



REPORT

2025 Holiday Pulse Report

CONSUMER RESEARCH

TOP INDUSTRY TRENDS

HOLIDAY GROWTH HACKS

Q3 Insights and Strategy: How To Smash the Holiday Season

Those might just be sleigh bells you hear — the third quarter (Q3) lends itself to holiday planning and strategizing. You may think it's too early, but to keep those sweet bells singing (and not morph into alarm bells), you need to start preparing for the fourth quarter (Q4) and the biggest shopping season of the year now.

But how can your organization properly prepare? Good preparation means knowing the latest trends and how consumers feel behind the scenes leading up to this holiday season. Are they ho-ho or ho-hum? Festive, or airing their “Festivus” grievances? Hint: They're more keen to spend (with a few caveats) and seek brands with shared values.

For brands and retailers who want to smash this holiday season and end the year on a note higher than Mariah's, explore the latest quarterly report from Salsify — it's your answer to keeping up with holiday shopping shifts susceptible to even the most subtle market changes.

It's not just about the big milestones. Here's what's cooking in Q3.

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Spending Predictions and Expectations

Ho-Ho or Ho-Hum? How Shoppers Feel About Holiday Spending

Last year's spending broke ecommerce records (again) — but will 2025 bring more of the same old, same old, or some of the same increases? Check out insights from Salesforce and the latest from Salsify consumer research.



2024

2024 Holiday Spending

Shoppers Showed Up (and Showed Up 2023 Spending)

Ecommerce Spending Grew Again, Significantly

Per Salesforce, spending in the 2023 holiday season totaled \$1.17 trillion, and total global ecommerce spending during Cyber Week was \$298 billion. In 2024, those numbers increased significantly — even with 21% of shoppers saying they planned to spend less last year, according to Salsify’s “[2024 Holiday Consumer Research](#)” report. So, what’ll happen this holiday season?

\$1.2 Trillion

Total Global Ecommerce Spending Holiday Season 2024

\$314.9 Billion

Total Global Ecommerce Spending Cyber Week 2024

SOURCE: SALESFORCE

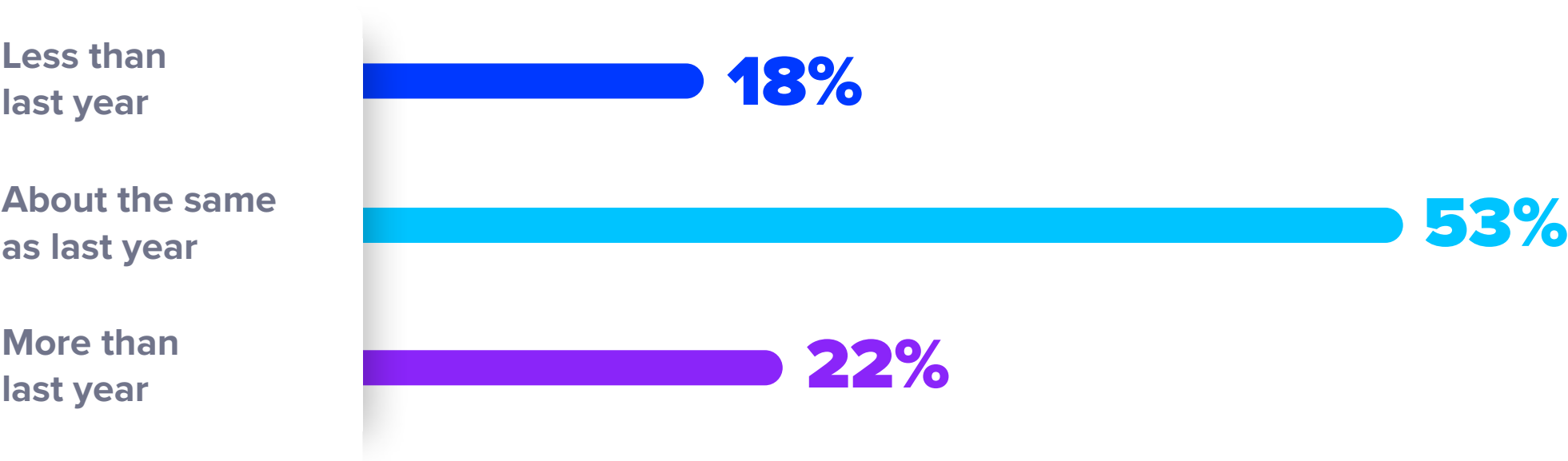
2025

2025 Holiday Spending Predictions Should Be a ‘Pretty, Pretty, Pretty Good’ Year

Holiday Spending To Stay Steady (or Steadily Increase)

About half of shoppers (53%) say they’ll spend about the same as last year. Nearly a quarter of shoppers (22%) aren’t too bogged down by economic uncertainty (or, perhaps, they’re just used to it), and say they’ll spend more than last year. However, this is more likely among U.K. shoppers (26%) than U.S. shoppers (17%).

How Much Will Holiday Shoppers Spend?



QUESTION: HOW MUCH MONEY DO YOU PLAN TO SPEND ON HOLIDAY SHOPPING THIS YEAR?
BASE: ALL COMPLETE RESPONSES (N=1,010)



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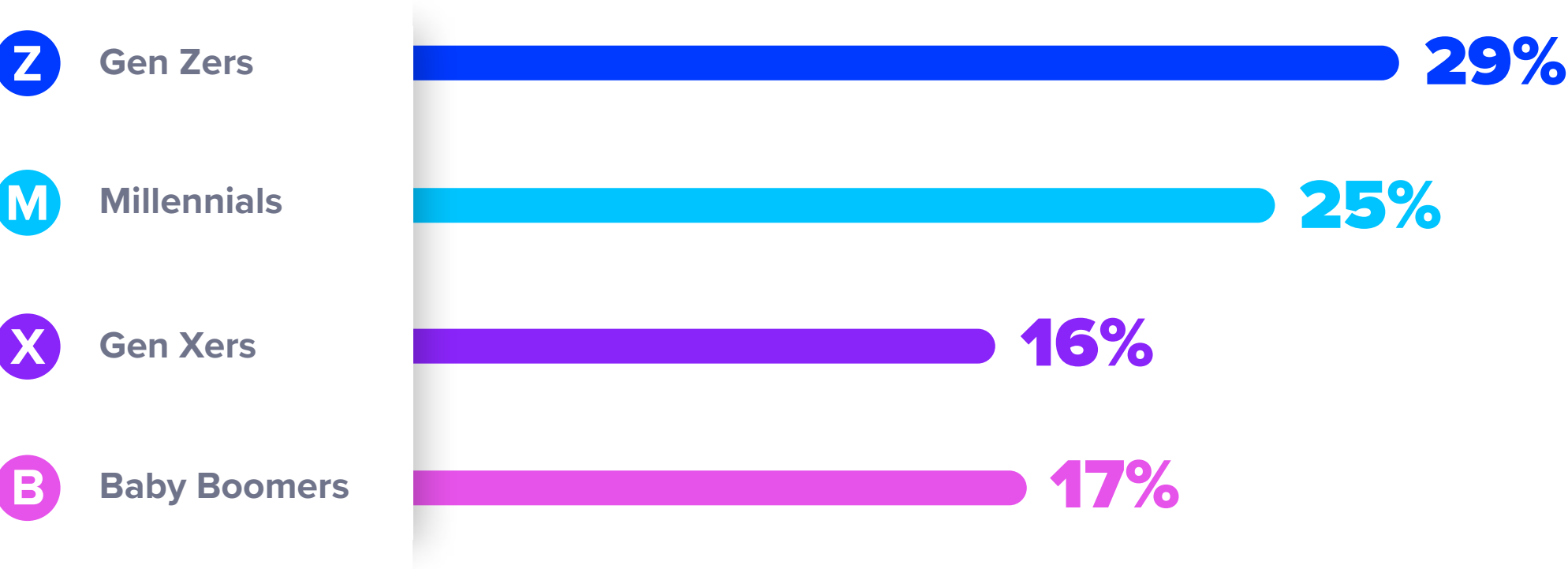
Stand Out From the Pack With Personalization

