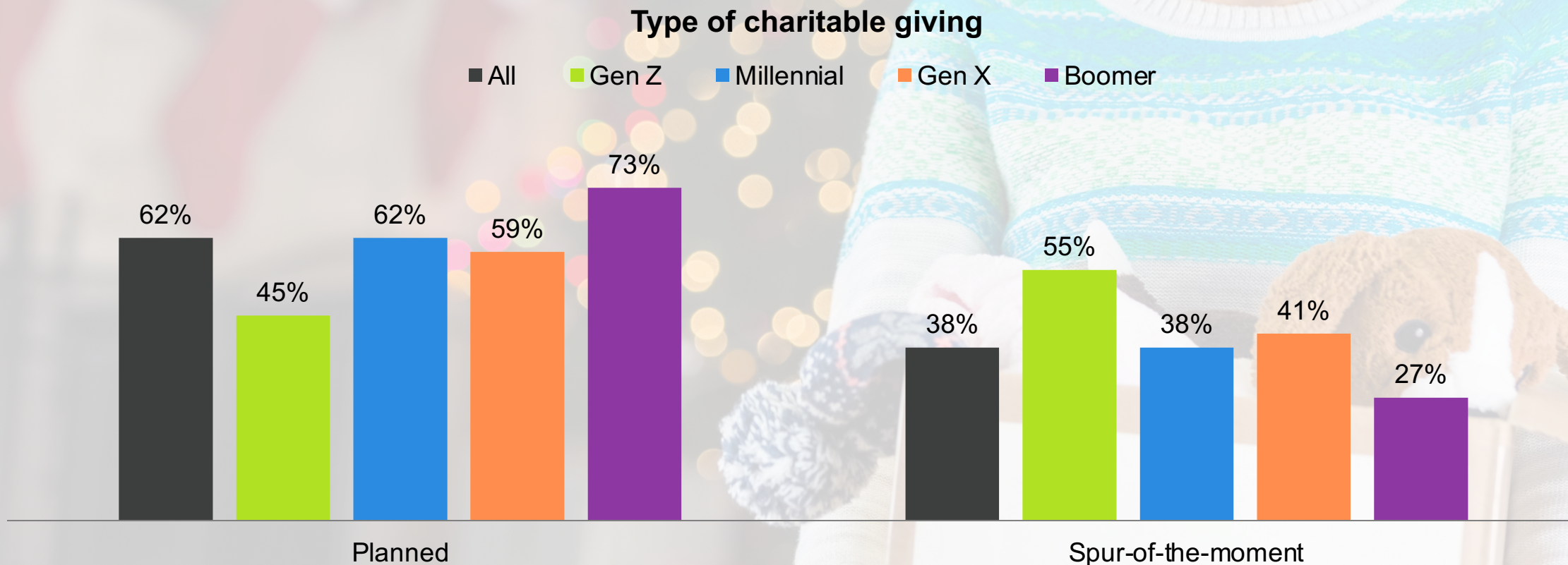


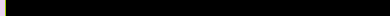
6 in 10 people intend to do some charitable giving this holiday season.

Plan to donate for the holidays



Of those who will do some holiday giving, 62% say most of their giving is planned in advance. Boomers (73%) are the most likely to plan ahead when it comes to charitable donations.





Very few respondents will only do planned or spur-of-the-moment giving. 88% of those who say a bulk of their giving is planned will also do spontaneous gifting. 75% of those who mostly donate spontaneously will also engage in some pre-planned giving.

