



October 2013

# Getting to Know Your 2013 Holiday Customers



**thinkinsights**  
Google™



## WHAT WE WANTED TO KNOW

What trends will determine  
**consumer spending and  
behavior during the 2013  
holiday season?**





## WHAT WE FOUND

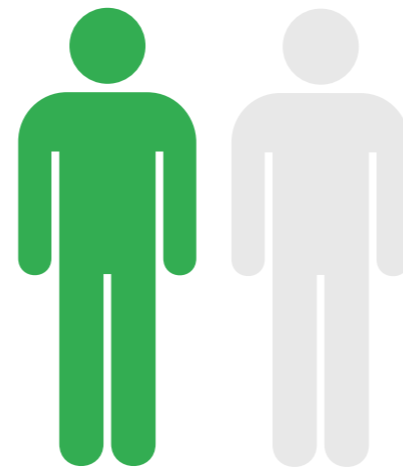
### 2013 holiday shoppers will:

- **Start holiday shopping early**  
Half of shoppers will research purchases before Thanksgiving weekend
- **Be open to new ideas and retailers**  
1 in 4 consumers plan to buy from a retailer they've never bought from in the past
- **Turn to the internet over all other sources**  
Internet is used 2x more than TV or catalogs for holiday shopping information
- **Use smartphones more frequently to help them shop online**  
Usage of smartphones for holiday shopping to increase 17%
- **Embrace fashion, media and toys**  
Samsung Galaxy Gear, Chromecast, Xbox One and Air Jordans may be hot

Consumers will start holiday shopping **early**.

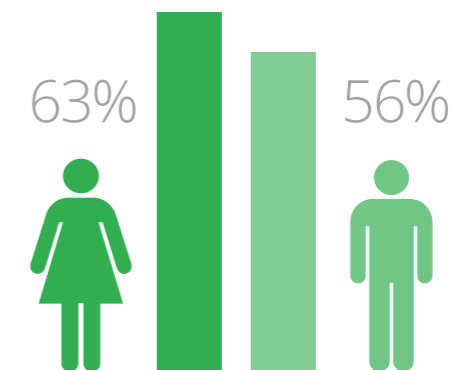
28%

of shoppers will research **before Halloween**



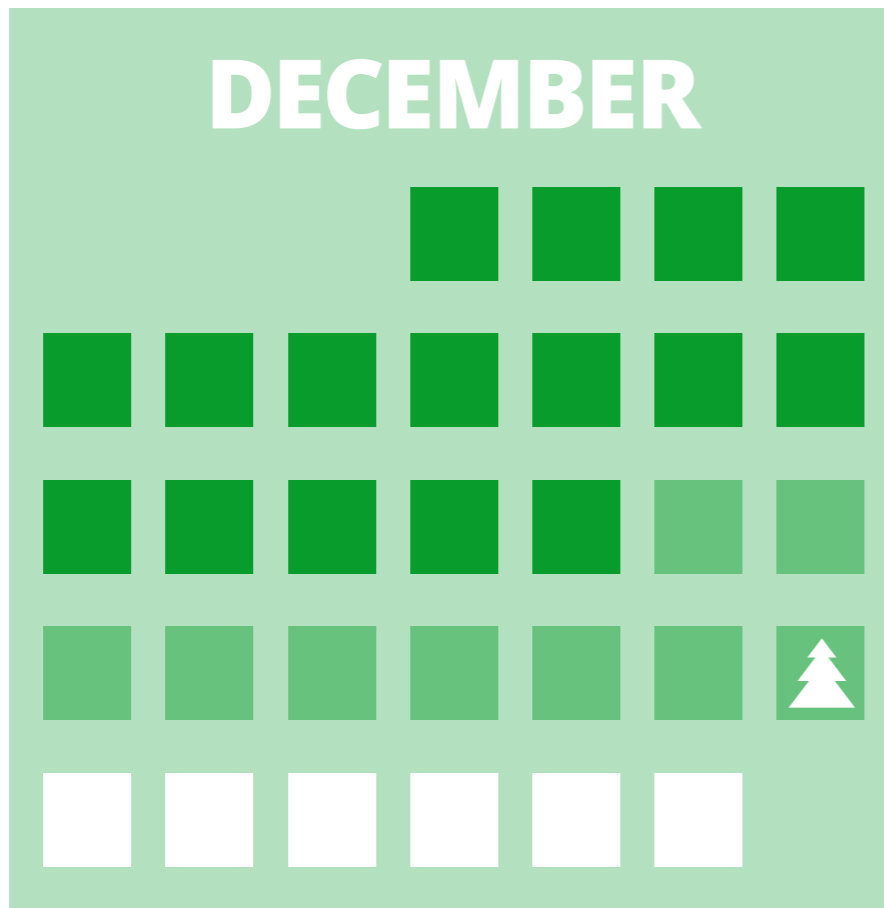
Half will research **before Thanksgiving weekend** and 60% will purchase **that weekend**

