



# How Will Shoppers Prepare for the Holidays?

2020 Survey Results

SHESPEAKS 



# Study Overview & Methodology:

2020 has been a year like no other. In an effort to better understand how shoppers are preparing for the holidays this season and reacting to the impact of the Coronavirus, SheSpeaks asked women in our community age 18+ across the US to share their thoughts and experiences related to sentiment, attitude and purchase behavior.

This is the tenth survey in our series related to Shopper behavior since the country began to shut down in mid-March.

SheSpeaks latest survey was fielded online:

- On September 7-11, 2020 and 1,433 respondents completed the survey
- Throughout this report we will supply comparison to past waves of our study series.





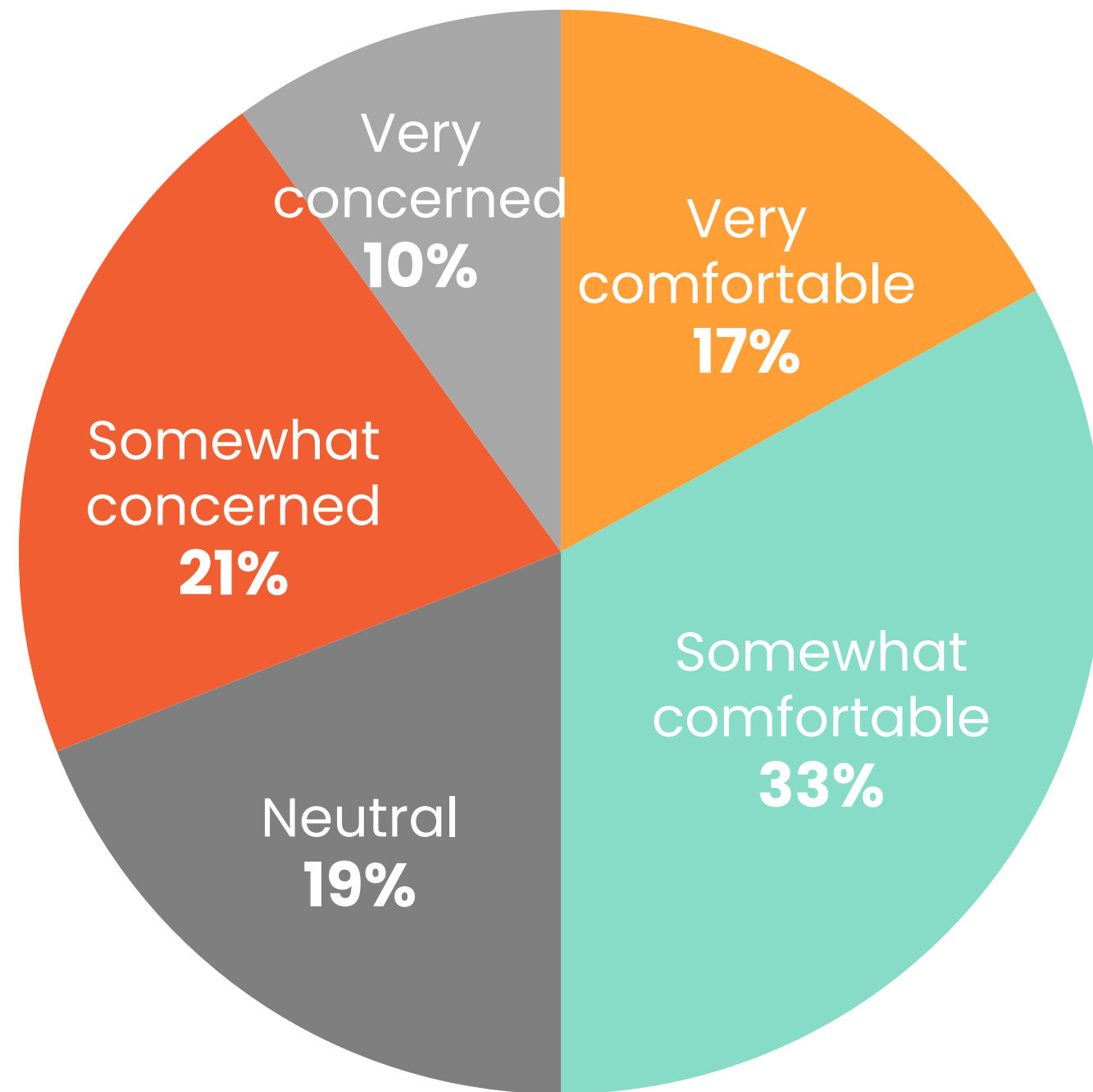
# Topline Insights

2020 Holiday shopping season is shaping up to be one for the records. With COVID-19 and impending the election, shoppers surveyed are feeling a tremendous amount of uncertainty.

