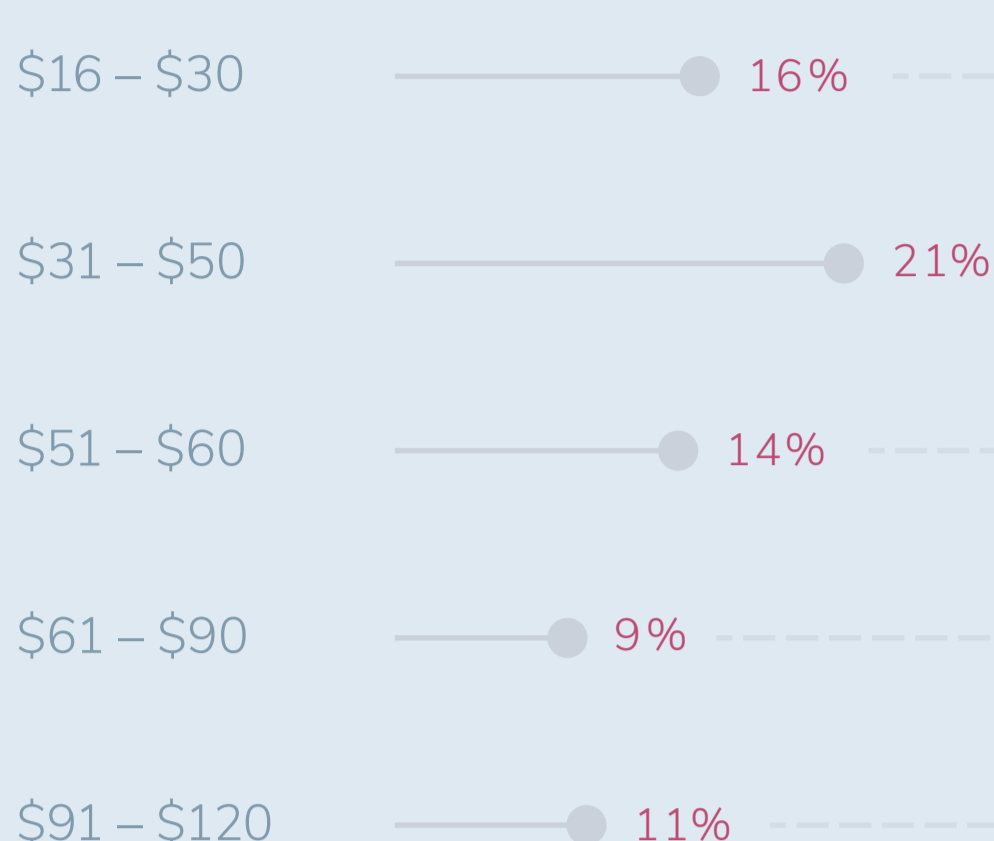


2018 HOLIDAY SHOPPING TRENDS

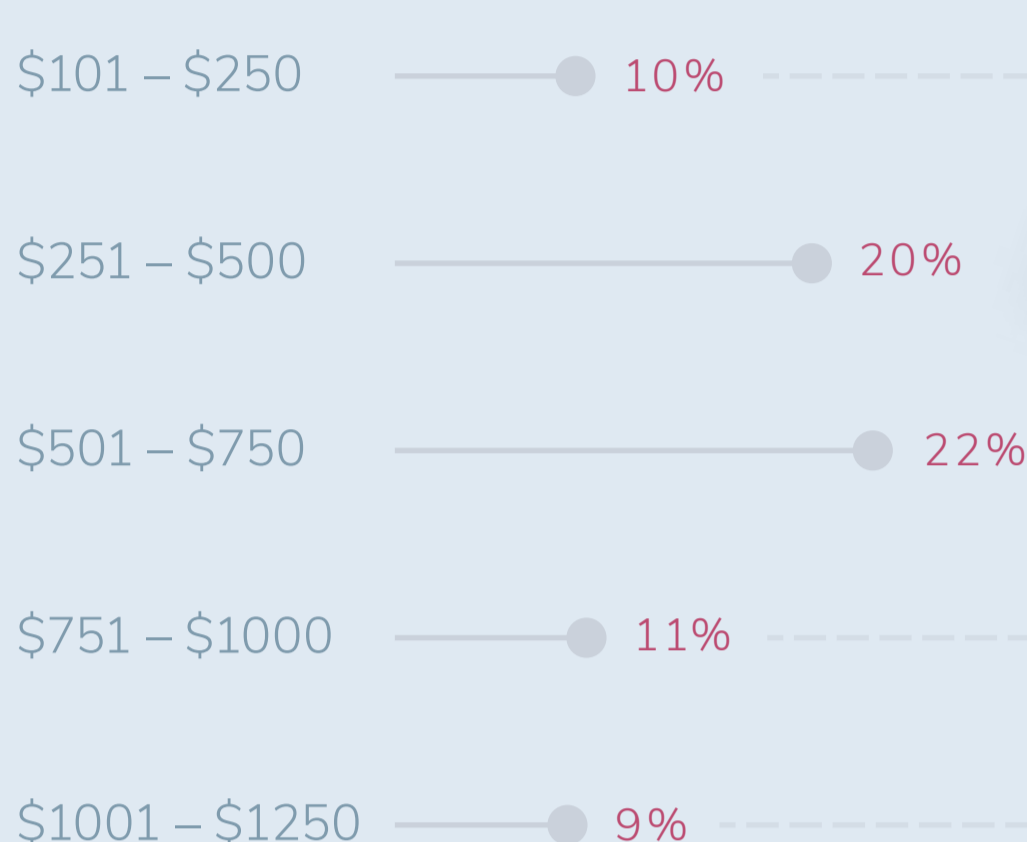
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28% of consumers* plan to purchase gifts 4 – 6 weeks in advance