Will purchase over Thanksgiving weekend:



**Women are more likely** than men to start shopping early and purchase on the big days

And the **window to influence** purchases is long.



**41%** of shoppers will not complete holiday shopping until **mid-December**, despite early research

**24%** of shoppers will not complete holiday shopping until **the “last minute”**

**8%** of shoppers will not complete holiday shopping until **after Christmas Day**

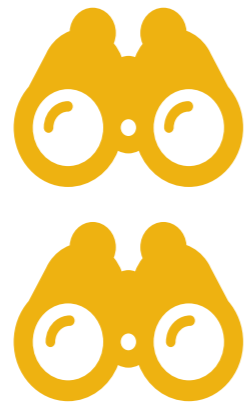


**TIP:**

Avoid markdown losses by drumming up demand early and going big on key spending days

Marketers have massive **opportunity** to influence early in the season.

Nearly  
2 in 3



shoppers **plan to shop  
around** for gift ideas



63%



do not have **specific  
brands in mind** yet

59%

are open to purchasing  
from **new retailers**



To persuade shoppers, offer a **variety of deals.**

81%

of shoppers will rely on **discounts**



76%

of shoppers will take advantage of **free shipping**



60%

of shoppers will act on **purchase incentives**

And focus efforts on **certain demographics.**



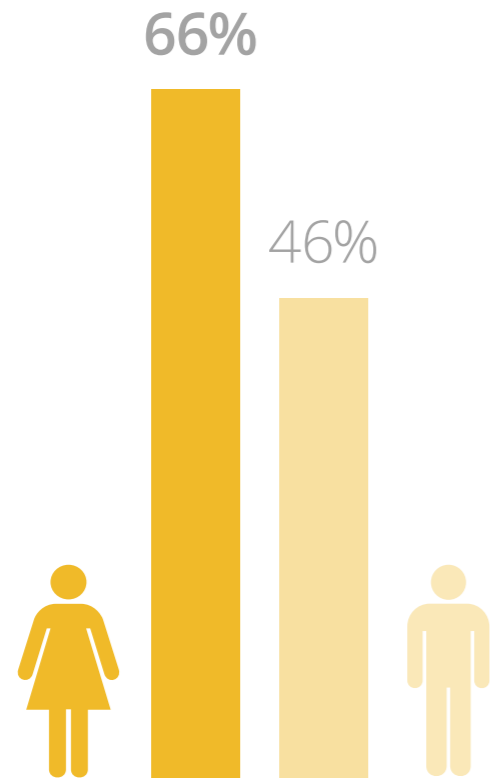
Adults aged 25–34 **will spend 19% more this year** than last



