skai

Media that matters.
Marketing that works.

Unwrapping festive buying behaviors

Skai surveyed 1,000 U.S. consumers to better understand holiday spending intentions for the upcoming 2023 season.

'Tis the season for SAVVY SHOPPING

90%
begin holiday shopping before December

23%
begin holiday shopping before October

30%
extensively research ALL purchases

...and BARGAIN HUNTING!

65%
are willing to wait until January for better deals

56%
plan to take advantage of holiday sales and discount days

'Tis the season for MINDFUL SPENDING

ONLY 31%
feel comfortable about their financial well-being going into this holiday season

38%
are worried about overspending

MORE THAN 50%
plan to spend under $500 this shopping season

ONLY 26%
plan to spend more than usual

'Tis the season for STYLE, SCENTS, SPARKLE

...and PET PAMPERING

85%
will spend more this year than last year on **CLOTHING & ACCESSORIES**

80%
will spend more this year than last year on **BEAUTY & PERSONAL CARE**

63%
will spend more this year than last year on **JEWELRY**

77%
will spend more this year on their **PETS** than they did last year

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amazon prime

'Tis the season for **AMAZON SHOPPING**

Most popular ways to research gift ideas

#1 RETAILER WEBSITES
(i.e. Amazon, Walmart)

#2 SEARCH ENGINES
(i.e. Google)

#3 BROWSING IN STORE

80%
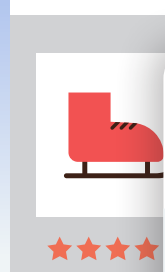expect to spend a good portion of their holiday spending on amazon

91%
will check out Prime Day deals for holiday gifts

primeday

73%
become aware of new products from retail sites like Amazon

76%
use Amazon to research potential gift ideas

Will consumers rely on AI for gift ideas?

Not yet. Only **4.6% of shoppers** will be using ChatGPT to help with holiday shopping this year.