



2020 Holiday Insights Report

January, 2021



Study Design



Who

N = 502 American consumers

- 18-65
- 46% male, 53% female



What

Survey exploring behaviors
around the holidays



Where

National sample



How

20-minute online survey

Key Insight Summary

Overall Behavior

- 2020 Holiday season was characterized by a decline in social activities but other traditions such as decorating, gifts and baking/cooking remained
- Planning was more last minute this year for all Holiday activities including decorating, gifting, events or religious services
- The pandemic influenced some gift giving such as stocking stuffers with hand sanitizers and soap being in the top 10 items

Implications for Holiday 2021 Season

- If in-person gatherings are feasible, we may see early planning and larger/more holiday celebrations
- Ensure all holiday inspiration online and in-store happens prior to Black Friday
- Showcase items and inspiration that speaks to hosting and attending holiday events



Key Insight Summary

Online Shopping

- Over half of holiday shopping was done online this year
- We saw a dramatic lift in holiday online shopping with a +21 ppt increase in online shopping in Mass +19 ppt increase in online shopping for Grocery
- While online provides convenience and price comparison, there is also a role for inspiration around recipes, gift guides and decorating

Implications for Holiday 2021 Season

- For online websites/promotions incorporate holiday ideas/gift guides and other inspiration (recipes/ decorating/activities)
- This content should be heavy from Thanksgiving - early December when shoppers are planning and looking for inspiration, whereas sales should be more of the focus as planning shifts to buying in November



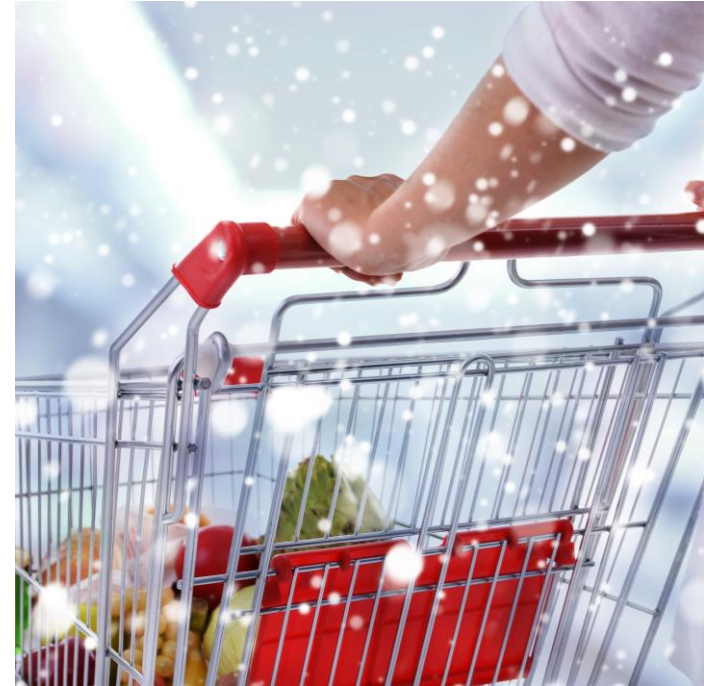
Key Insight Summary

Food and Beverage shopping

- Most food planning is done within the week leading up to the event and Mass/Club was the predominant channel for holiday food shopping
- Recipe planning was more last minute this year with friends/family and online being key sources of inspiration
- 62% of shoppers buy more premium products during the holiday season
- Limited edition products were also appealing for cookies, alcohol, meat and frozen products
- Sampling, demos, signage are key inspiration for in-store holiday experiences

Implications for Holiday 2021

- Recipe/meal planning may happen earlier in 2021 so promotion timing may need to move earlier
- Ensure a strong online presence with food inspiration and recipes
- In-store may play a stronger role in 2021 for retailers and Holiday 2021 is an opportunity to showcase premium products, holiday themed products and an enhanced in-store experience

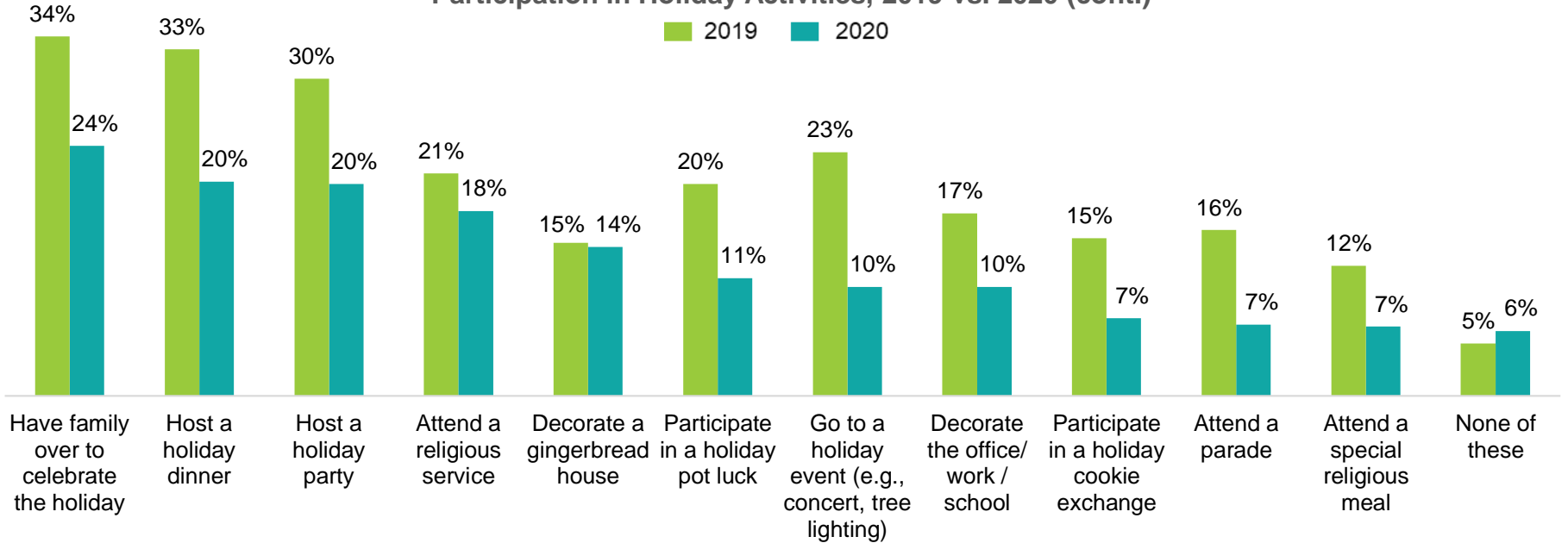




2020 Holiday Activities

2020 Holiday season saw a decline in social activities....

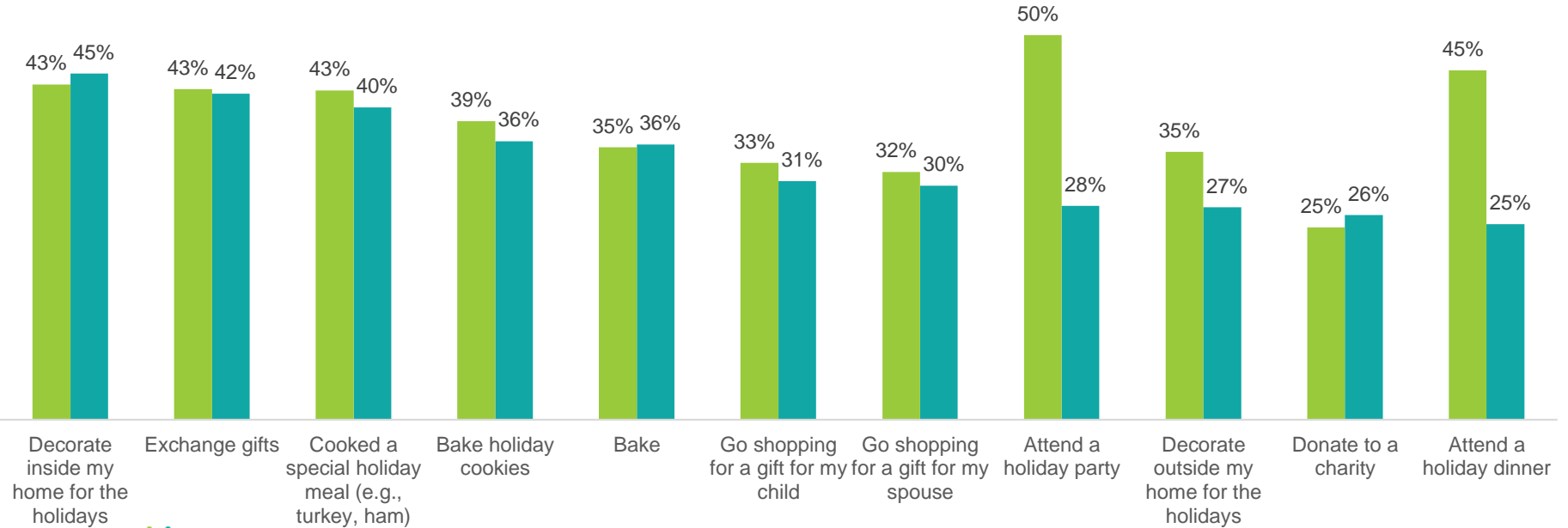
Participation in Holiday Activities, 2019 vs. 2020 (cont.)