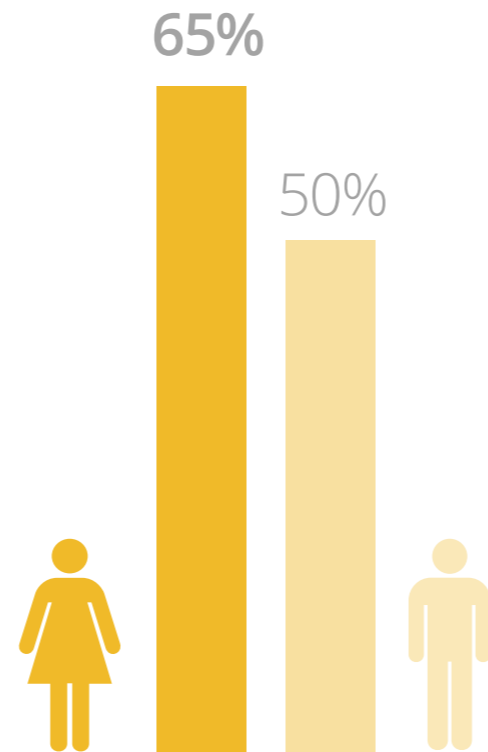
**Men will spend 15% more** than women



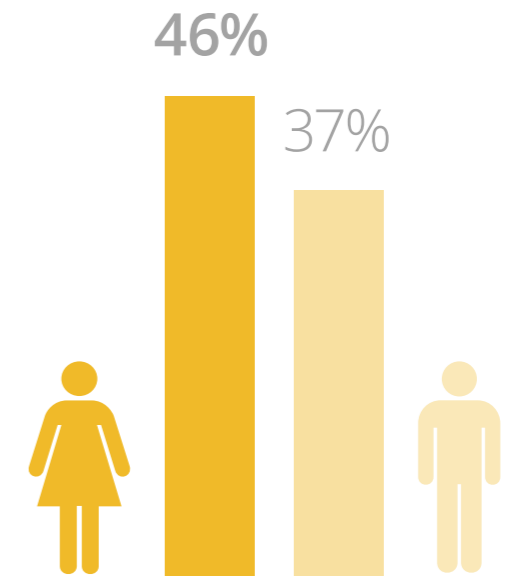
Women are more likely than men to be **moved by offers.**



Women are **more likely to use coupons**



Women will take advantage of **post-holiday sales/promotions**



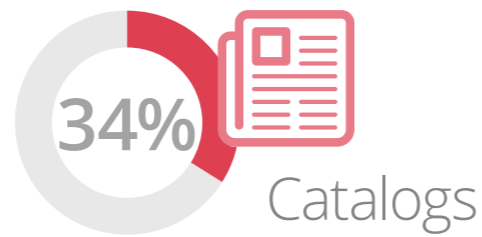
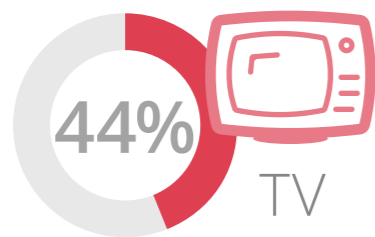
Women will **spend more time shopping around** for gifts to find better offers

