

Did You Know?

Emerging from a challenging year financially, holiday spending – and spirits – begin to rebound

Insights based on Global Country Average across 15 countries where the Essentials survey is conducted.

November 2024

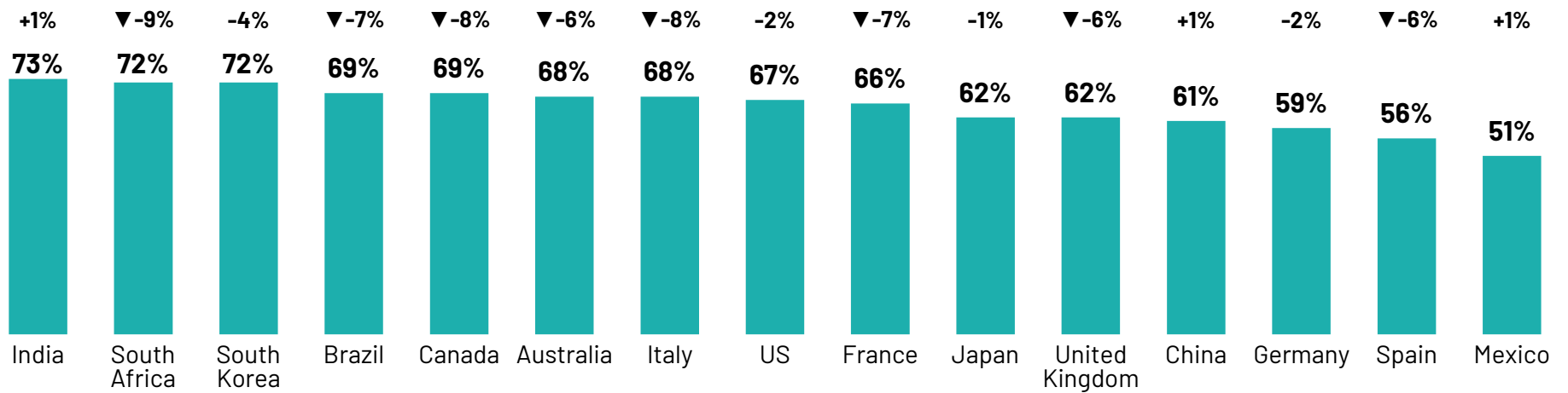


Although overall outlook is still negative, holiday hopes are higher than last year

“I expect to have less money to spend on end-of-year holiday gifts and celebrations this year” |

Top-2 Box Agreement

Change vs. last year

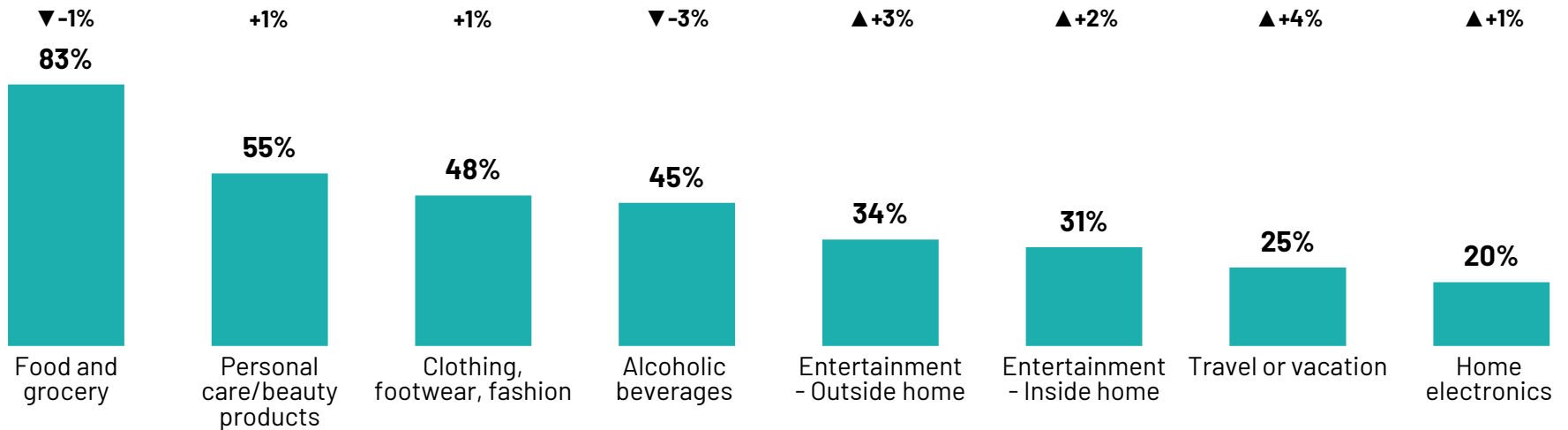


▼ or ▲ indicate change vs. last year (statistically significant @ 95% C.I.)