Plenty of shoppers (37%) say they buy more frequently due to personalized recommendations, according to Salsify research. Sending personalized gift guides compiled with products from past browsing sessions and related items could be a big help to shoppers this holiday season (and a big boost to your bottom line). Want to send them a personalized discount, too? That should be more than enough to seal the deal.

Gen Zers, Millennials Most Likely To Spend More in 2025

A quarter or more of millennials (25%) and Gen Zers (29%) plan to spend more on their holiday shopping in 2025, underscoring younger generations’ continued buying power (and desire). Gen Xers are the least likely to spend more this year (16%), followed closely by baby boomers (17%).

Generation Breakout:
Shoppers Plan To Spend More Than Last Year



QUESTION: HOW MUCH MONEY DO YOU PLAN TO SPEND ON HOLIDAY SHOPPING THIS YEAR?
BASE: ALL COMPLETE RESPONSES (N=1,010)



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Know Who Your Spenders Are

Leading up to the holiday season, is your brand honed in on who your audience is and who your biggest spenders are? How can you adjust your strategy to encourage both high- and low-intent shoppers to gift your products?

Taking time to tailor your messaging and planning your promotions accordingly can make for smoother sailing — and allow for quick pivots, if necessary — once the holiday season actually arrives.

Holiday Shopping Timelines and Events

Take a Peek at How Hot (or Not) Cyber Week Will Be This Year

Our gift to you: more predictions straight from shoppers. (Yes, peeking is allowed.) Check out spending timeline predictions, including when consumers plan to start their holiday shopping and how excited they are about Black Friday and Cyber Monday.



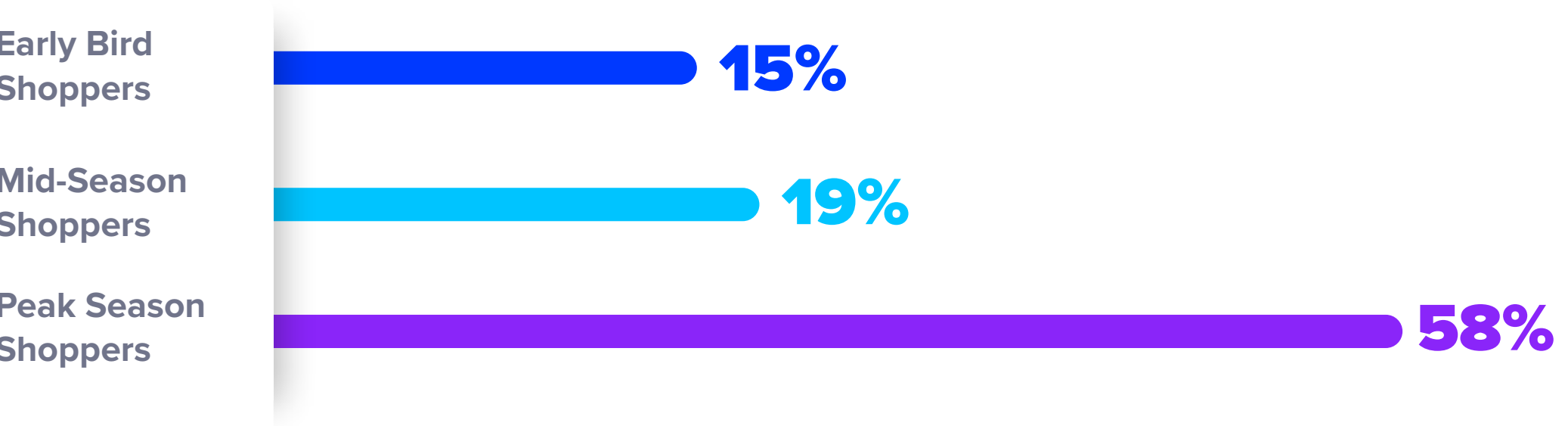
Spending Timeline Predictions

Unlike That Guy in the Red Suit, Shoppers Can’t Do It All in One Night

Most Shoppers Will Get in the Gifting Spirit During Peak Season

More than half (58%) of shoppers plan to get their gift-getting on during the peak shopping season of September through December. Just 15% of shoppers consider themselves “early birds” who get their shopping done January through April, and 19% shop during the “mid-season” of May through August.

How Much Will Holiday Shoppers Spend?



QUESTION: WHEN DO YOU TYPICALLY START SHOPPING FOR THE HOLIDAY SEASON?
BASE: ALL COMPLETE RESPONSES (N=1,010)

EARLY BIRD SHOPPERS: JANUARY–APRIL
MID-SEASON SHOPPERS: MAY–AUGUST
PEAK SEASON SHOPPERS: SEPTEMBER–DECEMBER



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Hot Ecommerce Holidays To Know in 2025

The year is flying by (how many times have you heard that?). If you haven’t looked far ahead to commit a few ecommerce events to memory for promotional planning, here’s an overview:

- ✓ **Singles Day:** Tuesday, Nov. 11, 2025
- ✓ **Black Friday:** Friday, Nov. 28, 2025
- ✓ **Cyber Monday:** Monday, Dec. 1, 2025
- ✓ **GivingTuesday:** Tuesday, Dec. 2, 2025
- ✓ **Green Monday:** Monday, Dec. 8, 2025
- ✓ **Super Saturday:** Saturday, Dec. 20, 2025

October and November: Jolly Good for Shopping

Few consumers are eager to start holiday shopping before September — but some U.K. shoppers are two to three times as likely as U.S. shoppers to get holiday shopping done as early as April and May, likely driven by Easter and bank holidays.

While nearly a quarter (23%) of shoppers wait until November to start shopping (bolstered by Black Friday and Cyber Monday), October is actually the strategic sweet spot to prepare for, as plenty of shoppers are revved up and ready to spend. Peak shopping season spreads from September to December, but that doesn’t mean there will be a “December rush,” as only 9% of shoppers wait until then.

When Do Holiday Shoppers Actually Start Buying?



QUESTION: WHEN DO YOU TYPICALLY START SHOPPING FOR THE HOLIDAY SEASON? BASE: ALL COMPLETE RESPONSES (N=1,010)



GROWTH HACK

The Fourth-Quarter Holidays

Tons of holiday happenings occur from October through the end of the year throughout the world. Here’s a glance at the biggest ones brands should help shoppers celebrate:

- ✔ **Thanksgiving (Canada):** Monday, Oct. 13
- ✔ **Halloween:** Friday, Oct. 31
- ✔ **Diwali:** Monday, Oct. 20
- ✔ **Thanksgiving (U.S.):** Thursday, Nov. 27
- ✔ **Hanukkah:** Sunday, Dec. 14–Monday, Dec. 22
- ✔ **Kwanzaa:** Friday, Dec. 26–Thursday, Jan. 1
- ✔ **Christmas:** Thursday, Dec. 25
- ✔ **New Year’s Eve:** Wednesday, Dec. 31

Even nonpromotional (fun) content, such as social posts on how your teams celebrate each of these holidays, can gain traction and appreciation.

