

WHAT TO KNOW ABOUT HOLIDAY GIFTING

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TRUST IN MICRO-INFLUENCERS



58% of Gen Z consumers and 34% of all consumers trust local & micro-influencers for gift recs

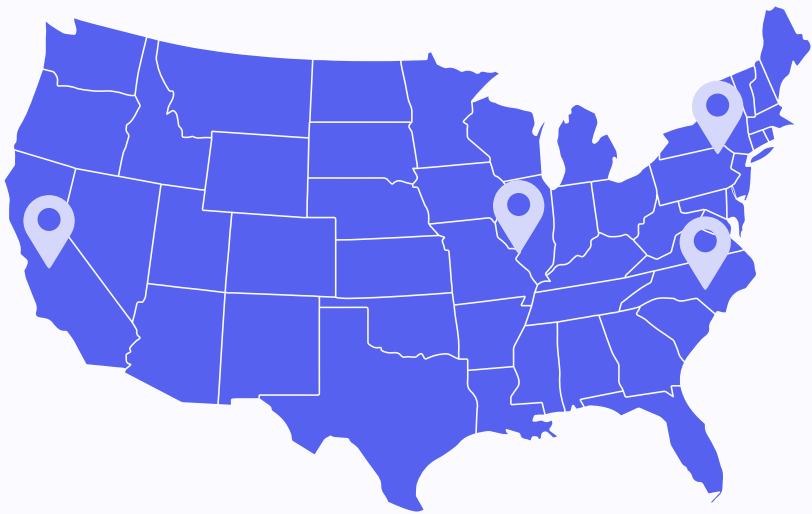
WHERE ARE PEOPLE SHOPPING FOR HOLIDAY GIFTS?

54% Consumers typically discover items to shop at online marketplaces such as Amazon

55%, search engines like Google (45%), and in-person stores (45%).

Nearly 1 in 5 (19%) consumers plan to shop exclusively online for holiday gifts.

HOLIDAY SHOPPING BY REGION



ONLINE SHOPPING HABITS

Consumers in the West (28%) and New England (25%) are the most likely to do most of their holiday shopping online.

GIFT GUIDES ARE IN

Consumers in New England (38%), Mid Atlantic (28%), and Midwest (27%) are the most likely to have used a gift guide.

TOP MOTIVATING FACTORS FOR PURCHASING HOLIDAY GIFTS

39% Customer reviews

37% Recommendation from friends or family

28% Limited-time deals and promotions

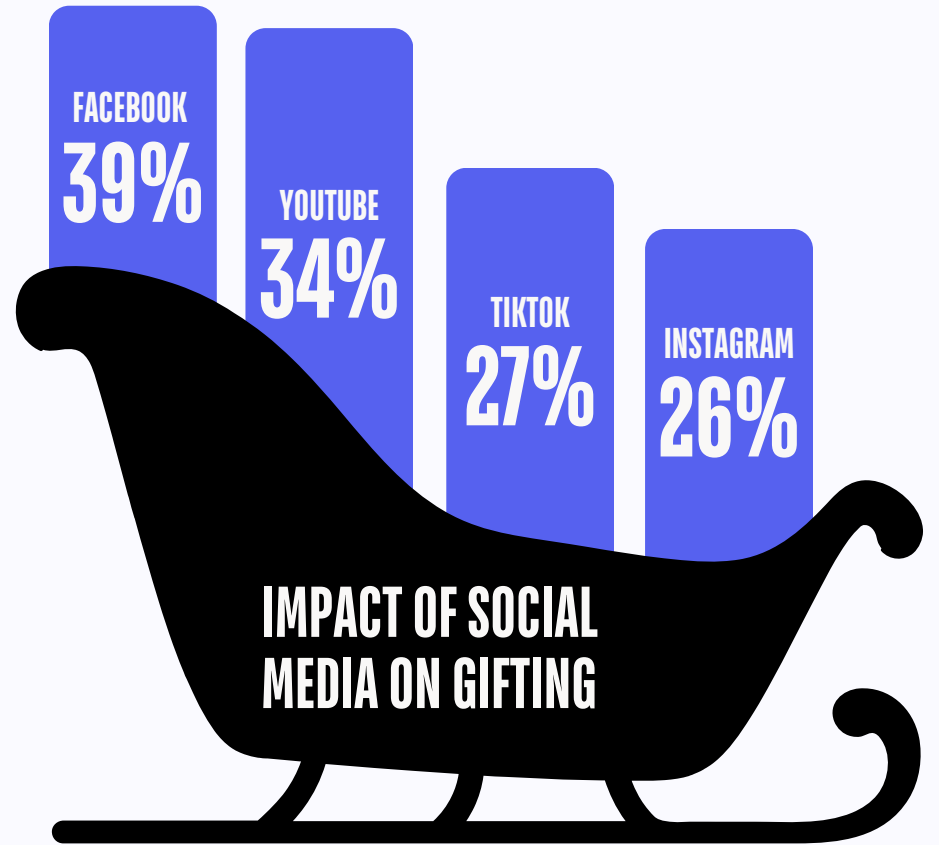
INFLUENCERS' IMPACT ON GIFTING

25% Have used a gift guide from an online creator or influencer to make holiday shopping decisions.

28% Have purchased a gift based on a recommendation from a creator or influencer in the past year.

56% Purchase a percentage of holiday gifts promoted by an influencer / creator.

36% Need to see a product promoted by a creator or influencer 2–3 times before considering purchasing it.

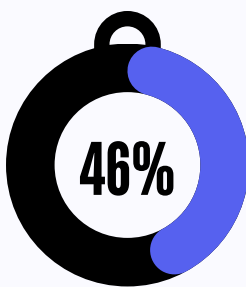


Consumers say that they are most likely to find deals and products to buy on the platforms above

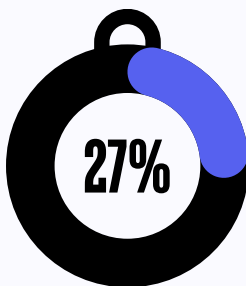
WHICH SOURCES DO CONSUMERS TRUST THE MOST FOR REVIEWS OR RECOMMENDATIONS OF PRODUCTS?



FRIENDS AND FAMILY



PRODUCT REVIEW SECTIONS ON A RETAILER'S WEBSITE



CONTENT PROMOTED BY A BRAND

GEN Z SHOPPING HABITS

47%

Have used an online gift guide

52%

Bought a gift based on a recommendation from an influencer, compared to Millennials (36%) and Gen X (25%)