

Cue the Seasonal Cheer

Navigating the 2021 Holiday Shopping Season

2021 holiday shopping habits — and the marketing tactics that resonate with consumers — will look different from last year now that in-person shopping and festivities can be done more safely. Retailers need to get ready. Use the insights from our second annual holiday poll as a guide to this year's seasonal shopping trends.

Shoppers are ready to spend, *if* retailers can motivate them.

42% of shoppers plan to spend more on gifts this year compared to 2020.

LAST YEAR

63%

of consumers said they felt negatively toward the holiday shopping season

THIS YEAR | SENTIMENT IMPROVEMENT

48%

of respondents feel negatively, with more than a third feeling neutral (36%).



Key Takeaway

The outlook for the 2021 holiday shopping season looks brighter. There will be more market share for retailers to gain if they can motivate consumers. Retailers need to **increase positive messaging and empathy-driven marketing**, while still considering the apprehension consumers may feel about the ongoing pandemic.



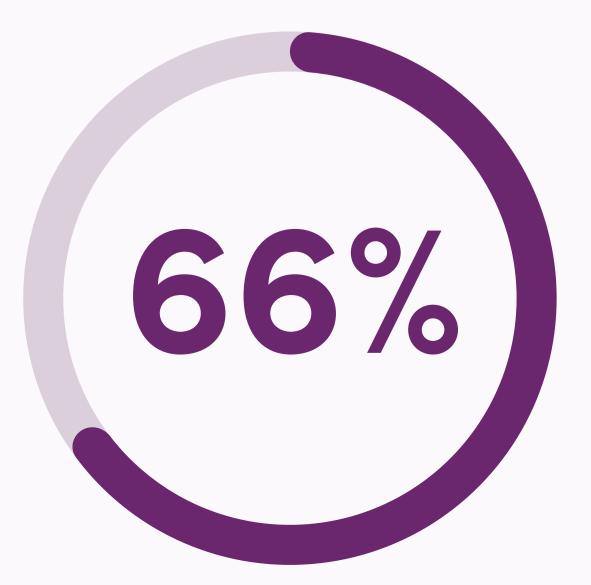
Hybrid shopping is on the rise.



of shoppers will do more **in-person shopping** this year compared to last year.



of consumers will **shop online** more this year than they did in 2020.



of high earners plan to complete more of their shopping **online**.

	Majority of shopping online	Half online and half in stores	Majority of shopping in store
020	67%	22%	11%
021	51%	33%	16%
ercent change YOY	-16%	+11%	+5%

Key Takeaway

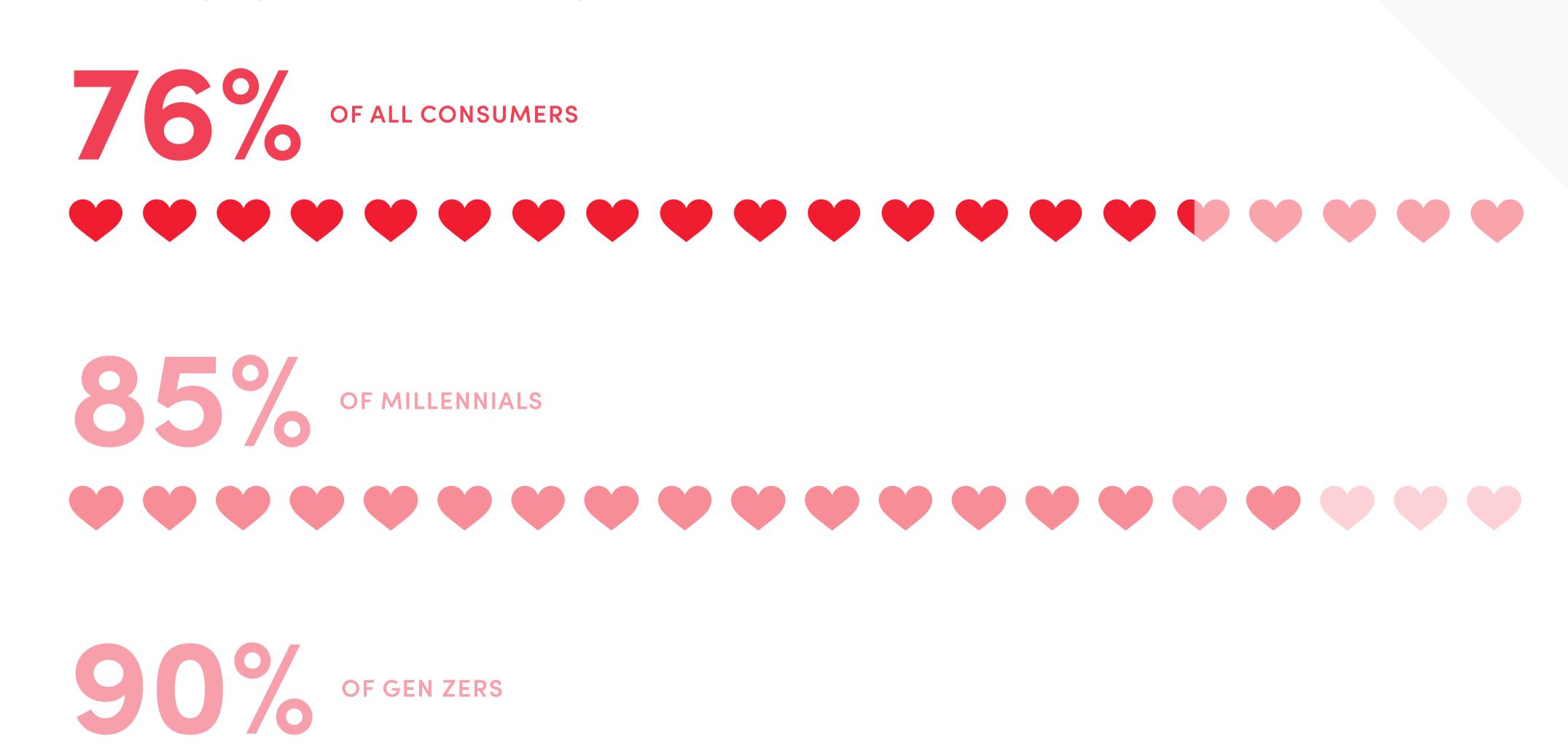
A hybrid working environment isn't the only post pandemic trend. Hybrid shopping is in vogue. More than ever, consumers want cohesive shopping experiences that blend the in-person and the digital (like buy online, pick up in-store). Brands must provide **seamless and well-optimized cross channel experiences.**