Black Friday and Cyber Monday Forecast

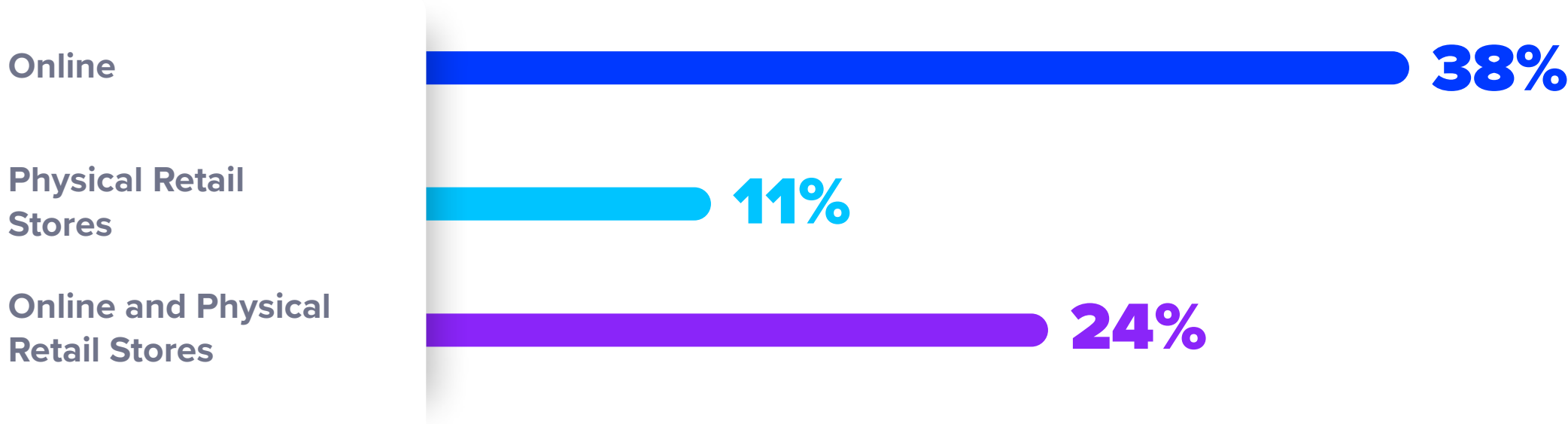
Black Friday and Cyber Monday Ain't Dead Yet

Anticipation of Black Friday Deals Increases (Mostly Online)

According to the “[2024 Holiday Consumer Research](#)” report from Salsify, 62% of shoppers planned to shop on Black Friday. But this year, nearly three-quarters of shoppers (73%) are hungry for deals. Thirty-eight percent of shoppers are looking forward to shopping online this Black Friday, despite the day historically being the in-store counterpart to Cyber Monday. About a quarter (24%) of shoppers plan to mix in-store and online buying.



Where Do Black Friday Shoppers Find Deals?



QUESTION: DO YOU PLAN TO SHOP ON BLACK FRIDAY THIS YEAR? BASE: ALL COMPLETE RESPONSES (N=1,010)



Online Shopping Means Mobile Commerce (Mcommerce)

Shoppers love being mobile — many even shop while they complete other activities and daily tasks, aka “ambient shopping.” In Salsify’s “[Ecommerce Pulse Report: Q2 2025](#),” shoppers shared some of their favorite features of mobile shopping, including:

- ✓ The ability to discover, research, and purchase products anytime, anywhere (53%)
- ✓ In-app or mobile-exclusive sales and discounts (44%)
- ✓ One-click payment options (e.g., Apple Pay, Google Pay) (33%)

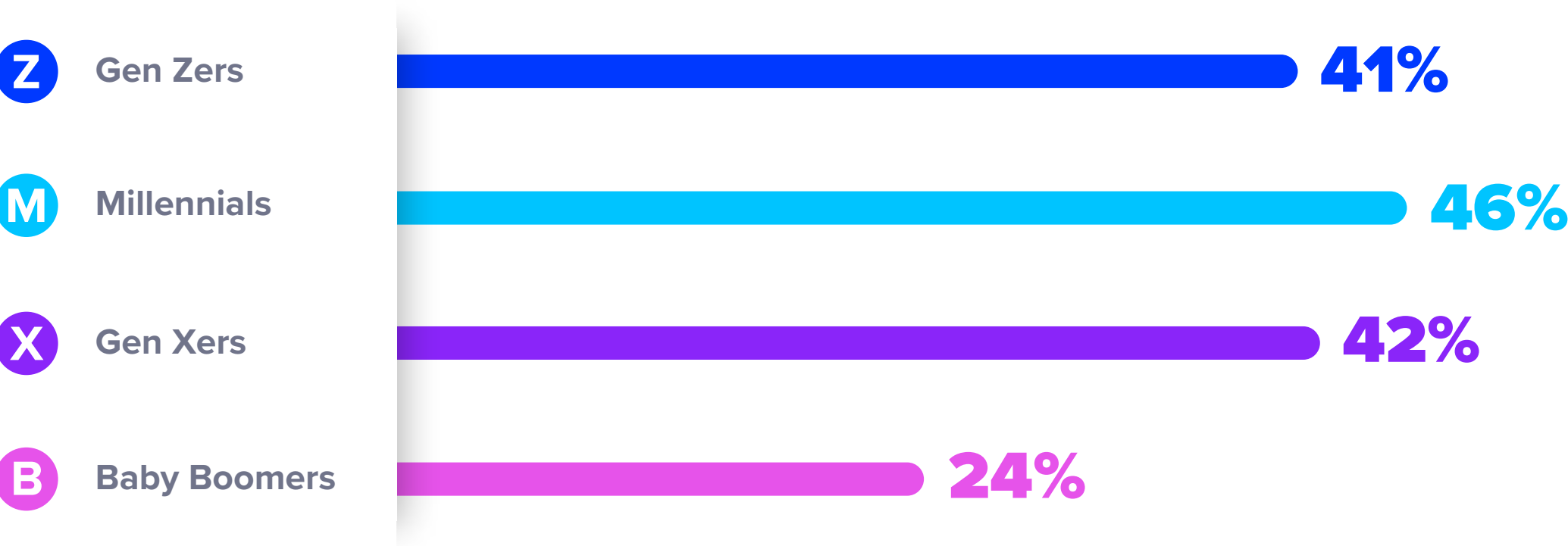
Consider what other apps, social sites, or streaming services to share deals on this holiday season to snag those multitasking shoppers.



Most Generations Will Scour Black Friday Deals Online

Gone are the days of long queues outside your favorite stores or corralling into chaotic checkout lines — now, shoppers just have to hope their internet connection is strong enough to weather their holiday shopping habits. Millennials (46%) are most likely to shop Black Friday deals online, followed by Gen Xers (42%), Gen Zers (41%), and, finally, baby boomers (24%).