...while other holiday traditions remained

Participation in Holiday Activities, 2019 vs. 2020

2019 2020



Q4. Which of the following activities have you participated in or do you still plan to participate in this year?

Base: Total respondents (n=502)

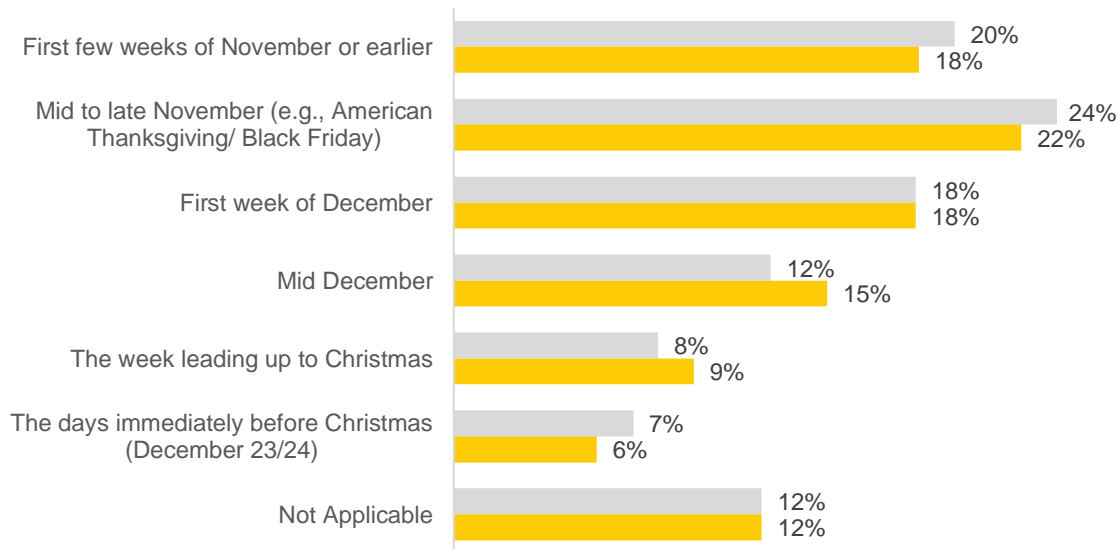
Q5. Which of the following activities did you participate in last year?

Base: Total respondents (n=502)

Given the uncertainty for this holiday season, decorating planning started later this year

Home holiday decorating

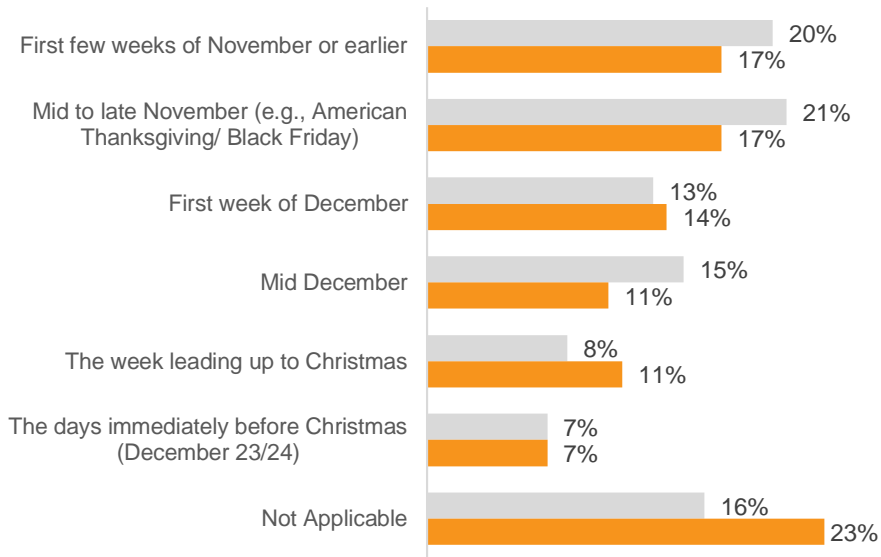
■ 2019 ■ 2020



Social and religious planning also started later

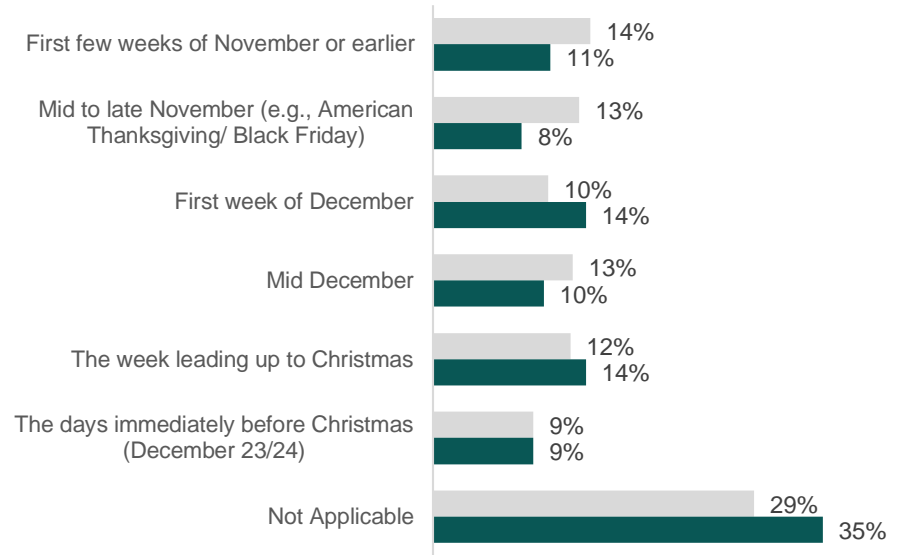
The parties you're going to host or attend

■ 2019 ■ 2020



The religious services you plan to attend

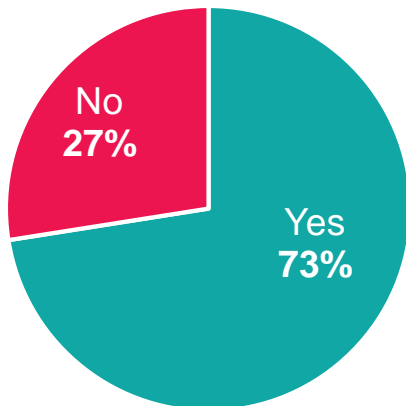
■ 2019 ■ 2020



Stocking stuffers had a Covid spin in 2020 with hand sanitizer and soaps included

Top 10 Stocking Stuffers of 2020

Stocking stuffer gifts



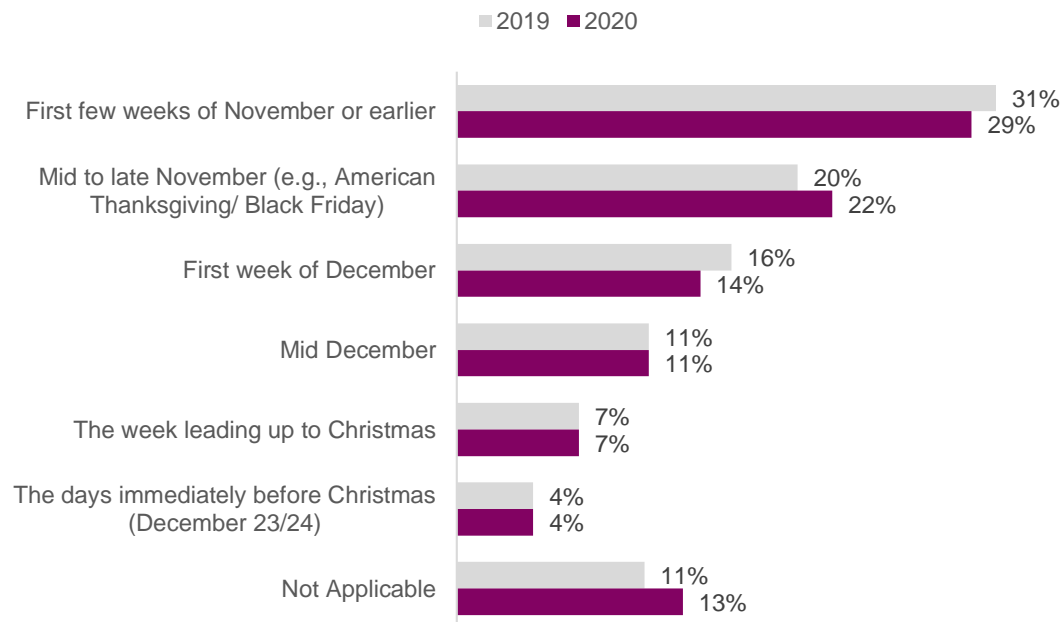
1. Candy 53%
2. Chocolate 49%
3. Gift cards 37%
4. Lottery tickets 23%
5. Toys 23%
6. Socks 23%
7. Personal care items 21%
8. Lotions/creams 19%
9. Hand sanitizer 18%
10. Soaps 16%



