

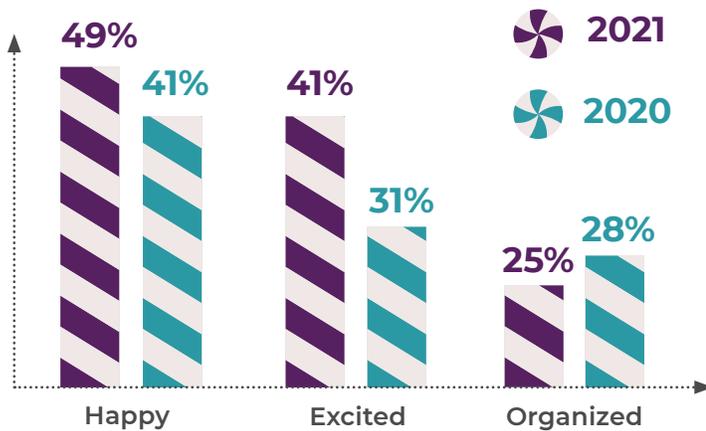
Is Holiday Cheer Shining Brighter This Year?

Prodege's new data on holiday shopping reveals there's room for everyone on the nice list!

In our recent survey of 1,000 Americans, their primary emotions surrounding shopping this holiday season are positive. Shoppers even indicate that feelings of happiness and excitement have increased since last year.



Rank the emotions that describe your feelings on holiday shopping:



Heightened Excitement Over the Holidays Could Lead to More Presents to Unwrap!

In 2020, the Americans we surveyed spent an average of \$666.37 on holiday gifts. In 2021, their **planned spend increases to \$723.21!**

Have Shoppers Gotten a Head Start or Will They Wait to Be Enticed by the Tentpole Shopping Holiday Deals?

While many have yet to start shopping, **one-in-five started shopping earlier** than last year!

Have you started shopping for holiday gifts?

- Yes**, and I started about the same time as last year
- Yes**, and I started earlier than last year
- No**





Two Gifts for You, One for Me?

While children, spouses/significant others, and parents top the list of who to buy for, 42% plan to subscribe to the “**treat yo self**” mentality and buy themselves a gift.



Last Minute Shopping Is “So 2019.”

Key shifts in shopping strategies will center on doing **more shopping online, planning ahead for shipping slowdowns, and seeking expedited shipping** when possible. While **Amazon is by far the top retailer** where Americans will shop online, they also plan to shop online at a variety of other stores, such as **Walmart, Target, Best Buy, and Kohl’s**.

How holiday shopping will change relative to prior years:



Retailers Upholding Health & Safety Protocols Will Earn the Trust of In-Person Shoppers.

At least six-in-ten say they'll feel the safest visiting retailers that regularly clean and wipe down surfaces, have **hand sanitizer** available, and **require masks** for employees and customers.



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The Holiday Shopping Survey was fielded among a representative sample of 1,000 Americans between September 24 and October 3, 2021.