82%



Will also do spur-of-the-moment giving

75%

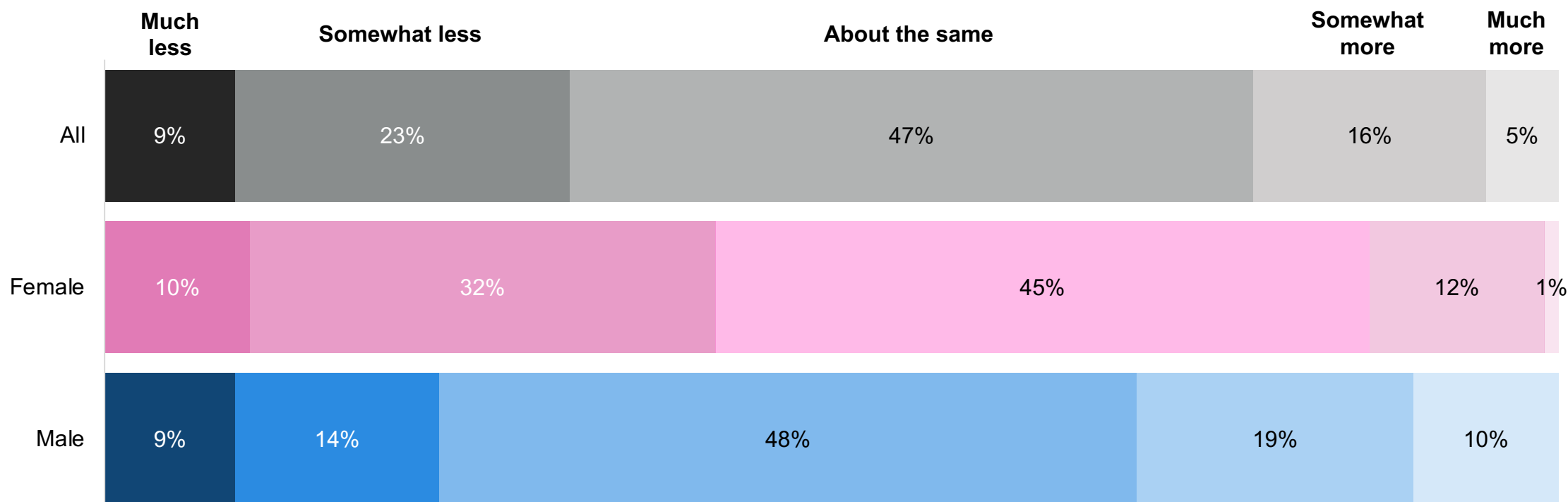


Will also do planned giving



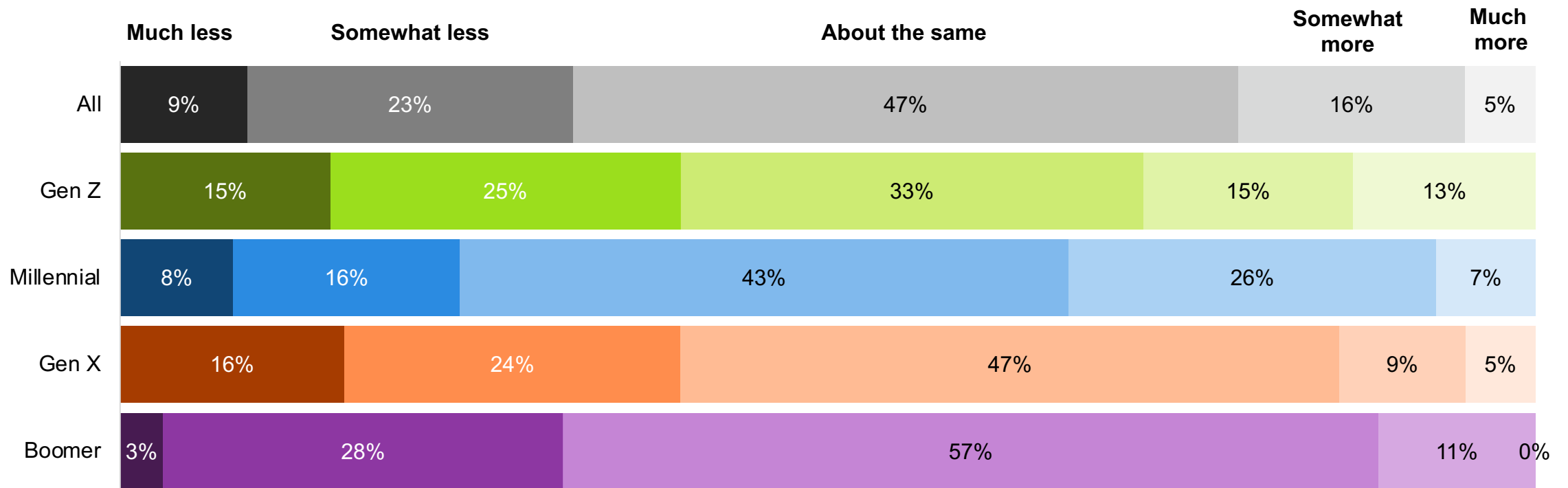
Much like gift spending, fewer people are planning on giving more to charity this year (21%) than are planning to give less (32%) vs. 2022. Women (13%) are much less likely than men (29%) to be giving more.

Value of holiday giving this year vs. 2022



Gen X (14%) and Boomers (11%) are much less likely than the younger generations to be planning on making higher charitable contributions this holiday season compared to last year.

Value of holiday giving this year vs. 2022



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N = 938
MOE ± 3.2%
Panel: General Population
Collected: 11/17/23-11/18/23



Gen Z
11%



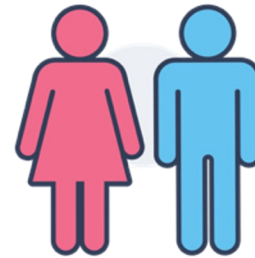
Millennial
32%



Gen X
27%



Baby Boomer
30%



Female
51%

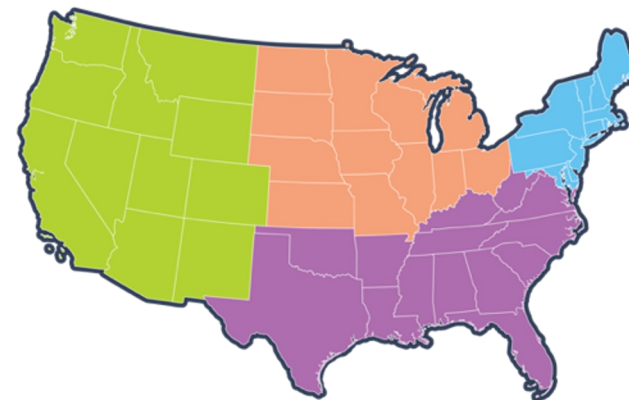
Male
49%



Urban
32%

Suburban
46%

Rural
22%



Northeast
17%

Midwest
21%

South
38%

West
24%



Do you want to take the Pulse of *your* consumers?

Our insights team will partner with you to design a study that will help you better understand your customers and their problems, and how your brand can win at retail.

To learn more about what our Four-Part Process and custom research studies can do for you, contact:

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The logo for Sales Factory Consumer Pulse is centered on the right side of the slide. It features the words "SALES FACTORY" in a small, white, sans-serif font above the word "Consumer" in a larger, white, sans-serif font. To the right of "Consumer" is the word "Pulse" in a bold, white, sans-serif font, with a stylized blue lightning bolt icon integrated into the letter 'e'. The background of the slide is a dark blue with a grid of white plus signs and various data visualization elements like line graphs and bar charts, all in a lighter blue tone.

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Consumer **Pulse**