Planned Spending Per Person



Total Planned Spending



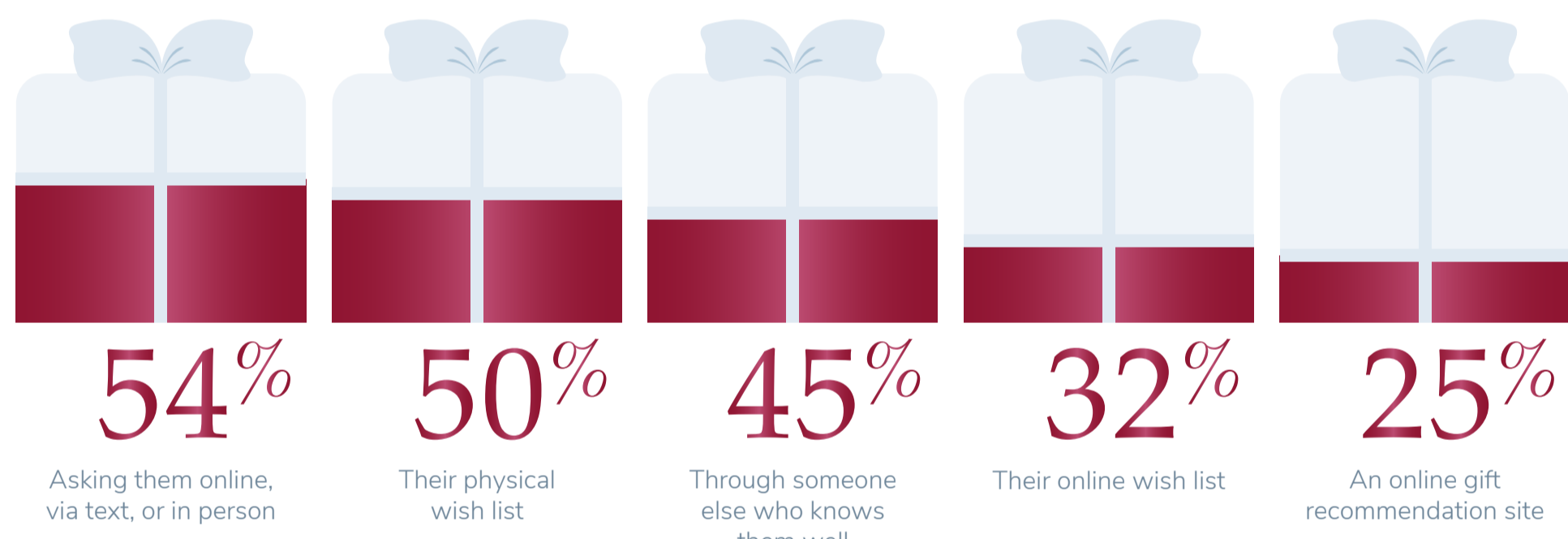
*Consumers we spoke to in our survey.

67% of consumers purchased the same holiday gift(s) for more than one person last year ↑ up 7% from last year's study