Gift Planning & Shopping

Budget planning for Holiday 2020 was similar to previous years

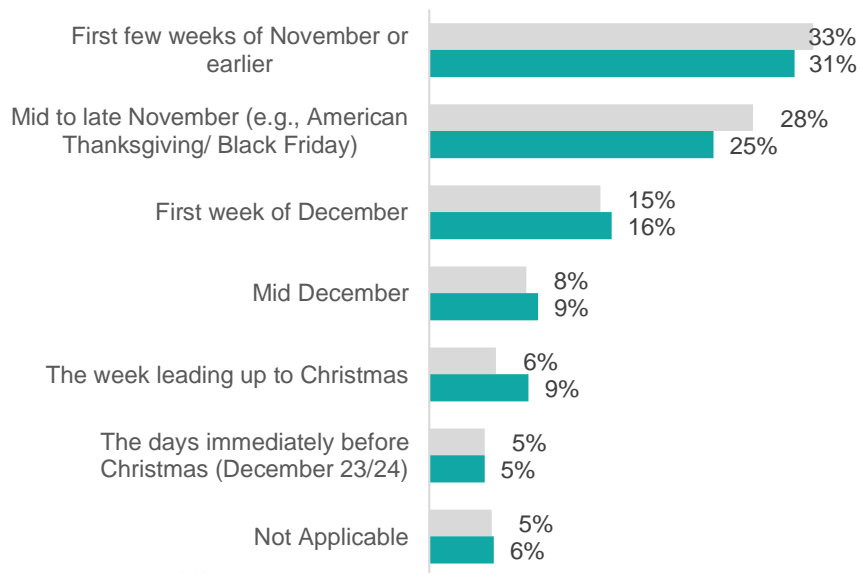
Your budget for the season



Gift planning for family and friends was more last minute this year

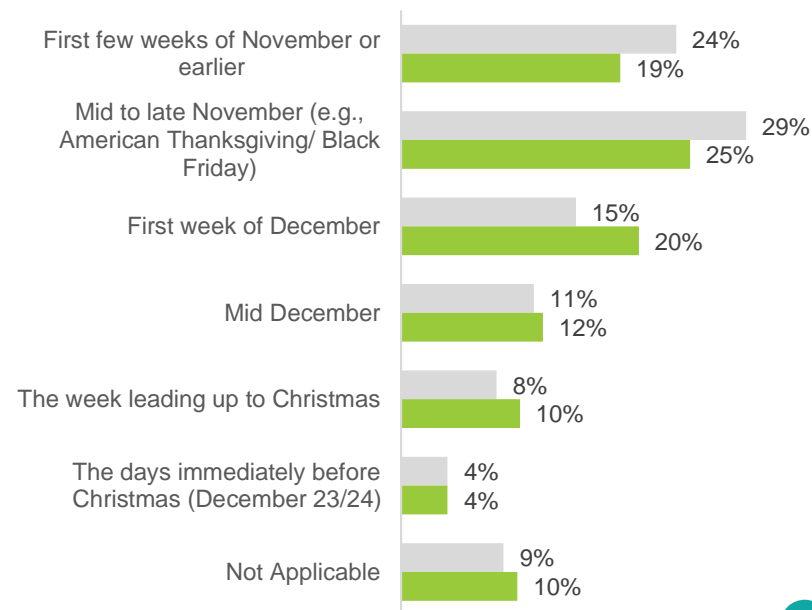
The gifts you're going to purchase for your immediate family

■ 2019 ■ 2020



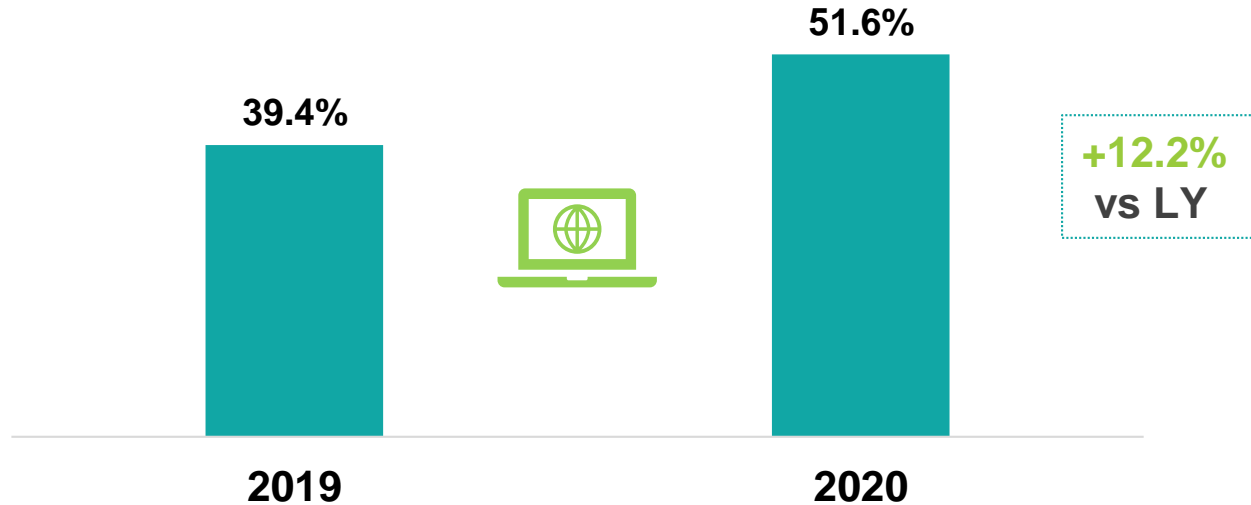
The gifts you're going to purchase for your extended family and friends

■ 2019 ■ 2020



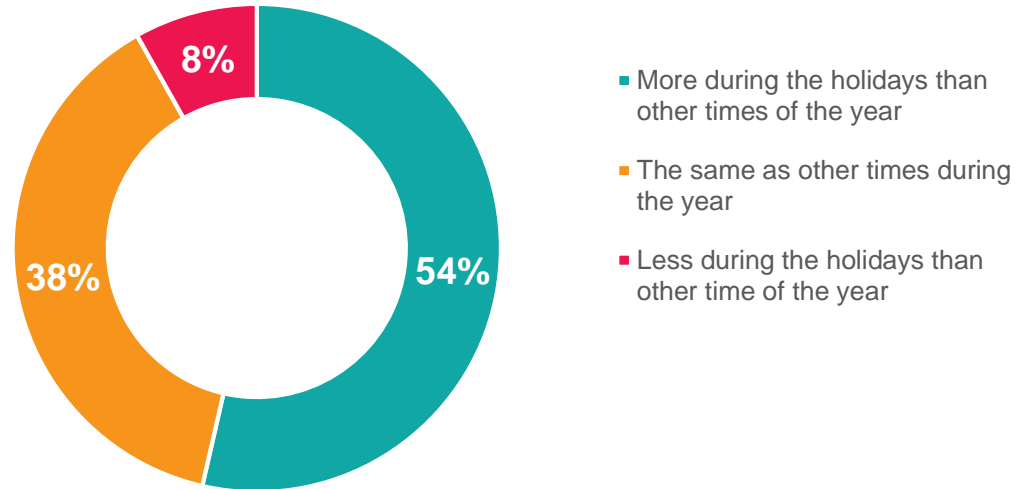
Holiday online shopping dramatically increased in 2020 with over 50% of holiday shopping being online.