Generation Breakout:
Shoppers Who Plan To Shop Black Friday Deals Online

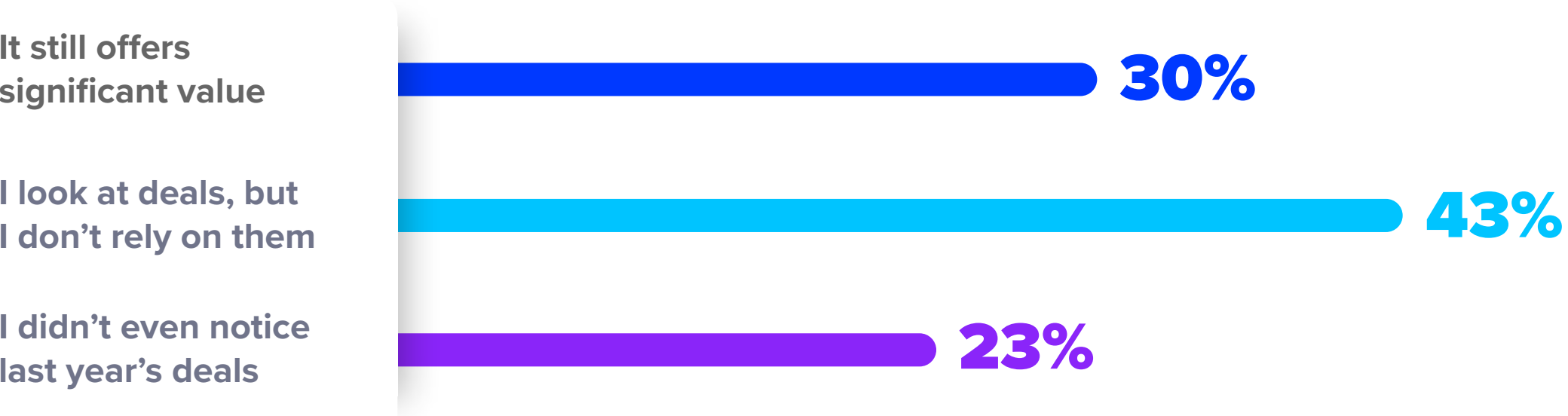


QUESTION: DO YOU PLAN TO SHOP ON BLACK FRIDAY THIS YEAR? BASE: ALL COMPLETE RESPONSES (N=1,010)

Excitement and Attention for Black Friday Prevalent, but Not Overwhelming

Nearly a third (30%) of shoppers cite excitement for Black Friday, agreeing that “it still offers significant value,” yet 43% look at deals but don’t necessarily rely on them. Nearly a quarter (23%) of shoppers “didn’t even notice last year’s deals,” which could mean other discounts caught their eye earlier in the season or promotions on Black Friday proper just weren’t tempting enough.

Are Shoppers Still Excited About Black Friday?



QUESTION: DO YOU FEEL BLACK FRIDAY IS STILL AN IMPORTANT EVENT IN THE HOLIDAY SHOPPING SEASON?
BASE: ALL COMPLETE RESPONSES (N=1,010)

Deal-Hunting Gives More Heft to Cyber Monday This Year

After another year of high prices (and a never-ending onslaught of regulatory curveballs), shoppers are counting on online discounts. According to Salsify’s “[2024 Holiday Consumer Research](#),” just 45% of shoppers planned to shop on Cyber Monday — this year, 61%.



DO YOU PLAN TO SHOP ON CYBER MONDAY THIS YEAR?
BASE: ALL COMPLETE RESPONSES (N=1,010)



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The Importance of Optimizing for Smartphones

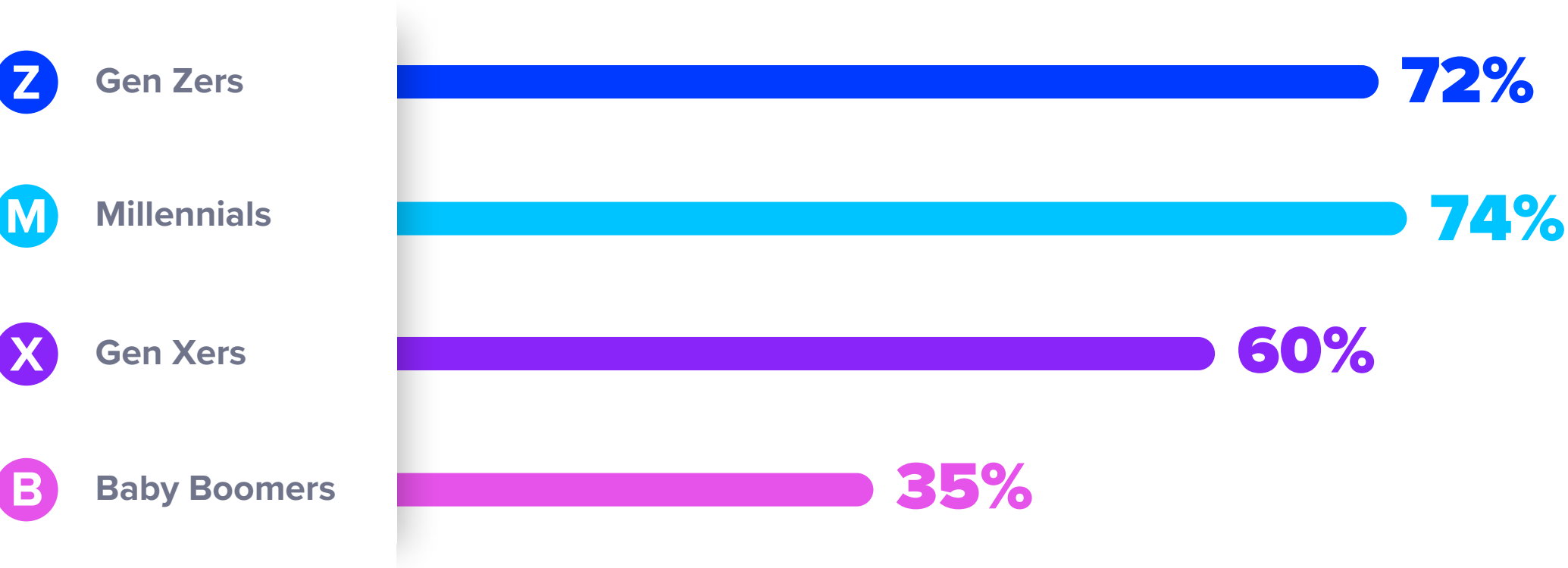
According to Salsify’s “Ecommerce Pulse Report: Q2 2025,” more than half of shoppers (59%) prefer shopping on smartphones more than other devices like desktops, laptops, and tablets.

Shoppers are so reliant on smartphones that 30% have made a purchase on a smartphone while shopping in a physical store, per Salsify research. Tapping into the ability to reach shoppers any time, anywhere, or even offering exclusive discounts on mobile can snag extra sales.

Millennials, Gen Zers, and Many Gen Xers Plan To Attack Cyber Monday Deals

Nearly three-quarters of millennials (74%) and Gen Zers (72%) are psyched for Cyber Monday deals, followed by Gen Xers (60%). Baby boomers (35%) bring up the rear, with their lukewarm feelings leveling out overall sentiments for Cyber Monday. Generally speaking, this generation group doesn't restrict their shopping to a specific event.