- **Surprisingly, shoppers feel good about their personal/family finances vs. 2019.** 50% of shoppers feel comfortable/very comfortable about their personal/family finances representing a slightly better result vs. 2019. Just 10% say that they are “very concerned” representing a 17% drop from 2019. Importantly, 67% of shoppers report that their personal finances are the #1 determinant of how much they plan to spend this holiday season.
- **Shoppers are concerned about the overall economy:** While shoppers are feeling more comfortable with their personal finances, they are not positive about the US economy. 52% of shoppers say that the US economy is declining representing a 58% increase vs. last year’s results.
- **Holiday Shopping will start earlier this year and shoppers are influenced to purchase by social:** More shoppers (48%) say that they will holiday shop prior to Thanksgiving vs. 2019. Consumers plan to shop more online this year vs. last year with shoppers indicating increased online spend on Amazon, Walmart.com and Target.com.

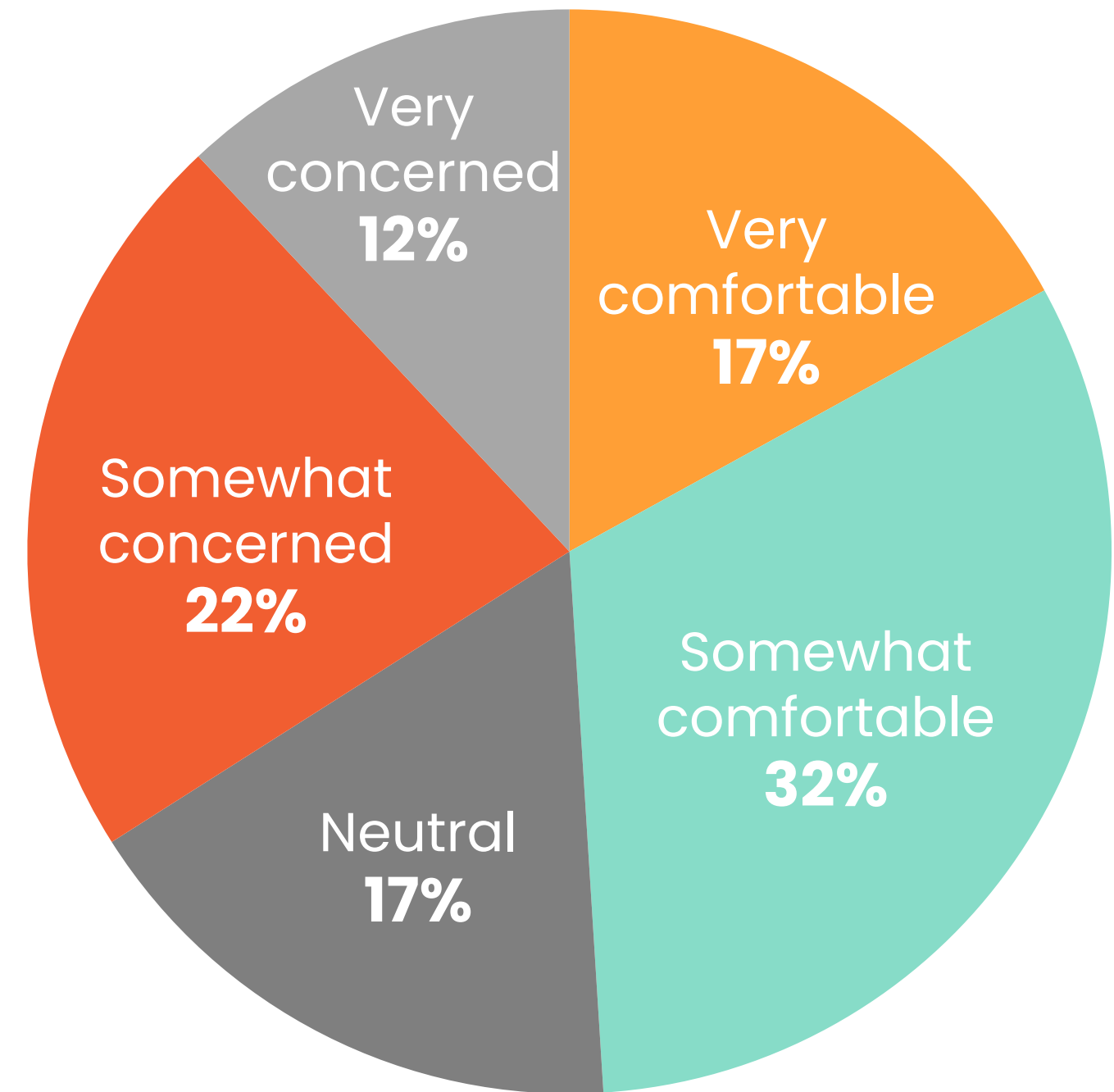


Surprisingly, shoppers are *feeling* virtually the same about their personal/family finances this year vs. last year.