Compared to the last holiday season, consumers are already more likely to spend in non-essential categories such as travel and entertainment

Category Purchasing | Past 2 Weeks

Change vs. last year

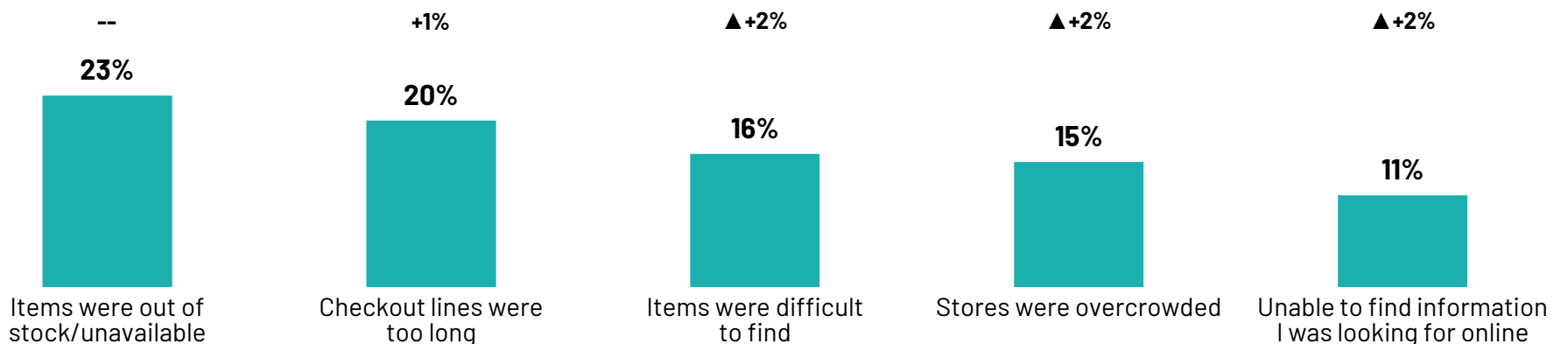


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As the busy holiday season approaches, consumers are more likely to face challenges when shopping

Shopping Challenges Faced | Past 2 weeks

Change vs. last year

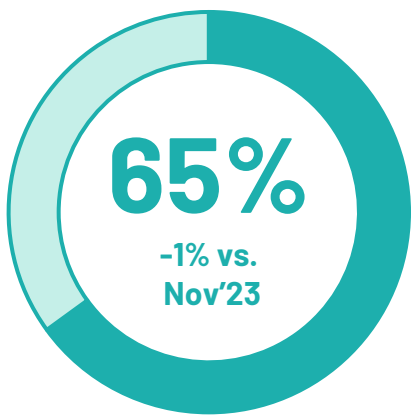


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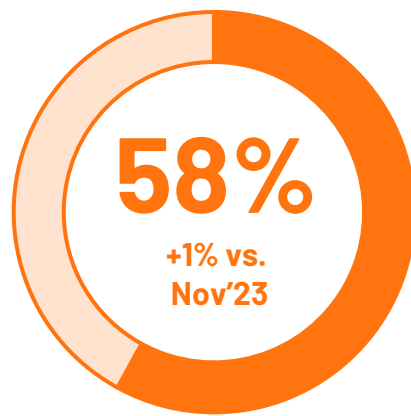


Omnichannel behavior remains prominent as shoppers weigh the benefits of both online and in-store

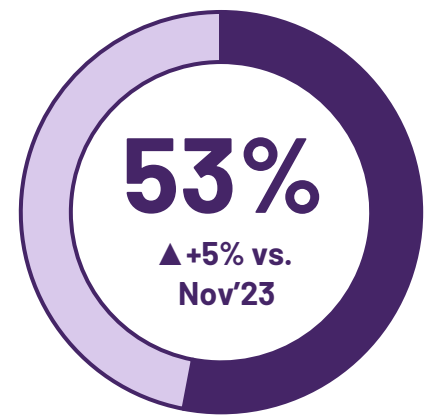
Shopping Attitudes | Top-2 Box Agreement



"I tend to research products online even if I intend to buy in store"



"I like to visit stores to see and touch products even if I intend to buy online"