Generation Breakout: Shoppers Who Plan To Shop on Cyber Monday



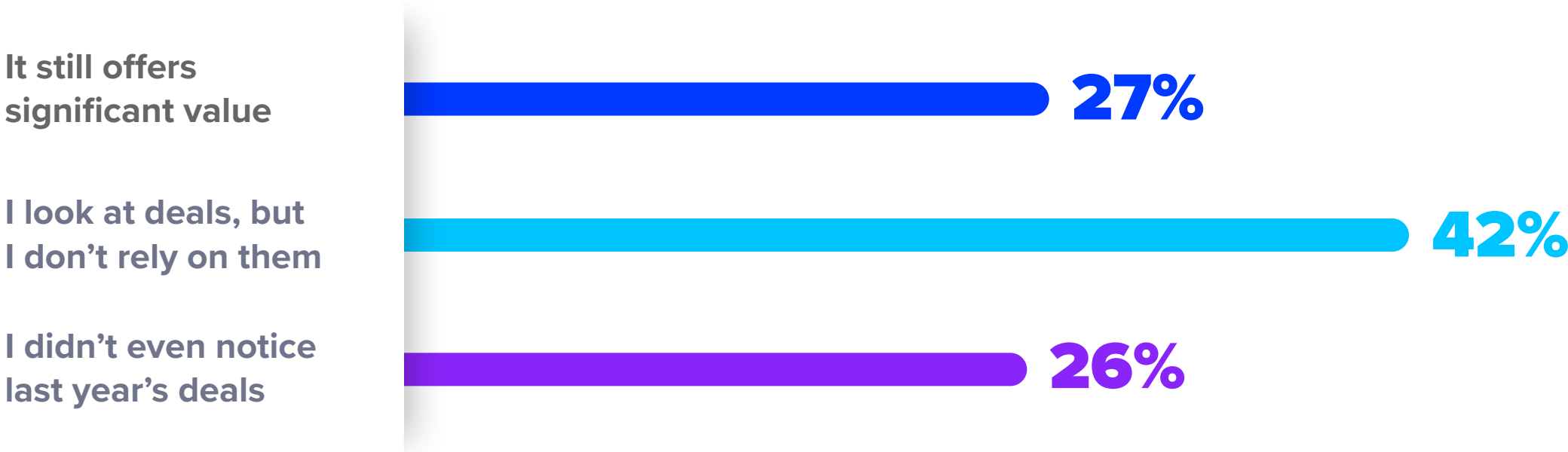
QUESTION: DO YOU PLAN TO SHOP ON CYBER MONDAY THIS YEAR? BASE: ALL COMPLETE RESPONSES (N=1,010)



Cyber Monday Still Valuable, But Not the Be-All End-All

Similar to sentiments around Black Friday, about a third (27%) of shoppers agree that Cyber Monday “still offers significant value,” but 42% look at deals, but don’t rely on them. Slightly more than a quarter (26%) didn’t even notice last year’s deals, perhaps getting their shopping fix earlier with Black Friday deals online.

Are Shoppers Still Excited About Cyber Monday?



QUESTION: DO YOU FEEL CYBER MONDAY IS STILL AN IMPORTANT EVENT IN THE HOLIDAY SHOPPING SEASON?
BASE: ALL COMPLETE RESPONSES (N=1,010)



GROWTH HACK

Deck Shoppers’ Fave Mobile Channels With Deals

According to Salsify’s “Ecommerce Pulse Report: Q2 2025,” shoppers’ favorite channels to shop from on smartphones include:

- ✓ Marketplace apps (e.g., Amazon, eBay) (69%)
- ✓ Retailer apps (e.g., Target, Best Buy) (45%)
- ✓ Mobile browsers (e.g., shopping on any website via Safari, Chrome, etc.) (26%)
- ✓ Brand apps (e.g., Nike, Levi’s) (24%)

Ensuring your Cyber Week promotional content is optimized for mobile — and emphasizes these channels — can bring more eyes to your products and drive more conversions.

Top Gift Discovery Channels and Verticals

The Most Happenin' Holiday Shopping Channels and Giftable Gifts

As far and wide as the digital shelf reaches, it can seem like shoppers have infinite options for holiday shopping — but they certainly have their preferences. Check out which channels they're surfing for gift ideas and which verticals they plan to gift from the most.



Where Shoppers Go for Gift Ideas

It's Not Your Parents' Discovery Channel — or Is It?

Shoppers Have a Clear Idea of (and Options for) Preferred Gift Discovery Channels

Two of shoppers' favorite channels for discovering gift ideas this holiday season? In-store (exclamation mark) and online marketplaces like Amazon, with search engines not far behind. Social media is also still holding steady as a source of inspiration, with artificial intelligence (AI) chatbots even overtaking a few other channels this year.



GROWTH HACK

Diversify (and Unify) To Get Discovered

While shoppers have their favorite channels for discovering gift ideas, they're still casting a wide net to get their shopping done — and your brand should do the same.

Ensuring your products (including product detail pages [PDPs]), messaging, and promotions are cohesive across all channels — and timed well throughout the holiday season — is crucial to snagging sales.

Where Do Shoppers Discover Holiday Gift Ideas?

Vertical	Percentage
Physical retail stores	55%
Online marketplaces (e.g., Amazon)	43%
Search engines (e.g., Google)	41%
Wish lists from friends or family	40%
Social media (e.g., TikTok)	28%
Brand websites (e.g., Nike)	22%
Retail websites (e.g., Macy's)	22%
Video ads (e.g., TV, Hulu)	10%
Print ads (e.g., magazines, direct mail)	10%
AI chatbots (e.g., ChatGPT)	9%
Product review websites (e.g., Wirecutter, CNET)	8%
Gift guides (e.g., blogs)	8%
Online forums (e.g., Reddit)	7%
Delivery apps (e.g., Instacart)	5%
Podcast ads	4%

QUESTION: WHERE DO YOU PRIMARILY DISCOVER HOLIDAY GIFT IDEAS? PLEASE SELECT ALL THAT APPLY.
BASE: ALL COMPLETE RESPONSES (N=1,010)