2020

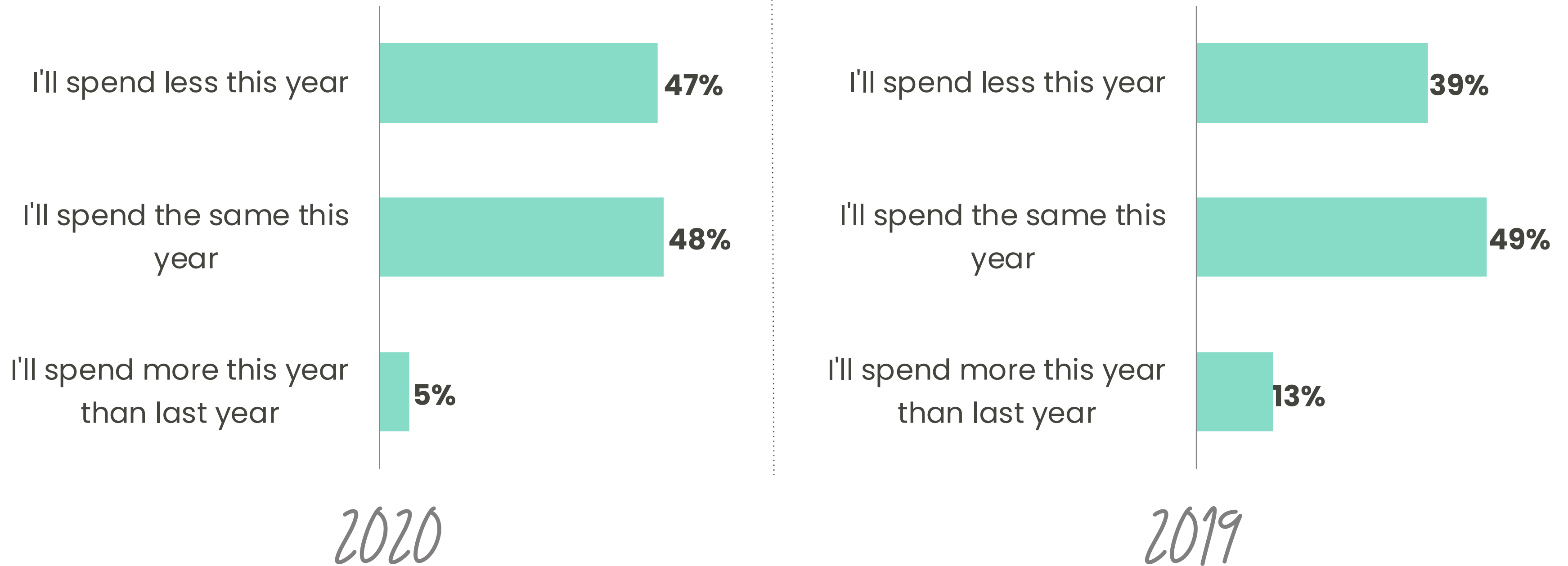
Question: How are you feeling about your personal/family finances?



