

2023 Holiday Shopping: Women's Buying Behavior Index

Women are far less concerned about the economy as well as their personal/family finances this holiday season vs. 2022.

44% ↑ **34% YOY**

are comfortable with their personal finances.

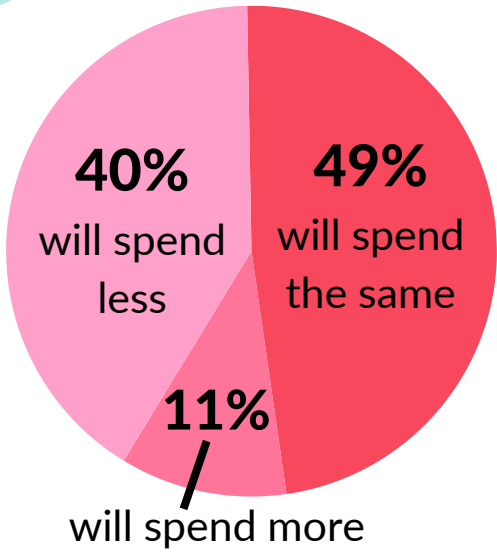
42% ↑ **31% YOY**

increase in those who believe the economy is improving.



What Factors Will Affect Spending?

Despite a positive assessment of the economy and their personal finances, most women will spend **the same** this year as they did last year on holiday shopping. Below are what women say will most affect their spending.



- 1.** Sales & Promotions
- 2.** Her Personal/Family Finances
- 3.** Shipping Cost/delivery time for items.

2023 vs. 2022

What's On Her Mind?

The 2024 Presidential elections and world instability weigh.

- #1** Health ↓ **19% YOY**
- #2** Time with family ↓ **30% YOY**
- #3** Peace/ stability around the world

44% of women have already decided who they will vote for

This is what you can expect to receive...

Jewelry and Personal Tech are out! Women report that they will spend the same this year across all categories, but these are the items they plan to spend the most on.

- 1. Clothing**
- 2. Gift Cards/Cash**
- 3. Beauty Products**
- 4. Kitchen Products**
- 5. Books**

PRIME Packages Incoming!



96% Amazon is the winner for holiday spending with 96% of women saying they will shop here.



86% Walmart & Local Retailers tied for #2 on the list of places women will shop this holiday season.



SheSpeaks.com fielded the "Holiday Shopping Women's Buying Behavior Index" study from November 18-20th, 2023. 1,200 women from across the U.S. ages 18-65 participated in the study.

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