Channel Changers: Gen Xers and More Let TV and Video Ads Fuel Gift Ideas

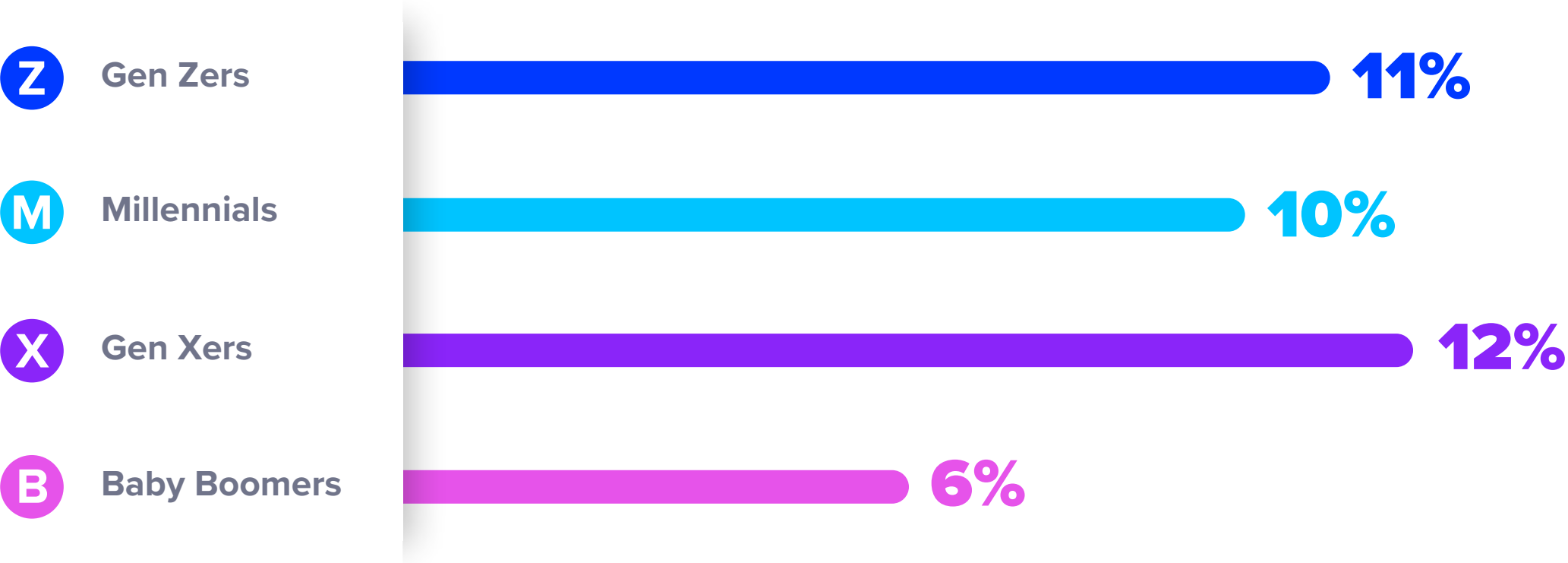
Nearly a third (28%) of shoppers turn to social channels like TikTok for gift ideas — but across generation groups, social media isn’t as popular as it was in 2024. So what’s an up-and-coming channel where shoppers intend to get gift ideas this year?

Video ads (e.g., TV, Hulu). And with “always-on,” ambient shopping, TV and streaming services are the perfect place to multitask. Shoppers can secretly shop for friends and family on mobile devices while watching shows with them.

Another top channel, as expected, is search engines like Google, as a significant amount of Gen Zers (46%), millennials (46%), and Gen Xers (42%) plan to turn to them to discover gift ideas — baby boomers, less so (31%).

Additionally, about a quarter of Gen Zers (27%), millennials (24%), and Gen Xers (23%) turn to brand websites to discover gift ideas — but don’t expect baby boomers to follow suit (15%).

Generation Breakout: Shoppers Who Discover Holiday Gift Ideas via Video Ads



QUESTION: WHERE DO YOU PRIMARILY DISCOVER HOLIDAY GIFT IDEAS? PLEASE SELECT ALL THAT APPLY.
BASE: ALL COMPLETE RESPONSES (N=1,010)



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Weaving the Web of In-Store and Online Experiences

A preference for in-store perusing doesn't negate the strong possibility of showrooming, or when a consumer enters a brick-and-mortar location to assess a product before purchasing the product online through an ecommerce platform.

This asserts the importance of interlacing your in-store experiences with your online presence and offering. Just because you don't sell an item in a brick-and-mortar store (and perhaps that reason is beyond your control), strong signage, partnership with retailers, and in-store technology like QR codes can encourage the online sale instead.



What Shoppers Plan To Gift This Year

Mostly Style, Some Substance

Fashion and Apparel, Personal Care and Beauty Most Giftable (Again)

More than half of shoppers (54%) plan to gift fashion and apparel this year, with personal care and beauty (47%) close behind. Interestingly, electronics (durables) and food and beverage (non-durables) come up next, neck and neck (42%). More than a third of shoppers plan to gift spirits to get in the spirit, with 36% of shoppers planning to gift alcohol.



GROWTH HACK

Gifts That Feel (and Look) Good

When you look good, you feel good (and vice versa) — so it’s not surprising that shoppers want to share that with loved ones this season with fashion and apparel and personal care and beauty gifts.

Even if your products don’t fall into either of these top gift verticals, you can take a nod from these brands — play up what it’s like to own your product, how gift-worthy it is, and how it can improve consumers’ lives. Leverage user-generated content (UGC) and lifestyle photos and videos — but add some festive flair.

What Are the Most Popular Verticals for Holiday Gifts?

Vertical	Percentage
Fashion and apparel	54%
Personal care and beauty	47%
Electronics	42%
Food and beverage	42%
Alcohol	36%
Toy and baby	31%
Sports and outdoor	21%
Furniture and home goods	18%
Pets	16%
Home improvement	16%

QUESTION: DO YOU PLAN TO BUY HOLIDAY GIFTS FROM ANY OF THE FOLLOWING PRODUCT CATEGORIES THIS YEAR? SELECT ALL THAT APPLY. BASE: ALL COMPLETE RESPONSES (N=1,010)

Differences Across the Pond in the Top 5 Gifting Verticals

Aside from a shared preference for fashion and apparel, U.S. and U.K. shoppers have fairly different ideas of what’ll make for a smashing holiday gift this season. U.K. shoppers gravitate toward personal care and beauty, food and beverage, and alcohol far more than U.S. shoppers, while U.S. shoppers lust more for electronics.

U.S. and U.K. Breakout: Top 5 Most Popular Verticals for Holiday Gifts

Vertical	U.S.	U.K.
Fashion and apparel	54%	55%
Personal care and beauty	40%	53%
Electronics	50%	35%
Food and beverage	36%	47%
Alcohol	25%	46%

QUESTION: DO YOU PLAN TO BUY HOLIDAY GIFTS FROM ANY OF THE FOLLOWING PRODUCT CATEGORIES THIS YEAR? SELECT ALL THAT APPLY.
BASE: ALL COMPLETE RESPONSES (N=1,010)



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Global Gifting: Recognize Regional Preferences

Maybe you’re already a global brand, are well on your way, or have hopes of remaining niche — but with the increasingly interconnected nature of online shopping (and our world), you never know where your next customer may come from, or even what holiday they’re celebrating.

If you serve a variety of customer bases or those from different countries, continents, or cultures, going the extra step to localize your content throughout the holiday season (i.e., custom landing pages) can help consumers feel more connected to your brand and that you’ll have something seemingly made just for them.

Holiday Shopping Trends

Deck the Halls With AI and Brand Values

Great products and prices alone might be good enough to sway a few holiday shoppers — but not all. The way to make a lasting impact this holiday season is through compelling, AI-backed shopping experiences and ensuring your brand values are at the forefront.



Artificial Intelligence: Shoppers’ Little Helper?

‘Tis the Season for Tech

Growing AI Adoption Among Shoppers Might Shake up Holiday Shopping

Half of shoppers say AI tools like chatbots and gift guides would improve holiday shopping — but what does that say about AI’s place in the buying journey? In the discovery stage, for example, millennial shoppers (13%) are most likely to use AI chatbots like ChatGPT to discover gift ideas, followed by Gen Zers (11%), Gen Xers (8%), and baby boomers (2%).