2019

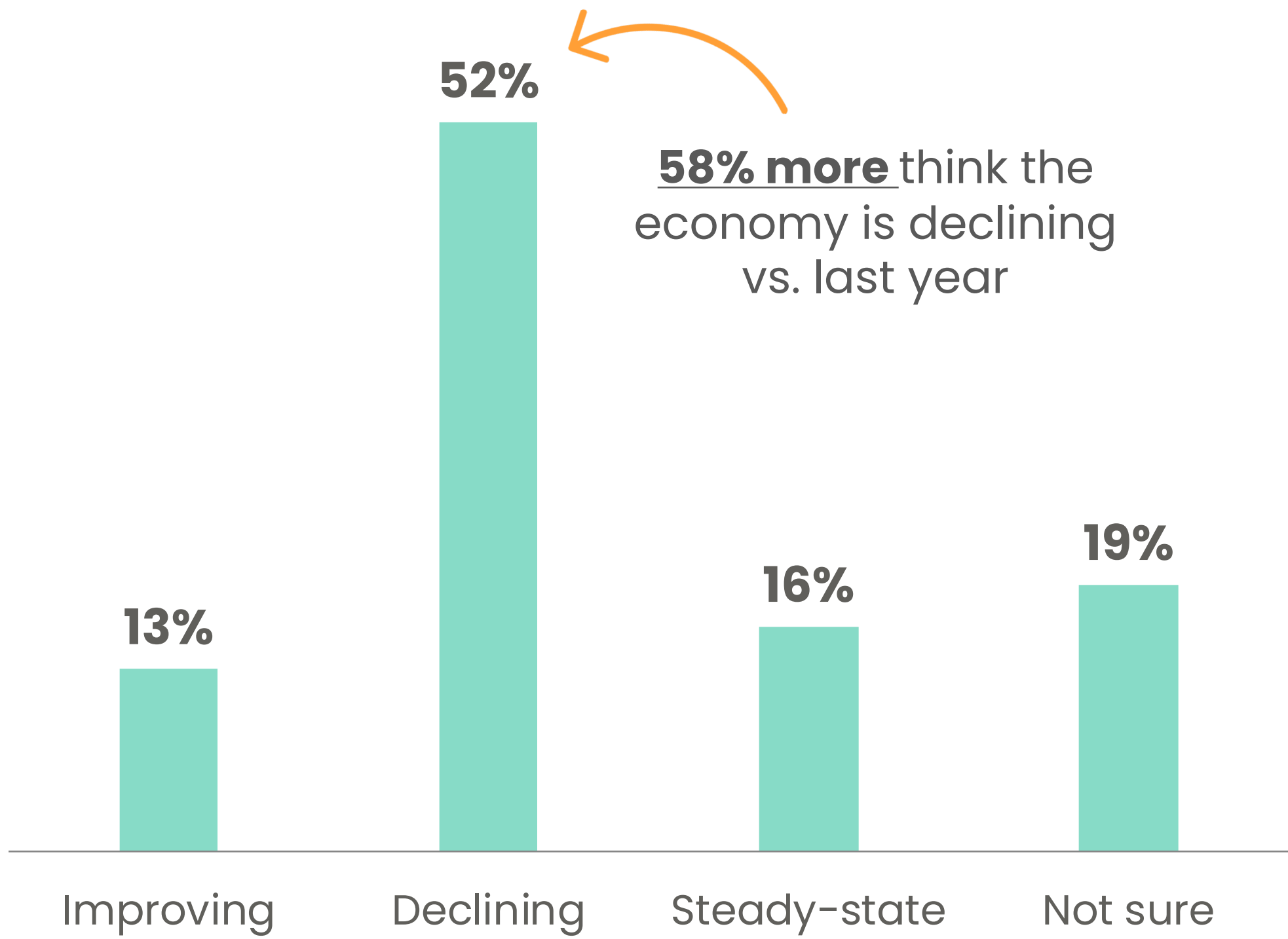


Big change in planned holiday spending in 2020. 21% more people say they *will spend less* this year vs. last year



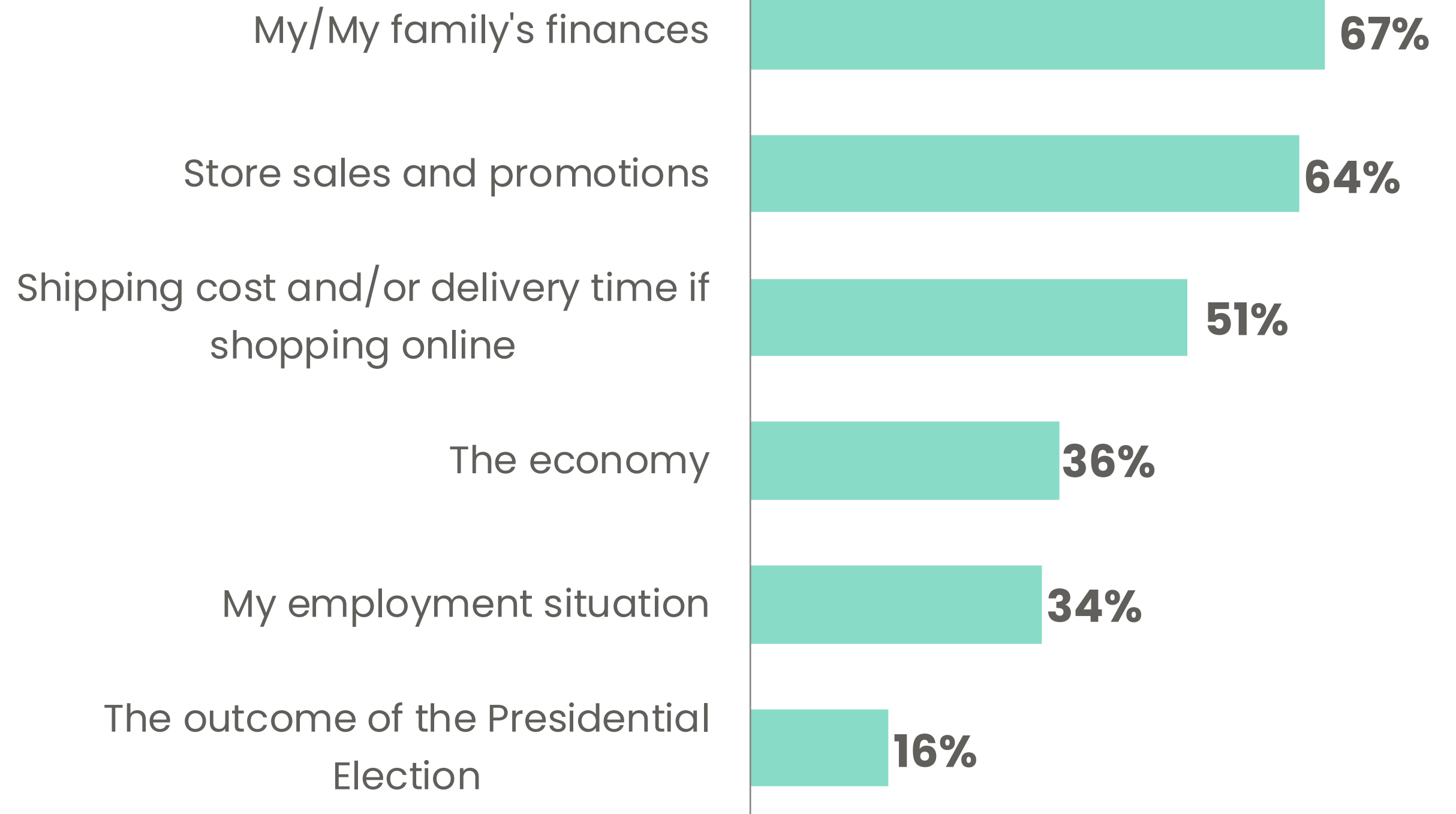


What is your *personal assessment* of the current state of the U.S. economy?





