

Tis the season... for the organized consumer

The joyous parties. The quiet moments. The fun, food and gifts.

The holiday season is nearly upon us—that time when we celebrate with friends and family and look forward to the start of the new year. And many people have already started their holiday shopping.

Spreading holiday cheer this year means spreading out holiday spending

As US consumers anticipate the season of lights and laughter, they are embracing the holiday spirit in a new way—with a mix of cheer and caution that reflects the economic uncertainty around us.

Consumers already have their shopping lists out...

There's a new group of shoppers this year—organized consumers. They're already busy shopping, looking to stretch their dollars so they can make holiday wishes come true.

45%

are shopping at different times this year to **score the lowest prices**

1 in 6

shopped early to **take advantage of last year's post-holiday sales and discounts**

45%

of consumers started holiday shopping in August...

Here's what they've spent in-store or online:

60% —→ \$25

19% —→ \$100

...and they have festive feelings

84%

are looking forward to the holidays

53%

are eager to spend time with friends and loved ones

39%

Plan to treat themselves and others



What's the most popular gift to give?

Gift cards



What gifts are trending?

Homemade gifts

But consumers are **mindfully merry**, planning with precision. They are making strategic choices, so personal finance strains don't dampen their holiday spirit...



The goal? Set the budget Stick to it Stretch the spend

35%

have a **budget** for their holiday spending they want to stay within

34%

want to **stretch out holiday shopping costs**

...and so delays don't cause gift-giving disasters.

44%

are shopping to get what they need in time for the holidays

Despite their prudence with presents, consumers are **unwrapping charity and finding ways to give back to others**

27%

plan to **donate more** than they did last year

31%

plan to make **non-cash gifts** like donating products to a food bank or toys to a charity campaign

And when shopping for the season, consumers are willing to **deck the malls** if the in-store experience is right

68%

say **special services** can entice them to shop with one retailer over another

87%

are pleased to see retailers making **self-checkout available in stores**

20%

say retailers are doing more to bring them into the store to **pick up items they have ordered**

Could shoppers' interest in experiences deliver a holiday bonus to retailers with physical stores?

Easy in-store pickup, memorable moments, and convenient and engaging store layouts can go a long way toward bringing shoppers into stores—and keeping them there.



This year, consumers are holiday shopping with spirit and strategy.

They are determined not to let an uncertain economy take the wonder out of the most wonderful time of the year.