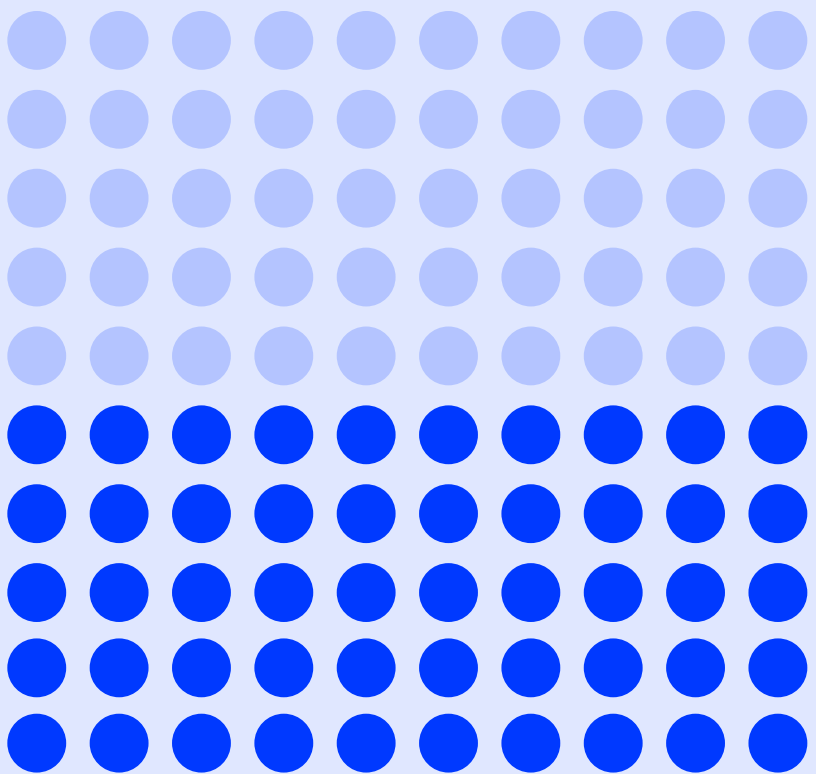


GROWTH HACK

AI: A Merry and Bright Idea

AI isn’t just something holiday shoppers are interested in. Employing AI both internally and externally, at any time of year, can help ease the workload of your teams, from customer service to marketing, operations, and more.

The right AI, like one already integrated into a product experience management (PXM) platform, can boost automation and get your products (and teams) holiday-ready. Other tools can help field higher volumes of simple asks from customers via chat, predict inventory needs, mitigate fraud, and even minimize returns.



50%

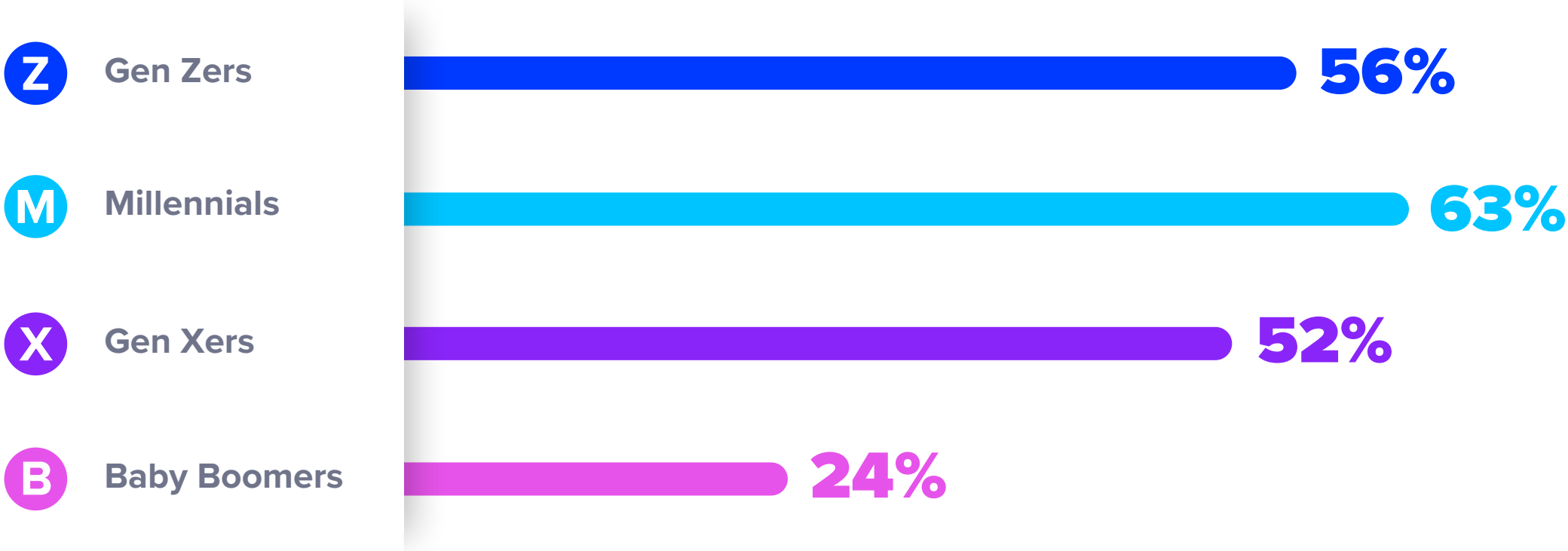
of Shoppers Say AI Tools Like Chatbots and Gift Guides Would Improve Holiday Shopping

QUESTION: DO YOU FEEL ARTIFICIAL INTELLIGENCE (AI)-POWERED SHOPPING TOOLS WOULD BE VALUABLE FOR HOLIDAY SHOPPING? THESE COULD INCLUDE TOOLS LIKE AI CHATBOTS, PERSONALIZED GIFT GUIDES, AND SHOPPING ASSISTANTS.
BASE: ALL COMPLETE RESPONSES (N=1,010)

Millennials, Gen Zers Most High on AI Tech for Shopping

It likely comes as no surprise that baby boomers are the most hesitant about AI for ecommerce — but, that being said, nearly a quarter (24%) of them think AI tools would be valuable for holiday shopping. Millennials (63%) are the most keen, followed by Gen Zers (56%), and Gen Xers (52%). However, baby boomers are warming up, as only 5% said they would be interested in AI-driven chat support in Salsify’s “2024 Consumer Research” report.

Generation Breakout: Do Shoppers Think AI Tools Would Be Valuable for Holiday Shopping?



QUESTION: DO YOU FEEL ARTIFICIAL INTELLIGENCE (AI)-POWERED SHOPPING TOOLS WOULD BE VALUABLE FOR HOLIDAY SHOPPING? THESE COULD INCLUDE TOOLS LIKE AI CHATBOTS, PERSONALIZED GIFT GUIDES, AND SHOPPING ASSISTANTS. BASE: ALL COMPLETE RESPONSES (N=1,010), GENERATION GROUPS



GROWTH HACK

Generate Good Times, C’mon

You know search engine optimization (SEO), but you need to know generative engine optimization (GEO) if you don’t already. Rather than creating great content for search engines to crawl and serve to inquiring consumers, you need to have great content that speaks to all of the niggling questions we’re asking AI, like Amazon’s Rufus, for example, or ChatGPT.

This means upping the specifics on your PDPs with below-the-fold, enhanced content, or A+ content on Amazon, and/or creating more extensive FAQ pages on your direct-to-consumer (D2C) sites. Don’t know what to answer? Using social listening or incorporating questions from customers can be a great start.