Personal/family finances are the #1 determinant of how people will *spend* this holiday season.



Question: What are the factors that will affect the amount you spend on holiday shopping this season?

Holiday shopping will *start earlier* this year. More shoppers say they plan to shop prior to Thanksgiving vs. last year.

	2020	2019
Any day(s) prior to Thanksgiving	48%	42%
Thanksgiving Day – for stores that are open that day	10%	17%
Black Friday	47%	53%
Small Business Saturday (Sat. after Thanksgiving, day to shop in small, local stores)	36%	33%
Cyber Monday	59%	62%
Christmas Eve	7%	10%
N/A None of the above	18%	17%

Question: On which of the following days do you plan to do holiday shopping this season vs. last season?



# Top 4 ways consumers are getting *gift ideas* when planning for the holiday season

A retailer's website



60%

Browsing in stores



53%

Recommendations from friends/family



51%

Posts from influencers on social media



35%

Consumers expect to increase *online shopping*  
significantly this holiday season



**target**

82% in 2020

vs.

79% in 2019



**Walmart**

86% in 2020

vs.

83% in 2019

**amazon**

94% in 2020

vs.

91% in 2019



Amazon, Walmart and Local Retailers are the *big winners*  
this year for shopper dollars.

	Only ONLINE	Only OFFLINE	BOTH Offline & Online	I will not shop at this store this holiday season
Target	18%	14%	50%	18%
Walmart	17%	17%	51%	15%
Drug stores (e.g., CVS, Walgreens)	8%	37%	21%	34%
Best Buy	17%	9%	25%	50%
Department Stores (e.g., Macy's)	21%	13%	35%	31%
Local Retailers	11%	45%	27%	16%
Specialty Retailers	19%	16%	34%	32%
Sam's Club	5%	13%	16%	66%
Costco	5%	14%	16%	65%
Amazon	83%	2%	9%	6%
Whole Foods	4%	16%	8%	73%

Question: At which of the following stores have you made purchases/plan to make purchases for this holiday season – online, offline, or both?

## How people will use *social media* this season

70% to learn about gift ideas

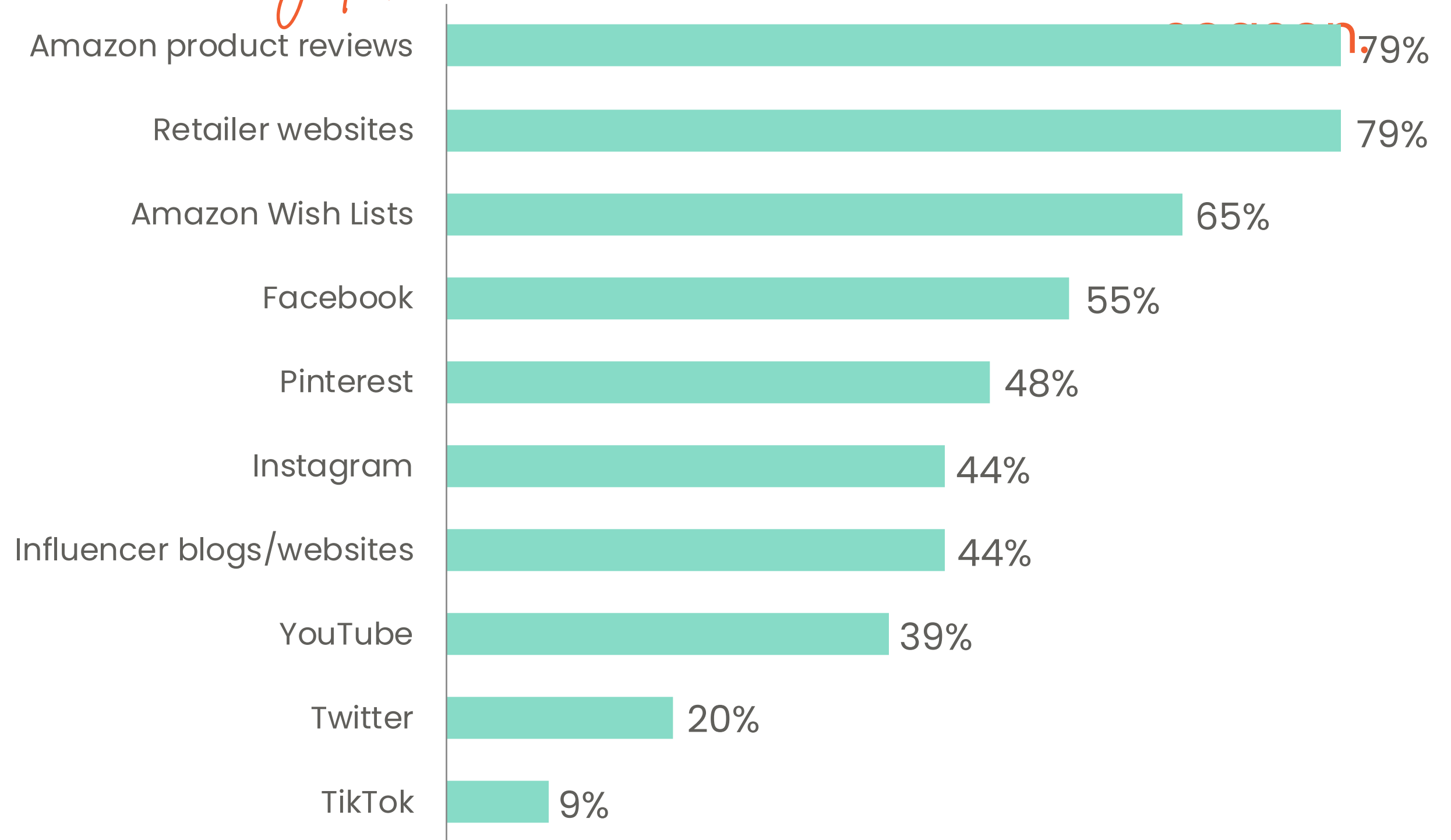
73% to connect with companies that sell products they plan to buy