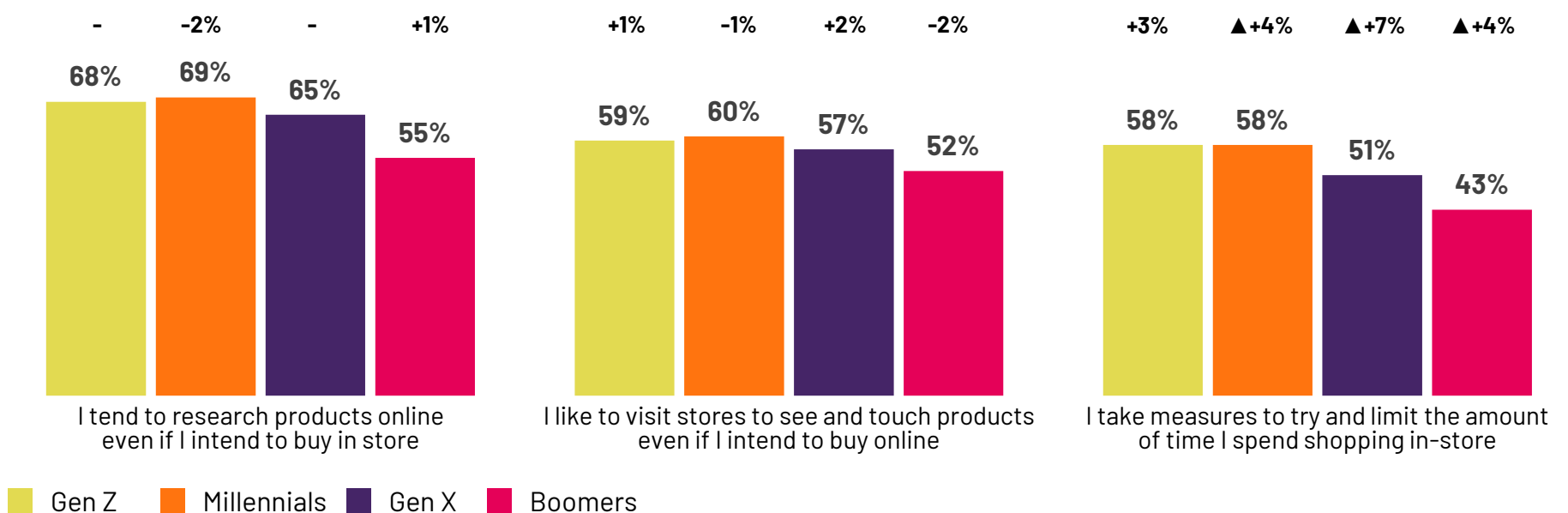
"I take measures to try and limit the amount of time I spend shopping in-store"

▼ or ▲ indicate change vs. last year (statistically significant @ 95% C.I.)

Omnichannel behavior is more present among younger generations, but even half of Boomers are shopping across channels

Shopping Attitudes | Top-2 Box Agreement, by Generations

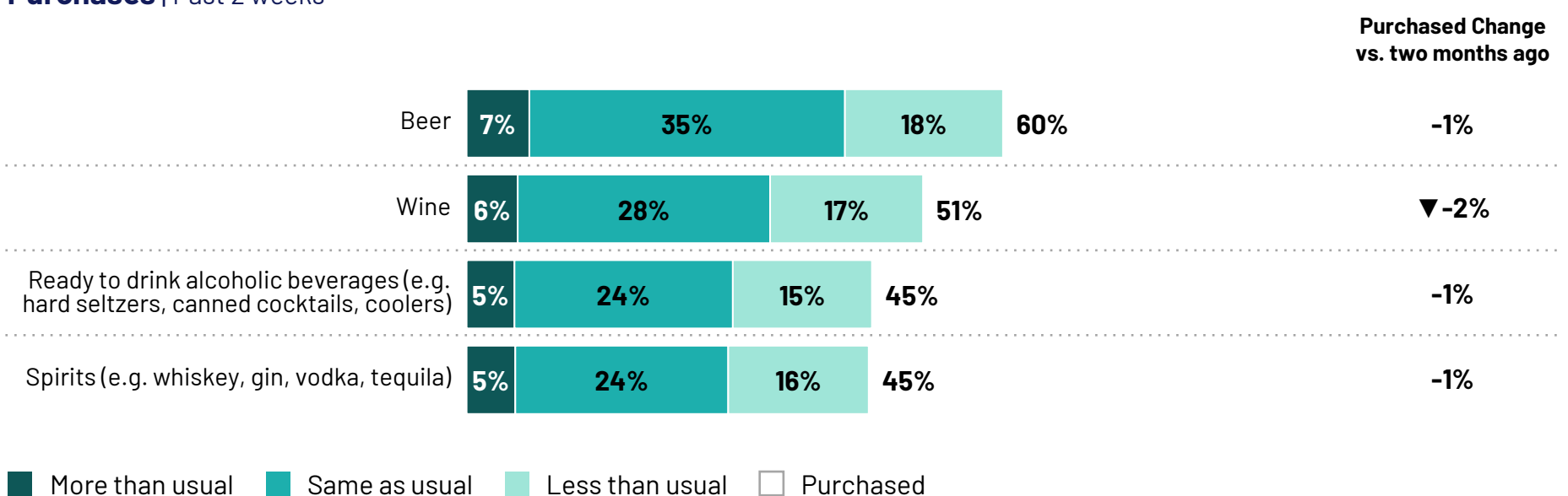
Change vs. last year



▼ or ▲ indicate change vs. last year (statistically significant @ 95% C.I.)

Despite the holidays approaching, purchasing of alcoholic beverages is steady or decreased compared to two months ago

Purchases | Past 2 weeks



▼ or ▲ indicate change vs. two months ago (statistically significant @ 95% C.I.)

For more insights, country detail, or subscription information, contact essentials@ipsos.com

Ipsos Essentials monitors how people across the globe navigate the new rules of engagement and the resulting impact on our state of mind, state of wallet, and future intentions. Each month Ipsos surveys consumers in 15 countries, including: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, South Africa, South Korea, Spain, the UK and the US.