Average percent of shopping done online, 2019 vs. 2020



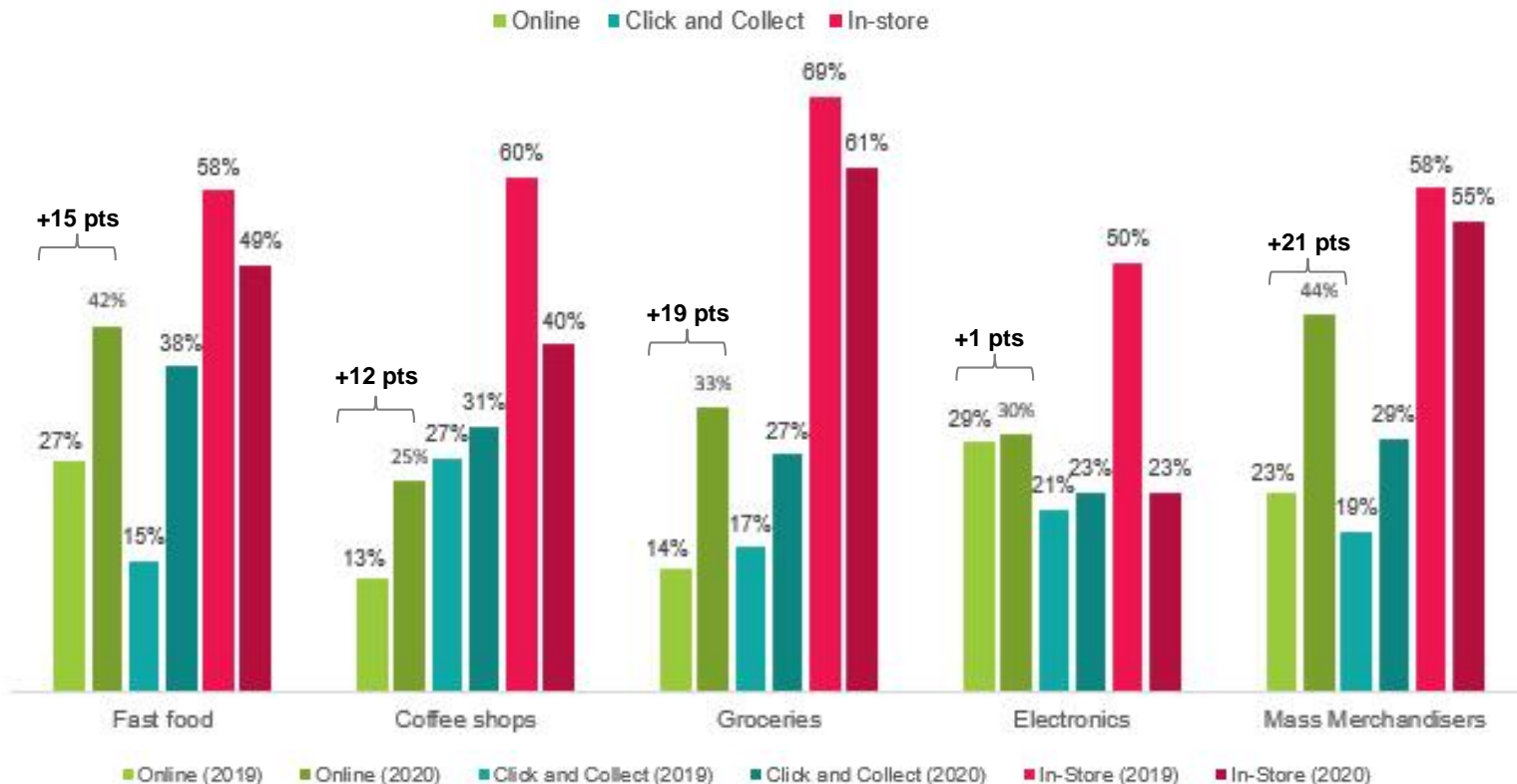
With respondents shopping more online during holiday season versus other times of the year.

Online shopping frequency during holidays vs. rest of year

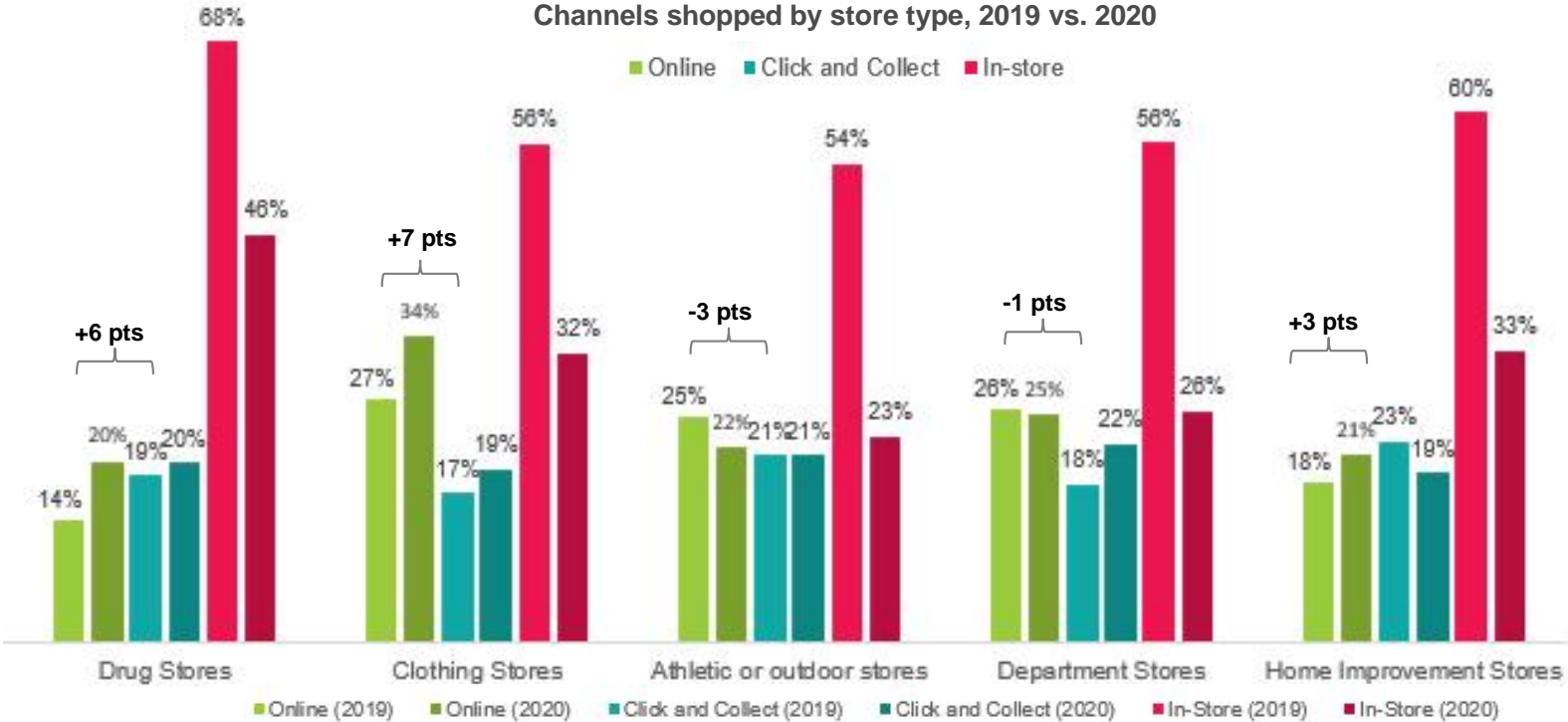


Online holiday shopping increased across most channels with a + 21ppt for Mass and +19ppt for groceries

Channels shopped by store type, 2019 vs. 2020

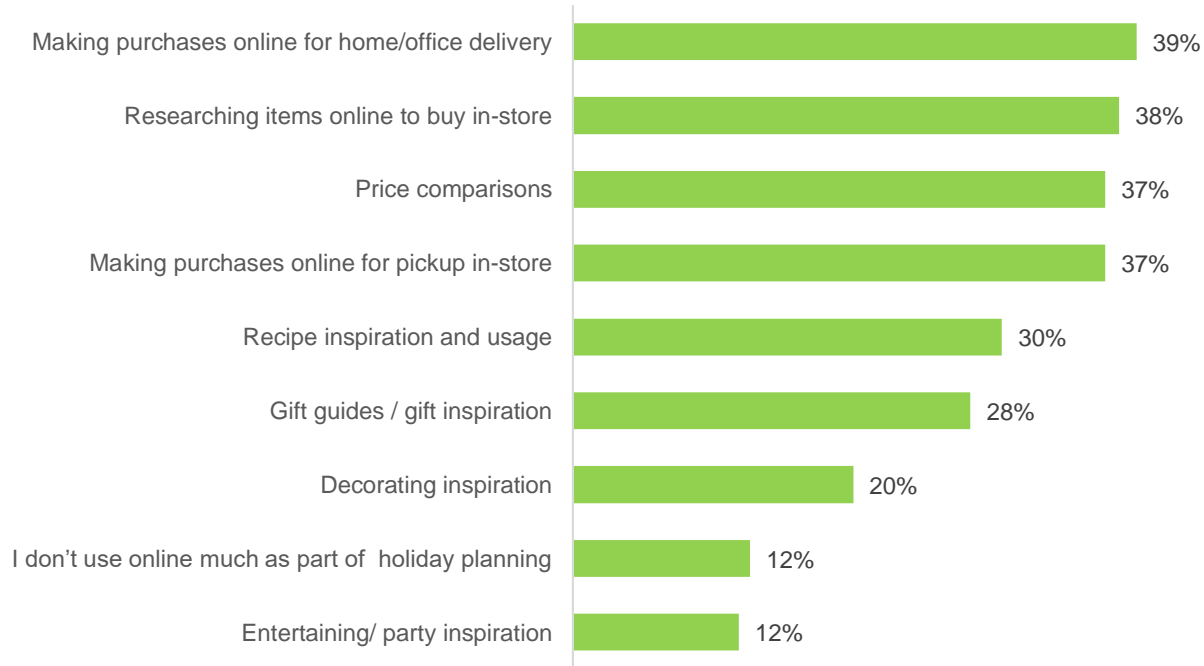


Online increased for drug, clothing, home and for department stores more click and collect shopping



Online provides convenience and price comparison but also *inspiration* with recipes/gift guides and decorating ideas.