71% for information and reviews about products they plan to buy

63% to find coupons and discounts



## Amazon and Retailer websites top the list of *digital* tools shoppers will use this holiday



Question: What types of social media and digital resources will consumers use/have they used for holiday shopping this year?



# Food, Beauty and Home products are the *most influenced* by outside factors for shoppers

	Post I saw from a friend	Post I saw from someone I follow (don't know personally)	Product review I read online	Video review I saw online
<b>Beauty</b>	18%	16%	32%	13%
<b>Clothing</b>	17%	16%	29%	9%
<b>Jewelry</b>	14%	14%	22%	8%
<b>Home</b>	16%	18%	32%	12%
<b>Electronics</b>	15%	14%	34%	13%
<b>Toys</b>	15%	13%	26%	9%
<b>Food/Recipes</b>	22%	21%	27%	14%

Question: Which of the following influences your purchases in the following categories?

# Gift cards top shoppers *wish list* this year followed by clothing/accessories.

60% Gift Cards  
or Cash



46% Clothing/  
Accessories



35% Beauty  
Products



35% Kitchen  
Products



30% Books



27% Personal  
Technology



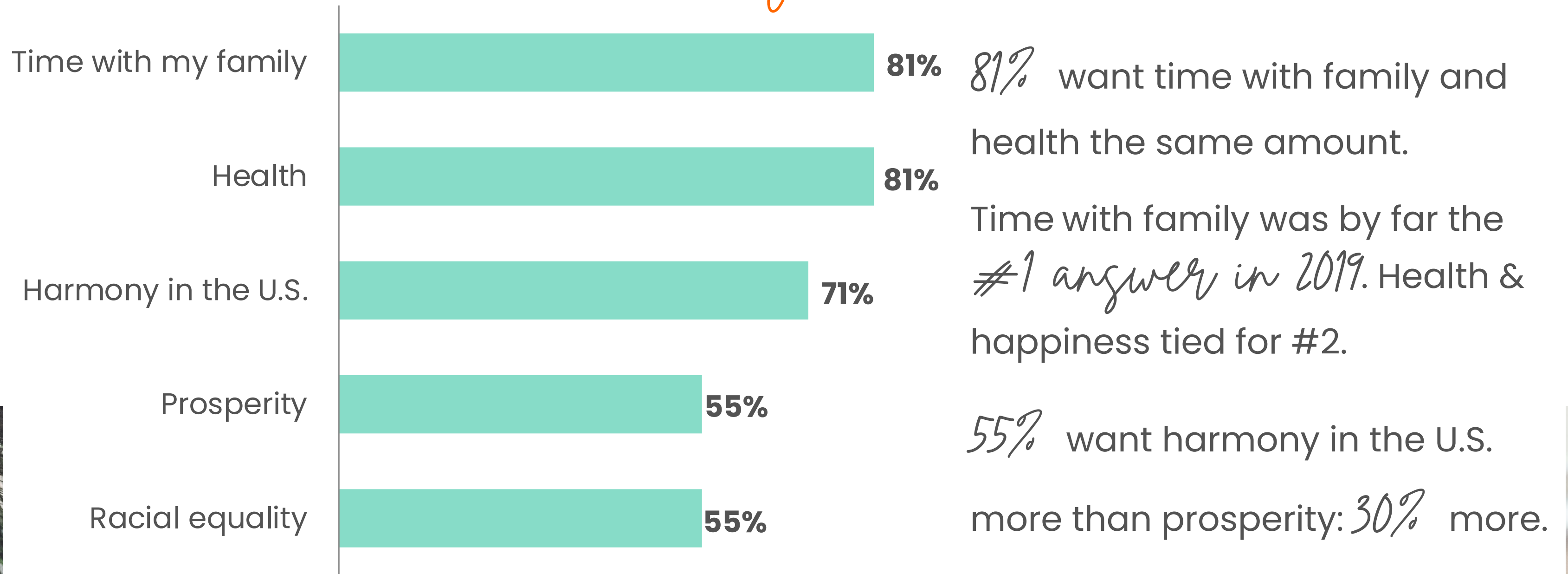
23% Home  
Entertainment



Question: What's at the top of consumer wish lists this year?