Holiday shopping happens **online.**

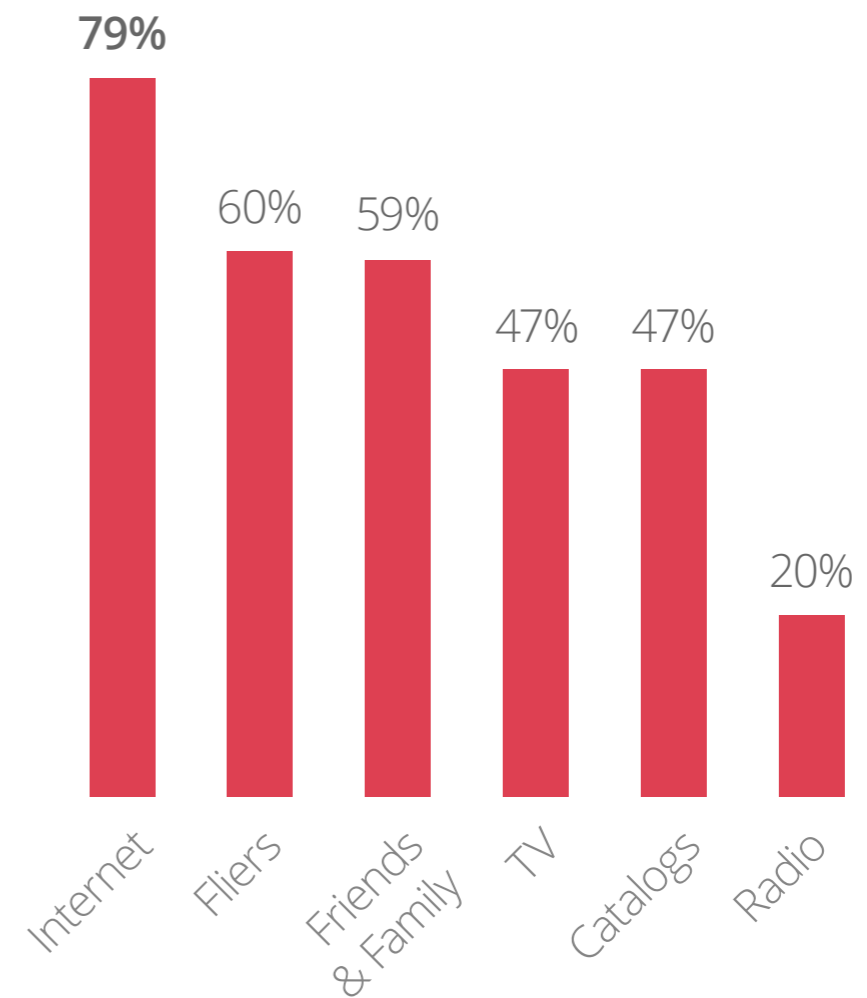


**89%**

of shoppers plan to use the **internet for holiday shopping**



Shoppers consider the internet **the most useful resource** for holiday shopping

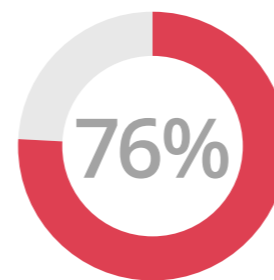


Online research will help **determine gift buys.**

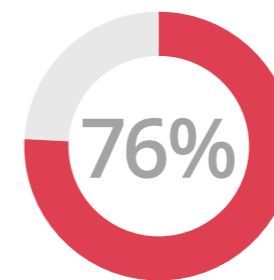
Online research will influence:

**3 IN 4**

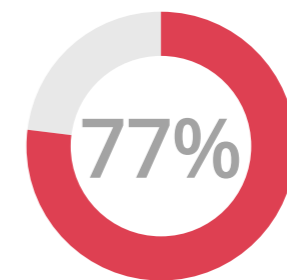
consumers say **online research will help them decide** which gifts and brands they'll buy this holiday



Brands bought



Retailers shopped



Type of gift



**TIP:**

Build brand awareness online to influence shoppers when they start researching

Online ads will influence holiday shoppers more than TV.

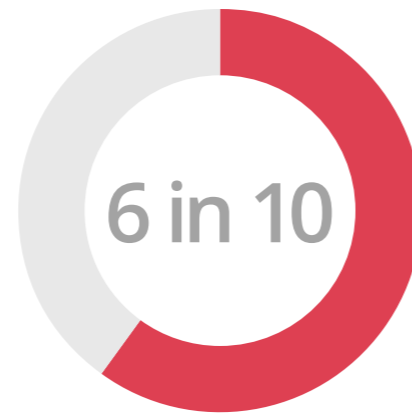


78%

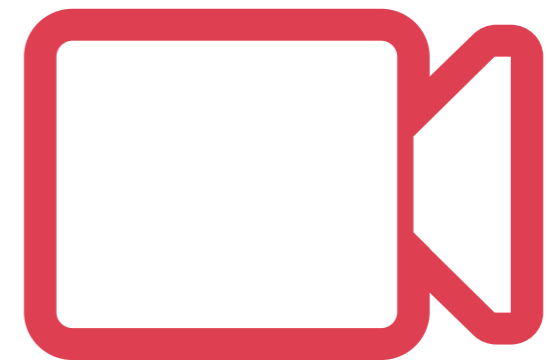
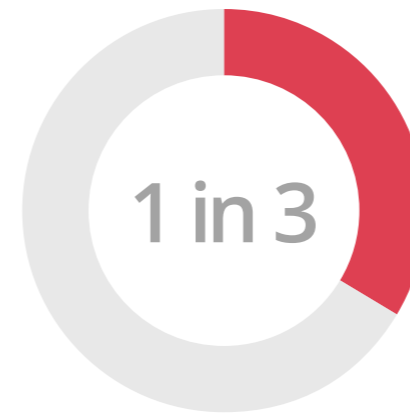
Display ads, email offers and search ads as a whole **influence more than TV**



64%



6 in 10 shoppers will pay attention to **search ads**, and 1 in 3 will pay attention to **video ads**



**Repurposed TV spots and product reviews** are the most popular video types for holiday shoppers



**TIP:**

Expand your digital shelf through an array of ad formats — search, display, video

More shoppers will use **smartphones** to help them shop online.