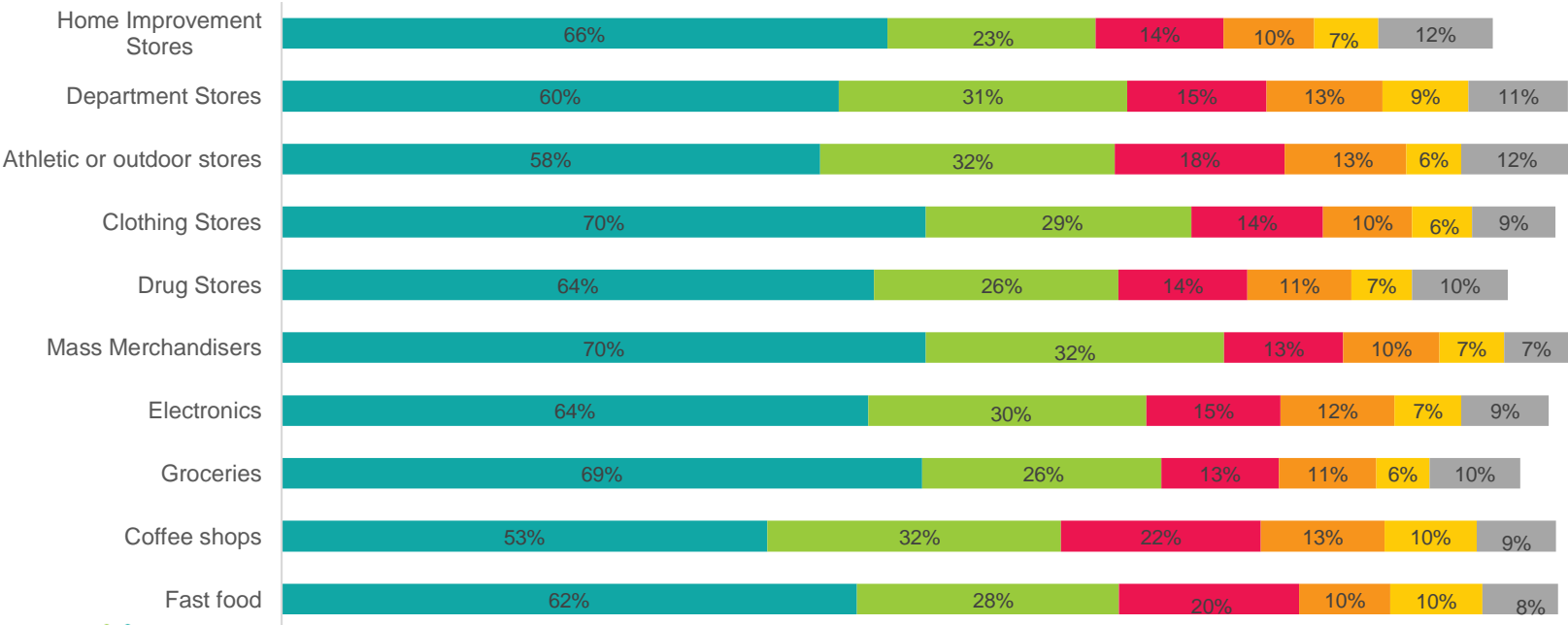
Online holiday planning



Gifts for **family** were purchased in mass/clothing stores, **friend** gifts in athletic/department stores/coffee shops or mass and **teacher** gifts were often purchased in coffee shops and fast food.

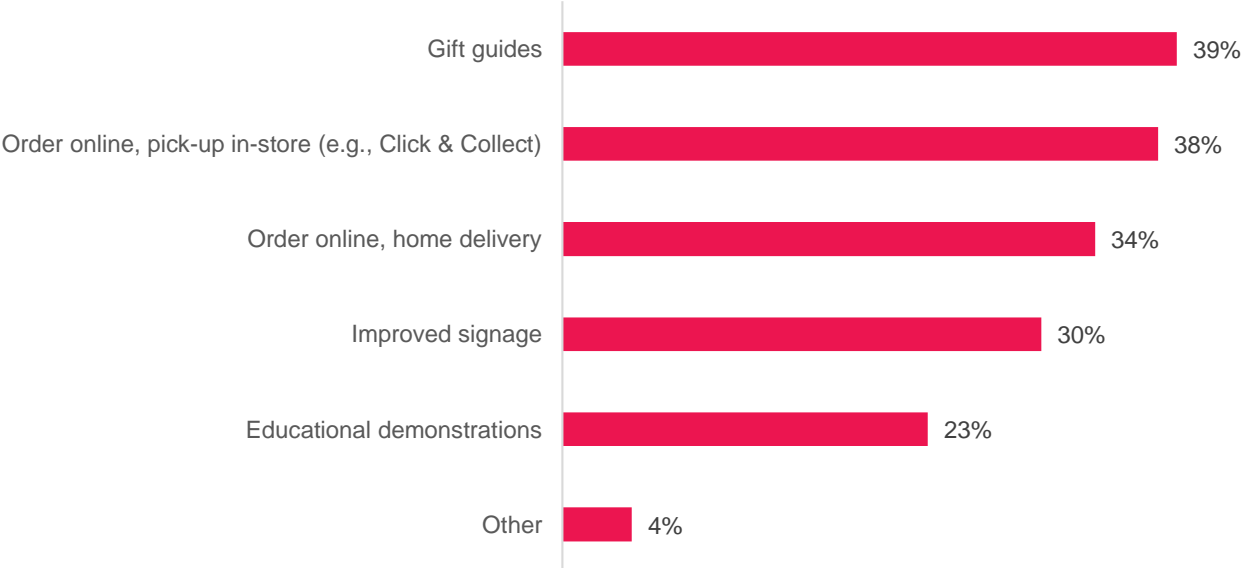
Store type shopped for gift recipients, 2020

■ Family Members ■ Friends ■ Co-workers ■ Host/Hostess ■ Teacher ■ Others



Gift guides plus the convenience of online were key attributes that could improve holiday shopping. Signage and demos are highly desired in-store.

Desired enhancements to holiday gifting shopping experience





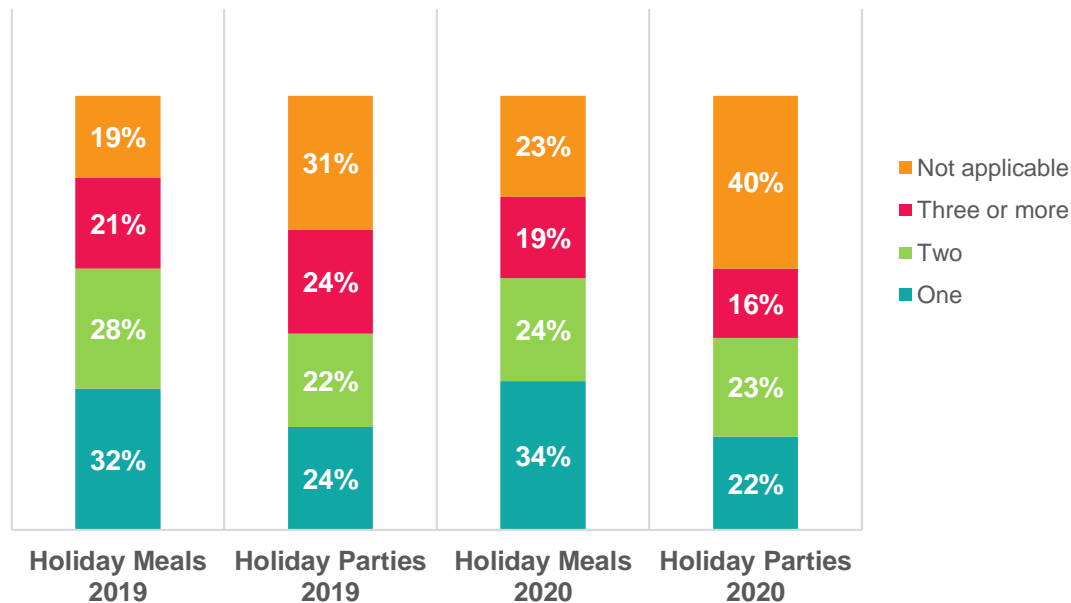
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Holiday Cooking & Baking