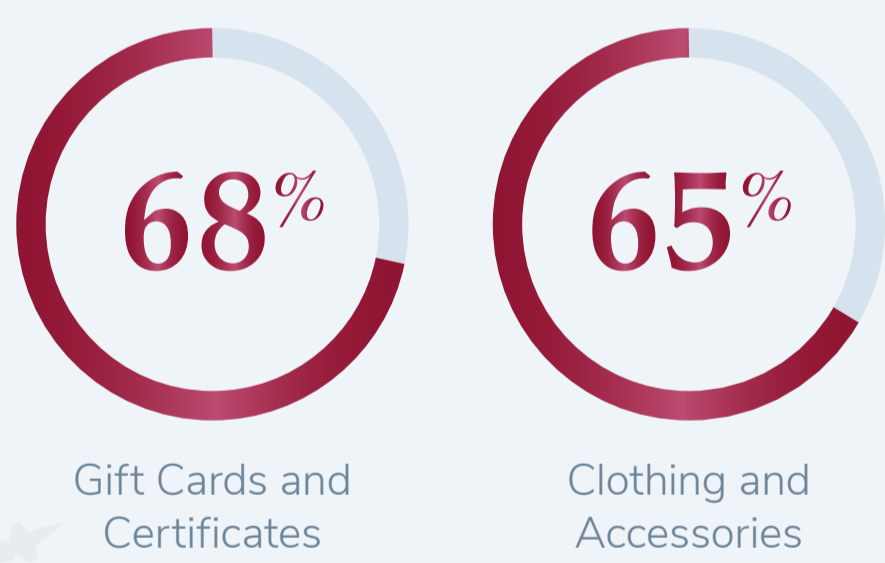
&

68% plan to do so again this year ↑ up 8% from last year's study

Consumers Are Using the Following Resources for Gift Ideas



Which Gifts Are Being Purchased Most Often?



Toys	61%
Food (Gift Baskets or Treats)	42%
Jewelry	40%
Media	36%
Pet Toys	28%
Kitchen Accessories	27%
Smartphones	23%
Sporting Goods	22%

The Majority of Consumers Plan to Make a Total of...

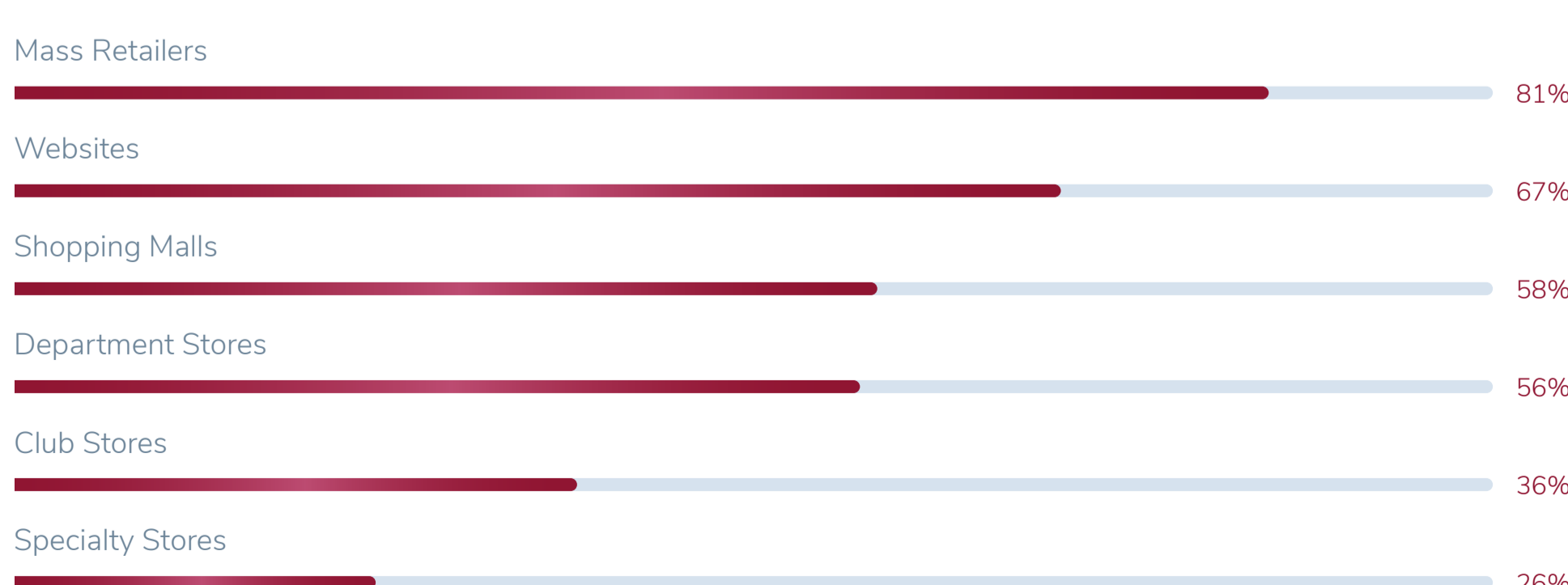
5-7 visits to a store or website to complete their shopping

And plan to visit

5-7 different stores or websites to complete their shopping



Where Are They Planning to Shop?



About GutCheck

We pioneered agile market research to provide our clients with actionable answers and insights, globally, at the speed of their business. Our team of experts uses our analytics platform to help clients make more confident business decisions by connecting them with their target consumers more often and earlier on in development. For more information: gutcheckit.com