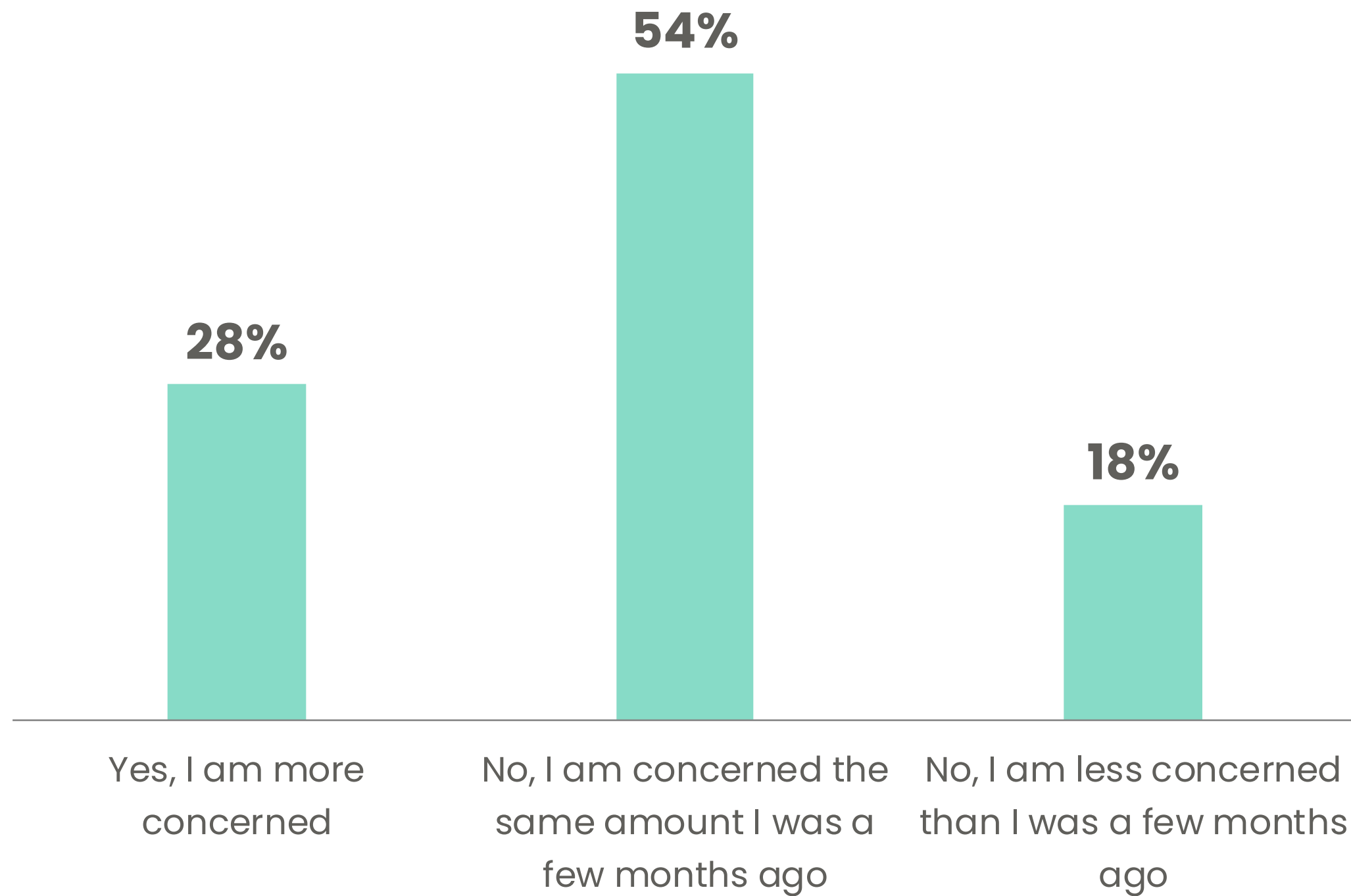
# What people are *wishing* for this holiday season



Question: Which of the following do you wish for this holiday season?



Shoppers are slightly *less concerned* about COVID-19 than they were a few weeks ago.



Question: Are you more concerned about COVID-19 than you were a few months ago?











Shoppers are *venturing out* mostly to the store  
and for Take-out.

<b>Store</b>	85%
<b>Restaurant Take-out</b>	73%
<b>Doctor's/Dentist's Office</b>	45%
<b>Friend's/Family's House – we went inside</b>	43%
<b>Friend's/Family's House – but we stayed outside</b>	37%
<b>Public Park</b>	27%
<b>Eating at a Restaurant Inside</b>	28%
<b>Eating at a Restaurant Outside</b>	25%
<b>Beach</b>	13%