41%

of **all adults** will use a smartphone for holiday shopping this year, which is **up 17% over last year**

76%

of **smartphone owners** will use their smartphones for holiday shopping this year



**1 in 4 smartphone owners** plan to make a holiday purchase on their smartphone, which is **up 21% over last year**

**Millennials** will drive mobile holiday shopping.

**88%**

**millennial  
smartphone  
owners**

will use their devices for  
holiday shopping

**vs. 67% of adults 35+**

**31%**

**millennial  
smartphone owners**

plan to make a holiday  
purchase on their  
smartphone

**vs. 17% of adults 35+**

**+28%**

**year-over-year  
increase of millennial  
smartphone owners**

who plan to make a holiday  
purchase on their smartphone

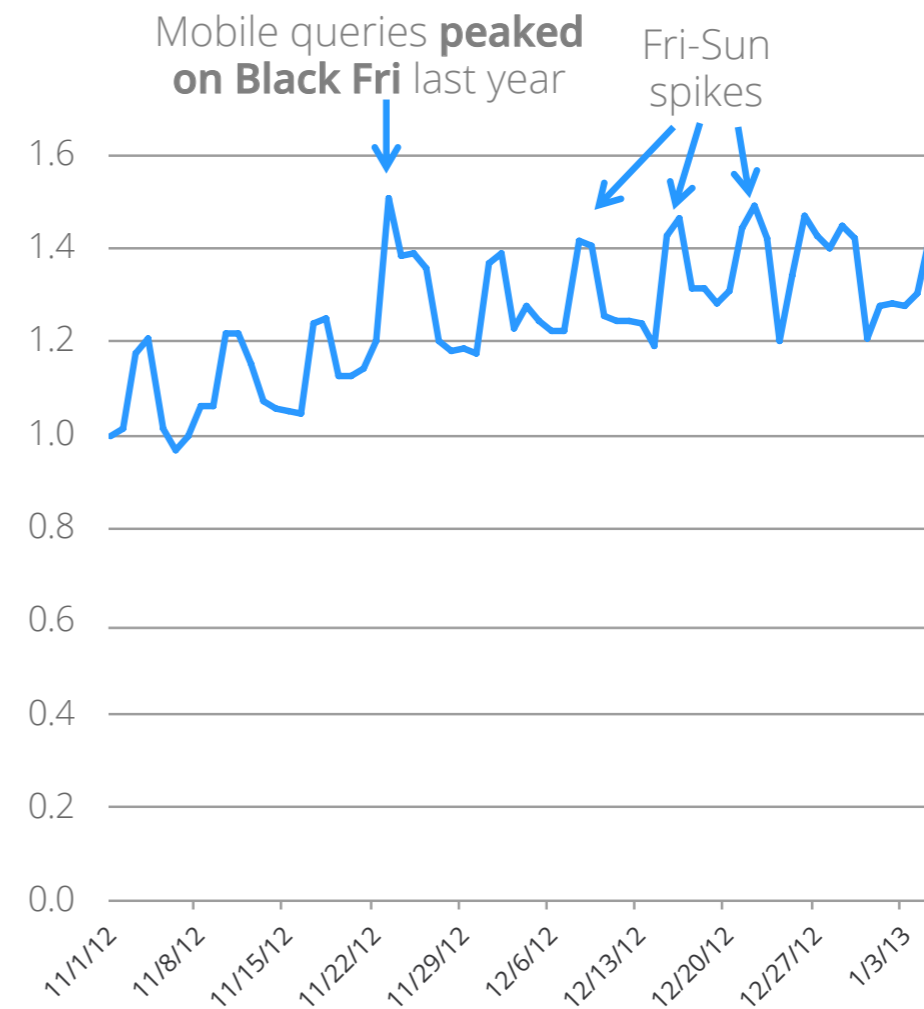
**vs. +13% for adults 35+**

Mobile shopping will likely **spike on weekends.**

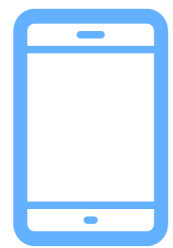
Based on last year's data, we expect mobile shopping to spike on traditional in-store shopping days — **weekends, especially the one between Black Friday and Cyber Monday**

## Mobile queries for the retail/shopping category

Data is Indexed



Shoppers are **equally likely** to use smartphones to shop online and in-store.