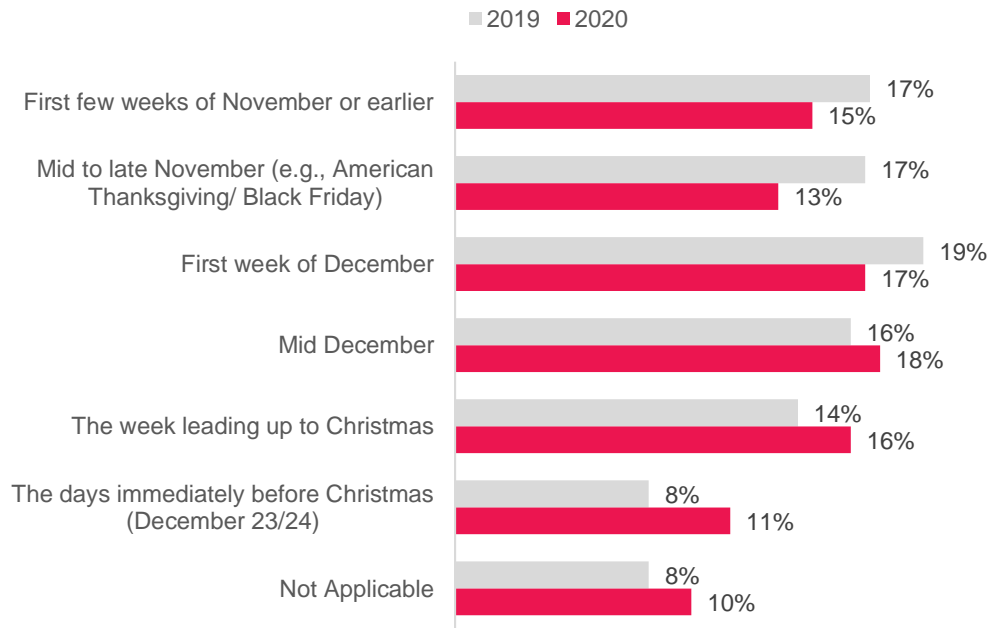
Hosting of holiday meals/parties was also down this year versus prior year

Number of Holiday Meals and Parties Hosted (2019 vs. 2020)

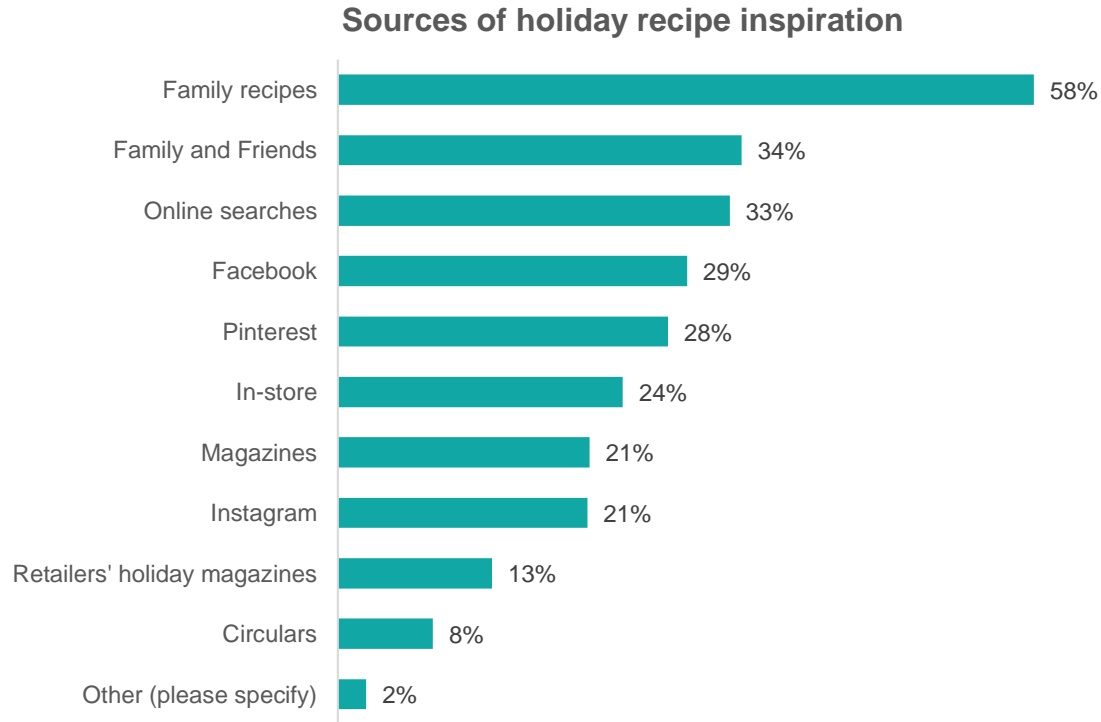


Recipe planning was more last minute this year

The food/recipes you're going to prepare



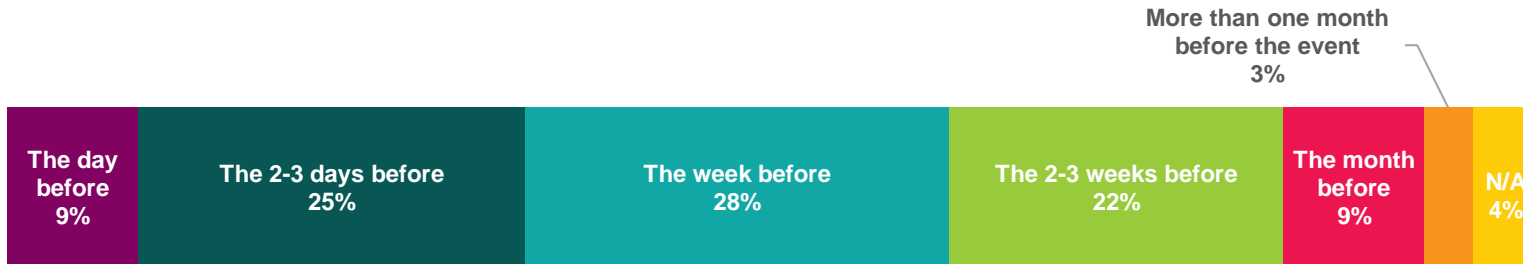
For holiday recipes, family and friends are the main sources followed by online searches and platforms



For holiday food preparation most planning and buying is done during the week before the event



Planning

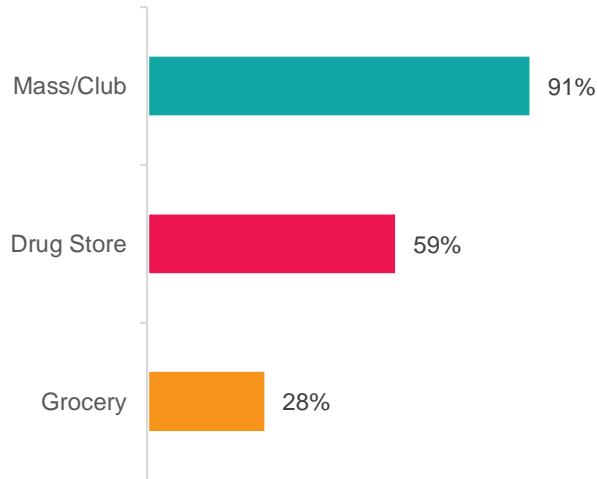


Buying

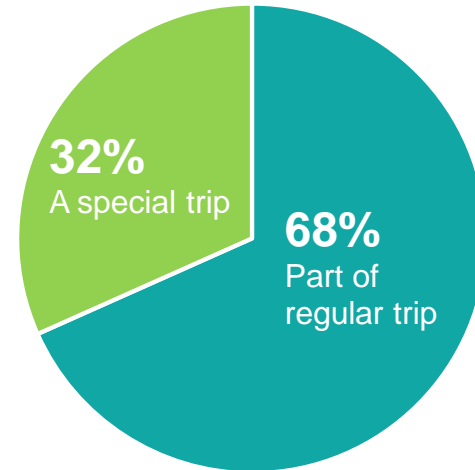


Mass/Club was the dominant channel for holiday food and drink, with approximately 1/3 of shoppers making a special trip