Question: Which of the following have you done in the last two weeks

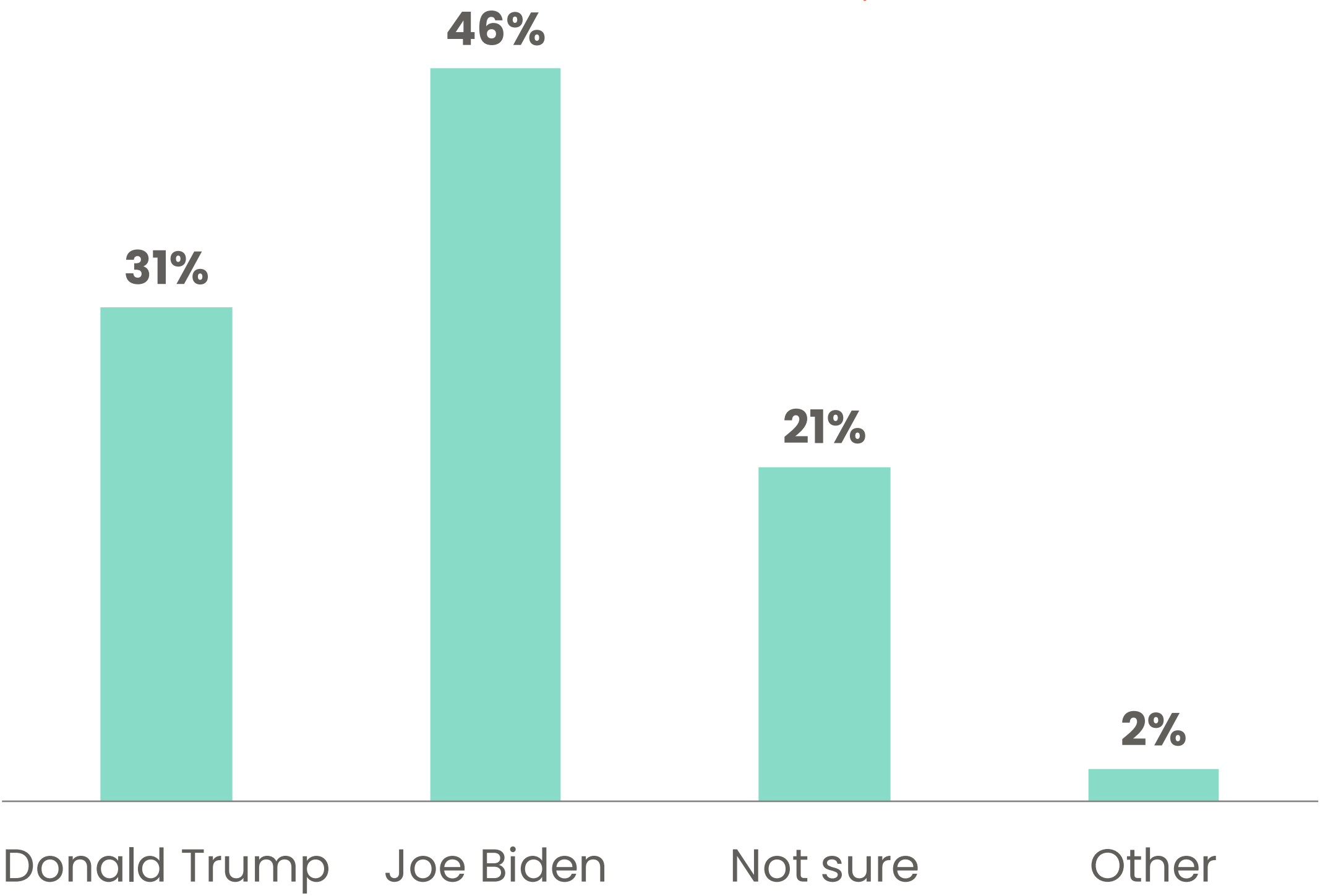
There is still a fair amount of *uncertainty* about holiday gatherings with a solid 1/3 unsure about plans.

	Yes	Yes – but while keeping social distancing	No	Not sure yet
 <b>Halloween</b>	15%	10%	53%	22%
 <b>Thanksgiving</b>	33%	13%	21%	33%
 <b>Christmas/Hanukkah/Kwanzaa</b>	35%	14%	17%	33%
 <b>New Year's</b>	18%	8%	39%	35%

Question: Do you plan to get together with friends or family over the following days?



If the 2020 Presidential election was tomorrow, who would you *vote* for?





This holiday season may look different, but *SheSpeaks* and our influencers can help. Here are a few tips on how:

## 1. Get Creative

This year, the Holidays will look different. All the more reason to get creative with your marketing campaigns. Influencers can help personalize and humanize your content, while driving your business goals.



## 2. Reach your audience with targeted influencers.

Influencers are not "one size fits all". You need the right influencers to effectively reach and engage your target shoppers. With over 250,000 members, we can help with that.

## 3. Repurpose your influencer content.

Tight on timing and running low on brand content? Take your Holiday influencer content and repurpose it into additional digital media buys – static imagery, video, gifs, you name it.



## 4. Make it easier to drive purchase.

Drive all of your holiday influencer content directly to your target audiences' shopping cart. Now through the end of the year, we are offering free add-to-cart links with campaigns over \$50k.



**We have ideas to make  
this season a good one.  
Let's chat.**

Missy Tiller  
(479)601-1262

[missy.tiller@shespeaks.com](mailto:missy.tiller@shespeaks.com)