53%

of smartphone shoppers will use their device to help with **e-commerce shopping** vs. 46% last year



53%

of shoppers will use their smartphone **while in the store**



They're crucial for **comparing** prices and **finding** store locations.

47%



of smartphone owners who are planning to use their device for holiday shopping will **research prices** on their smartphone and purchase in-store

35%



of shoppers will use their smartphone to **locate a retailer**



Cross-screen shopping will be huge.

80%

of shoppers will use  
**more than one device  
at once** while holiday  
shopping

84%

will start gift shopping  
**on one device** and  
**finish on another**



**TIP:**

Ensure you're present across all screens and track consumer behavior across devices to close sales

Fashion, media and toys will be the **most popular** gift types.

## Products or services shoppers plan to buy this season



74%

Apparel



65%

Entertainment



59%

Toys



52%

Jewelry & Watches



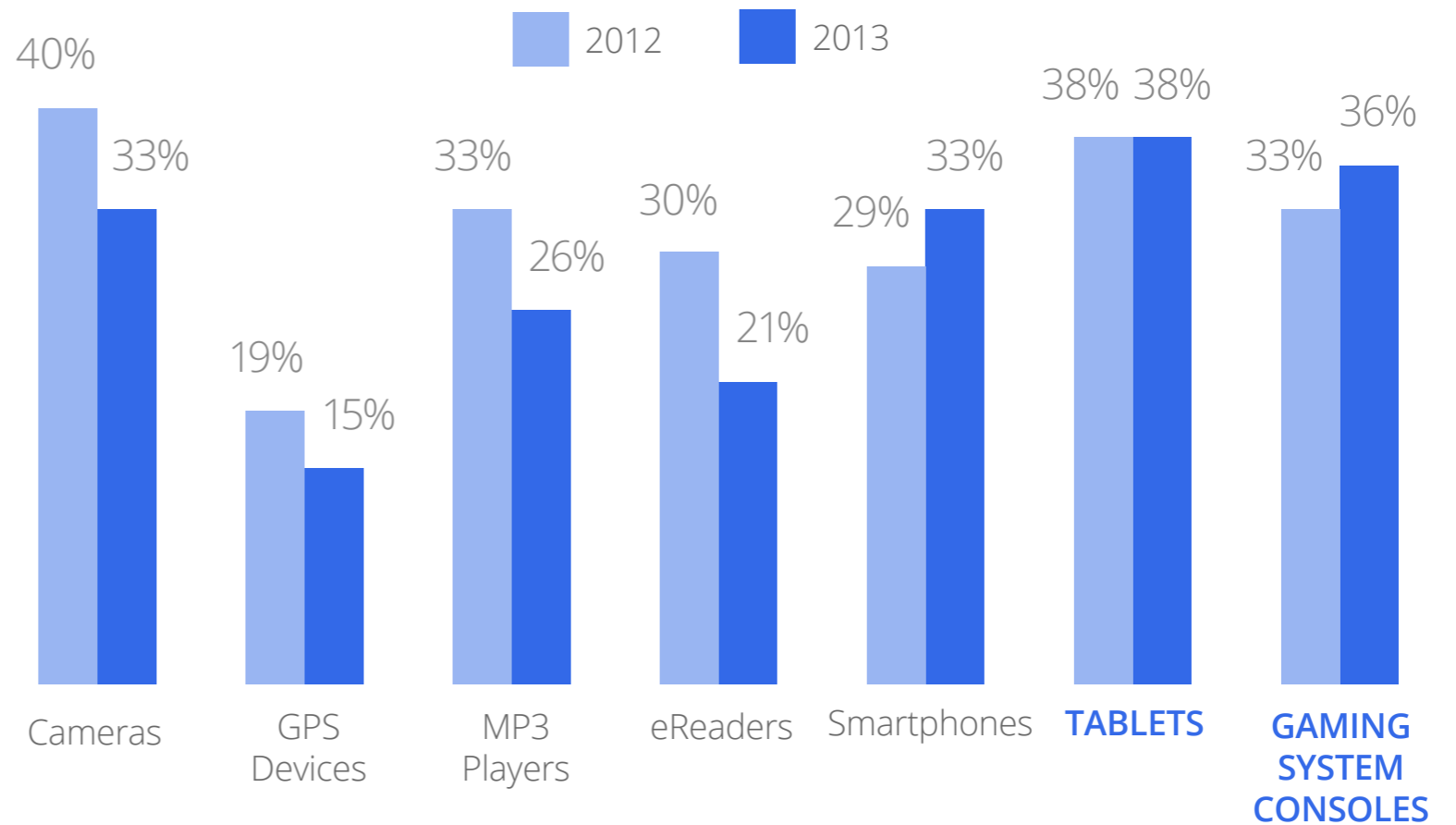
51%

Electronics

# Tablets and game systems will dominate electronics spending.

But many electronics, including MP3 players, eReaders, digital cameras and GPS units may take a hit

## Gifts that consumer electronics shoppers plan to purchase



**Wearable tech** is a breakout category this year.

Booming interest in products like **smart watches** and **fitness-monitoring tools**

- Samsung Galaxy Gear
- Fitbit Flex
- Nike Move
- Nymi Bracelet
- Nissan Smart Watch
- Nike Fuelband

## Searches for "Wearable Tech"

Data is Indexed





**Hot products** in top categories.

## Trending on Google Search:

### APPAREL

Heidi Klum New Balance

Air Jordans: Fresh Prince of Bel Air

Air Jordans: DB 5s

Sadie Robertson dress line

Toms shoes

Nike Free

Nike Hypervenom

Cat leggings

### GAMING & TOYS

Rainbow Loom

Kinetic Sand

Grand Theft Auto 5

Madden 25

Nvidia Shield

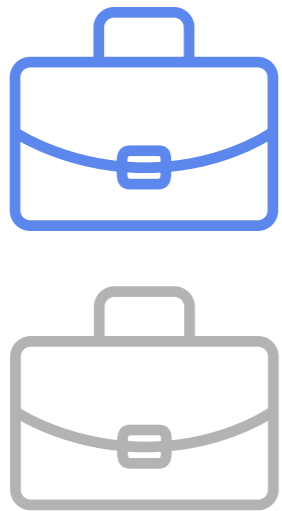
