# skai

# Uncovering seasonal shopping habits



Skai surveyed 1,000 U.S. consumers to gauge their holiday spending plans for the 2024 season.



will have started their holiday shopping by November 1st

might be willing to wait until January

for better deals

say it's too early for holiday promotions before October

believe it's **never too early** for retailers to start holiday promotions

#### **TOP 3 HOLIDAY SEASON FRUSTRATIONS:**



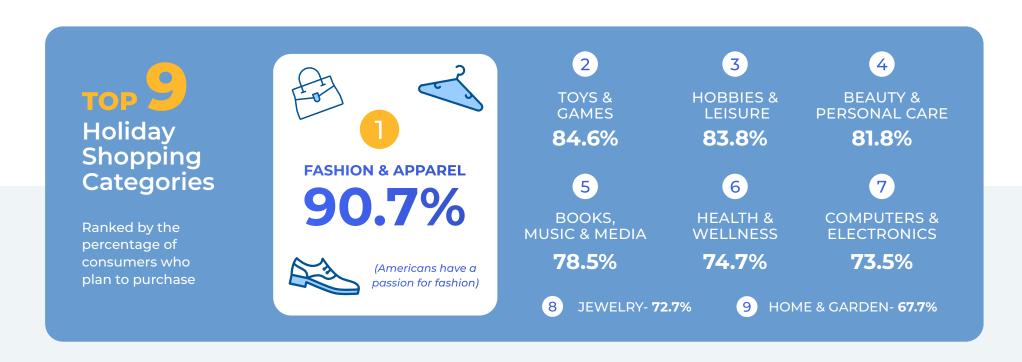




#### 'Tis the season for MINDFUL SPENDING

80% are budgeting carefully due to economic concerns 20% say inflation won't impact their holiday spending 66% plan to spend about the same or more this year vs previous years

**HOW MUCH WILL AMERICANS SPEND?** appears to be the spending sweet spot. 51% plan to spend up to \$500 49% plan to spend more

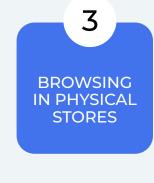


## 'Tis the season for SMART RESEARCH

TOP = Research Methods



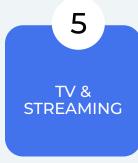




Is AI on the rise?



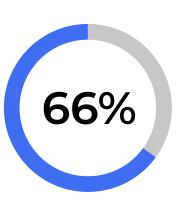




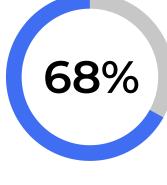
64% **54%** 

13% of shoppers now use AI tools like ChatGPT for holiday shopping, up from 5% last year

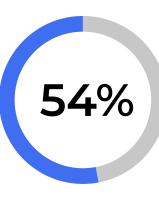
### 'Tis the season for **BIG HOLIDAY SHOPPING EVENTS**



plan to spend up to half of their holiday budget between Thanksgiving & Cyber Monday



plan to shop during Amazon's October Prime Day



say Prime Day spending will reduce

their Cyber 5 budget



68% **THANKSGIVING**  **BLACK FRIDAY** 

62% **SATURDAY & SUNDAY** 

**MONDAY**