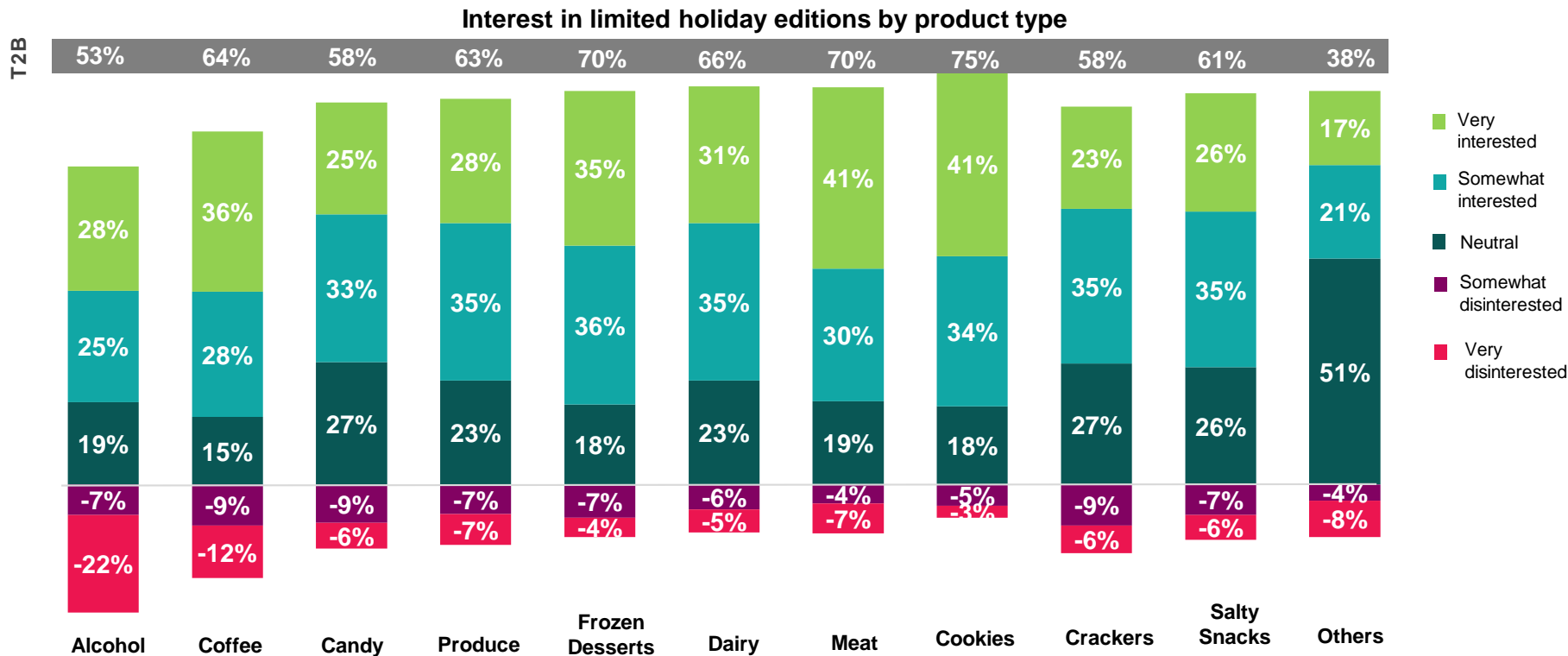
Retailers shopped for food and beverages for holiday gatherings



Trip type when shopping for holiday food



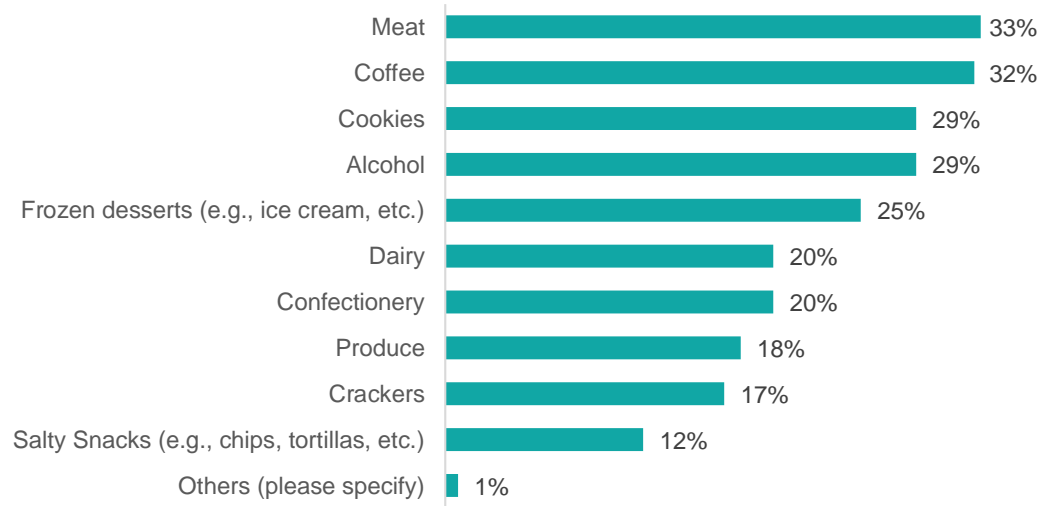
Limited holiday editions were most appealing for cookies, frozen desserts and meat



The categories where shoppers buy more premium products are meat, coffee, cookies and alcohol

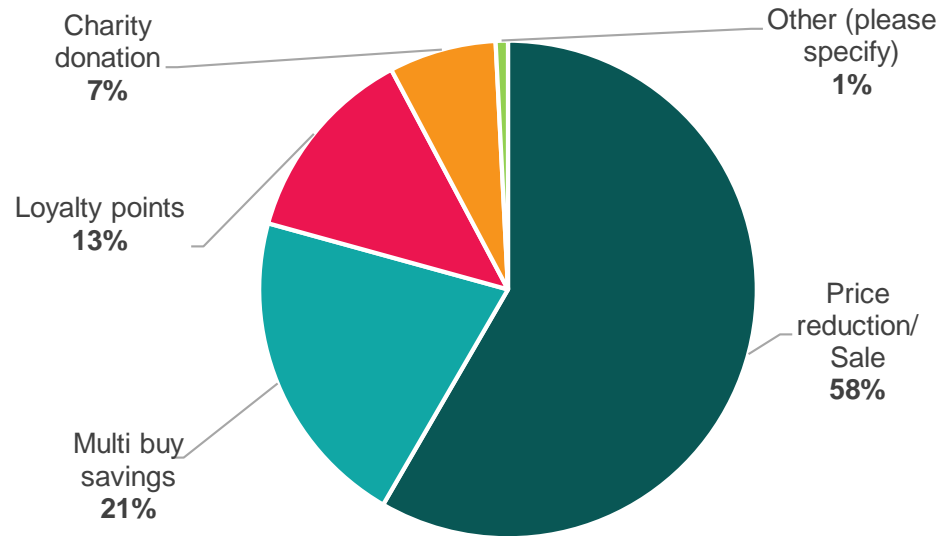
62%
of shoppers
buy more
premium food
and beverage
products
during the
holidays

Premium product types purchased during the holidays



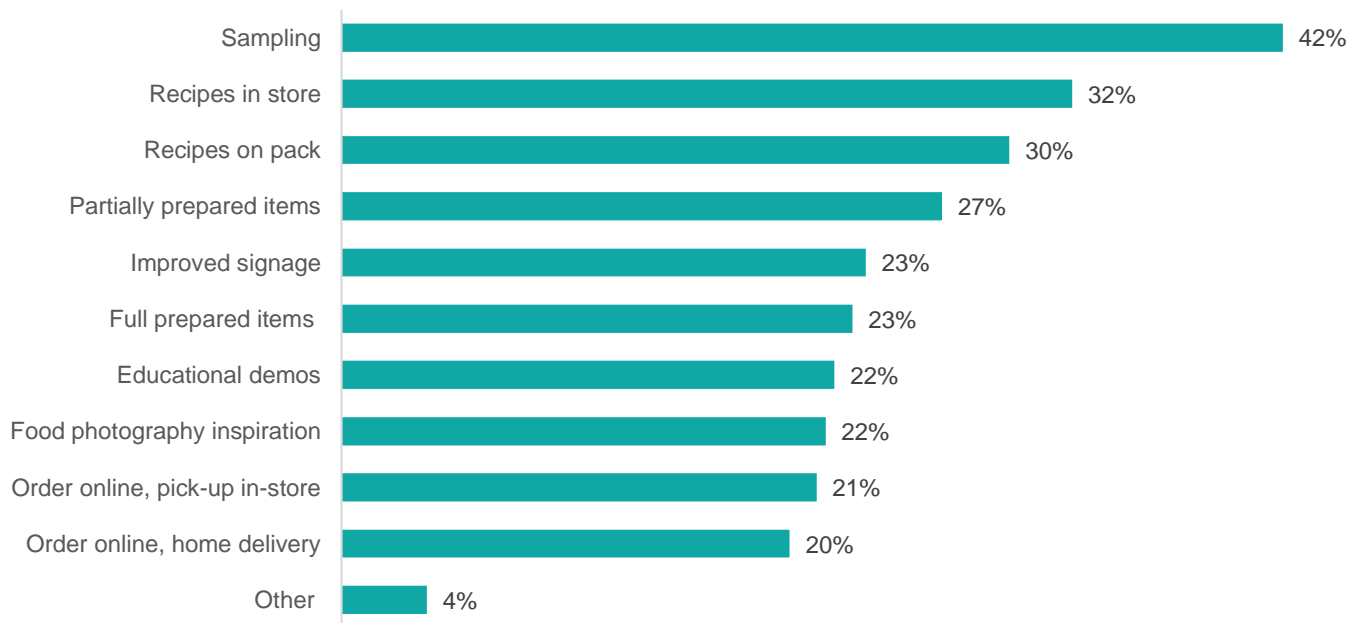
The most appealing deal to shoppers is price reductions, multi-buy and loyalty points