Xbox One



### TIP:

Stay on top of hot product trending and ensure coverage of relevant keywords

The **gift type** will influence whether it's purchased online or in-store.

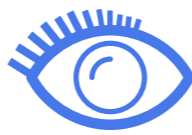


Apparel



59%

Beauty



58%

Home



53%

Entertainment



54%

Electronics



49%

Toys



46%

Nearly half of **travel goods shoppers** will buy exclusively **online**

The majority of **apparel, beauty and home furnishings** shoppers will buy exclusively **in-store**

**Entertainment, electronics and toy** shoppers will buy via **all available channels**



## WHAT THIS MEANS FOR MARKETERS



- Avoid markdown losses by drumming up demand early and maximizing key spending days by increasing bids when you expect high consumer demand.
- Clearly communicate planned discounts and offers to price-conscious consumers. Show ads to shoppers close to your stores and shipping centers. Underscore the urgency of time-sensitive deals through big promotions.
- Build brand awareness online to influence shoppers when they start researching. Expand your digital shelf through multiple ad formats to make sure shoppers see you when they're ready to buy.
- Cater to today's multi-screen shopper by ensuring coverage across screens, targeting by location and device, and tracking cross-screen behavior to close sales.
- Stay on top of hot product trending and ensure coverage of relevant keywords.





## WHAT WE DID

Google commissioned Ipsos MediaCT to gauge consumer shopping intentions for the 2013 holiday season. The survey asked 2,002 holiday shoppers what gifts they intended to purchase, how they intended to purchase items, how spending habits changed in recent years, and more. Interviews were conducted via an online quantitative survey. Trended comparisons were made throughout the report to data collected in August 2012, where applicable. 2008 through 2011 data is available and was historically fielded annually in September.