Authentic, personalized relationships will win the day.

Consumers are most likely to shop with brands that improve their lives (20%), can fulfill their needs (41%), and that they have an emotional connection to (76%).



More likely to purchase from a brand you have an emotional connection to?



LAST YEAR

22%

of shoppers preferred brand messages with an empathetic and comforting tone.

THIS YEAR

27%

of respondents prefer a straightforward and no frills tone as consumers return to their pre-pandemic lifestyles.



Key Takeaway

Every customer is an individual with unique needs, wants, and interests. Regularly survey customers and use their feedback to form strong, personalized connections through strategic campaigns.
But don't lose your brand persona along the way — ensure values and messaging are authentic and consistent.

Timing matters, but preferences vary by generation.

25% of consumers will do most of their shopping on Black Friday and another 21% plan to do so in November, unrelated to shopping holidays.

Definitely waiting for a sales event to purchase gifts?



NOVEMBER							
М	т	W	т	F	S	S	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30						

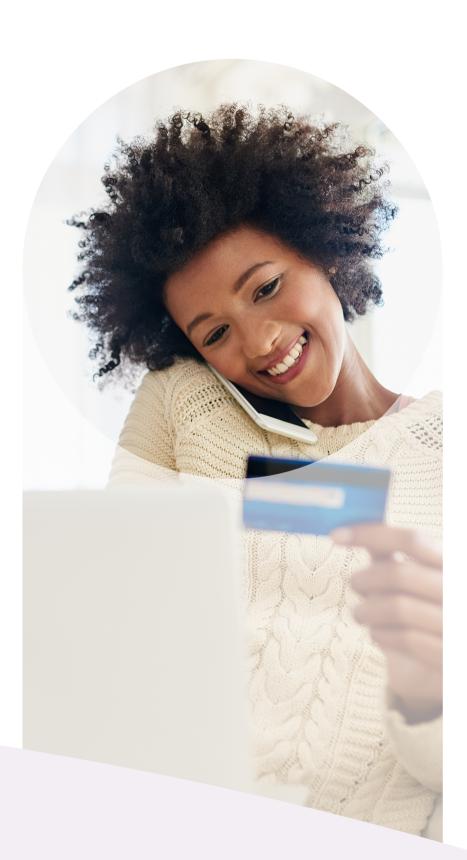
Gen Zers and millennials are 2x as likely to plan to shop during **Black Friday** than baby boomers.

остове	OCTOBER							
Μ	т	W	Т	F	S	S		
				1	2	3		
4	5	6	7	8	9	10		
11	12	13	14	15	16	17		
18	19	20	21	22	23	24		
25	26	27	28	29	30	31		

Baby boomers are 2.5x more likely to shop **during October** than Gen Z.

Key Takeaway

The right message, at the right time, to the right generation is what matters most. Be strategic and create campaigns that will resonate with your target audiences. For younger generations, consider messaging around prices and sales, while for older generations, message earlier and focus on products.



About Iterable

Iterable is a cross-channel platform that powers unified customer experiences and empowers marketers to create, optimize, and measure relevant interactions and experiences customers love. Leading brands, like Zillow, DoorDash, Calm, Madison Reed, and Box, choose Iterable to power world-class customer experiences throughout the entire lifecycle.

Visit Iterable.com for more information on how to create personalized experiences that build emotional connections across channels