Most appealing holiday deal types



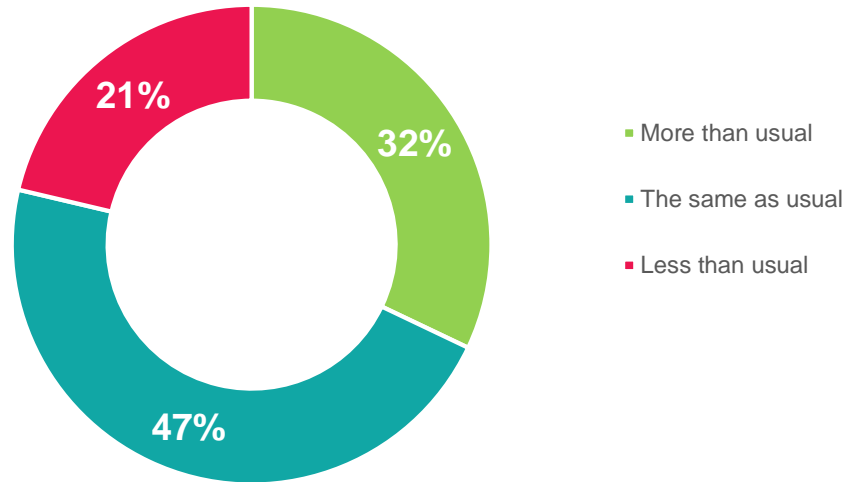
Sampling, recipes, prepared items, signage and demos are the main areas that would improve holiday grocery shopping

Desired enhancements to holiday grocery/food shopping experience

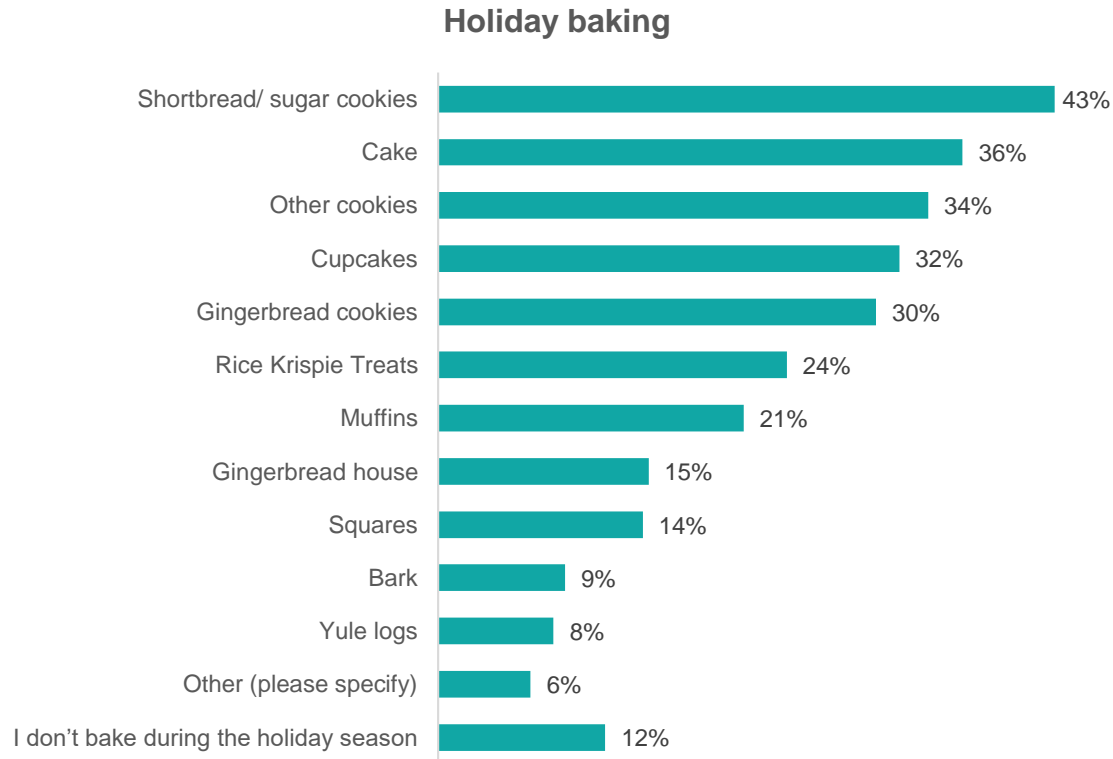


We saw a continuation of increases in 2020 baking into the holiday season this year.

2020 Holiday baking habits



Shortbread/cookies and cake were the leading items that were baked

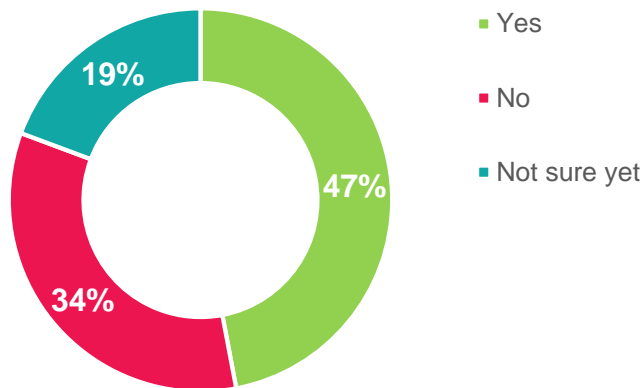


A hand holding a lit sparkler against a blurred background of lights. The sparkler is the central focus, with bright sparks radiating from its tip. The background is dark with several out-of-focus light sources, creating a bokeh effect. A red rounded rectangle is overlaid on the bottom right of the image.

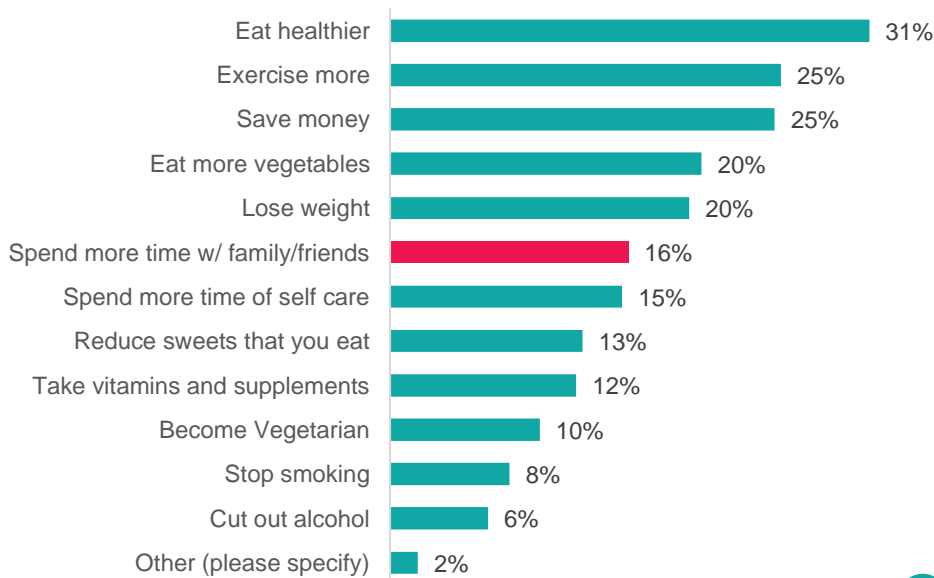
2021 Resolutions

New Year's Resolutions focused on health, weight loss and saving money. Covid may result in wanting to spend more time with family/friends and possibly a shift to vegetarian/eating more vegetables.

Plans to make New Year's resolutions



2021 New Year's resolutions





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