Brand Values: Shoppers Want More for Their Money

Aligned Values? More Than Money Can Buy (and Can Also Mean More Money)

Shoppers Prioritizing Personal Values Over Price This Holiday Season

With tensions in multiple climates (and likely with the climate), people’s search for meaning — and desire to stand for something — is spilling over into gift-giving. More than half (61%) of shoppers would pay more for a holiday gift that aligns with their values.



GROWTH HACK

Don’t Shy Away From Sharing Values

Brands that stand for something — sustainability, philanthropy, ethical business practices, etc. — and make their values known (authentically) can build trust with shoppers and are more likely to weather any economic storm.

Determining and refining your brand’s voice — while maintaining humanity and humility through hiccups — surely takes trial and error, but your customers will be all the more loyal because of it.



QUESTION: WOULD YOU PAY MORE FOR A HOLIDAY GIFT FROM A BRAND THAT ALIGNS WITH YOUR VALUES? BASE: ALL COMPLETE RESPONSES (N=1,010)

At Least Half of All Age Groups Would Spend More on a Brand With Aligned Values

Economic uncertainty aside, three-quarters (75%) of Gen Zers would spend more for a brand that aligns with their values, and at least half of all age groups would also do so, showing that values are increasingly integral to even ordinary activities like holiday shopping. (Fingers and toes crossed that if these values are discussed across the holiday dinner table, it'll be done civilly.)

Generation Breakout: Shoppers That Will Spend More on a Holiday Gift From a Brand That Aligns With Their Values



QUESTION: WOULD YOU PAY MORE FOR A HOLIDAY GIFT FROM A BRAND THAT ALIGNS WITH YOUR VALUES?
BASE: ALL COMPLETE RESPONSES (N=1,010), GENERATION GROUPS



GROWTH
HACK

Get on the Noice List

The holiday season is special for a reason. Sure, it can bring about extraordinary stress, and it’s not all warm fuzzies for everyone. As a brand, you can do your part to help make shoppers feel confident in their purchases.

Practicing transparency about any data use and policies, personalizing messaging to your audiences, and honing in on your unique voice can foster deeper connections with your customers. From a values perspective, let your customers know they’re cared about, and don’t forget to make it clear what your brand cares about.

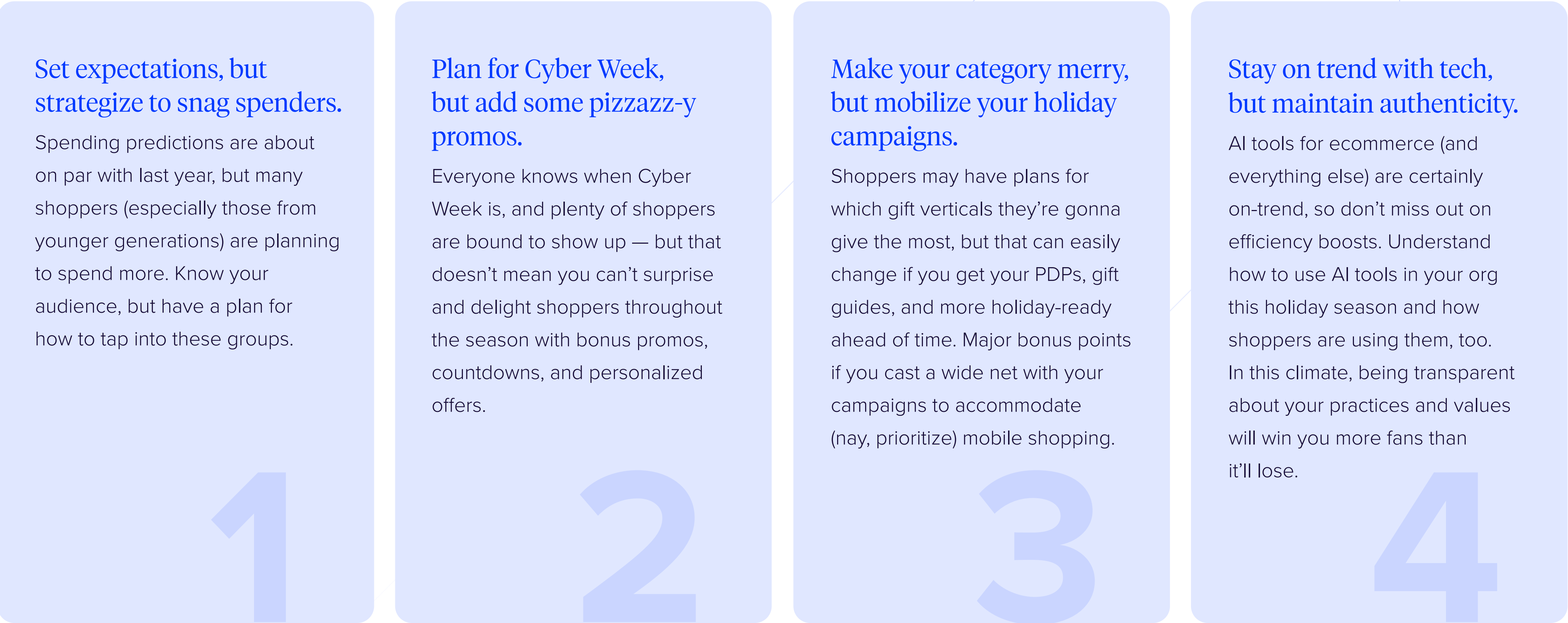
Top Takeaways for a Successful Holiday Season

Don't Get Hollidazed and Confused, Execute Early

The holiday planning season is already upon us — but there's no need to make your dash through any snow a mad one. As long as your brand anticipates shopper turnouts, heeds holiday shopping trends, and leaves time to pivot, this winter (and fall) will be wonderful indeed. (Hit it, Mariah.)



Here are the top four takeaways for a successful next quarter.





Salsify empowers brands, retailers, and distributors in more than 100 countries worldwide to build shopper-centric, frictionless, and memorable commerce experiences. These experiences help increase brand trust, amplify product differentiation, boost conversion rates, grow profit margins, and speed time to market.

Learn why the world’s largest brands like Mars, Inc., L’Oreal, The Coca-Cola Company, Bosch, and GSK and retailers and distributors like E.Leclerc, Carrefour, Metro, and Intermarché use Salsify to stand out on the digital shelf.

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Methodology

Salsify surveyed 1,010 participants, comprised of 510 shoppers from the U.S. and 500 shoppers from the U.K. Salsify administered the survey using SurveyMonkey and collected data on May 14–15, 2025.

The research employed a stratified sampling method to encourage balanced, comprehensive, and diverse representation, including a goal of 25% of survey respondents from each age group (ages 18–29, 30–44, 45–60, 61–79), a balanced gender ratio, and a balanced division between the U.S. and the U.K.

- U.S. margin of error: +/- 4.428%
- U.K. margin of error: +/- 4.472%

The research objective was to comprehensively understand consumer preferences for holiday season sales events, as well as insight into consumer spending, interest in AI, commitment to brand values, and how values relate to the modern buying journey.

U.S. Consumer Survey: 510 Participants	U.K. Consumer Survey: 500 Participants
Age	
18–29: 136 (27%)	18–29: 130 (26%)
30–44: 126 (25%)	30–44: 127 (25%)
45–60: 124 (24%)	45–60: 126 (25%)
61–79: 124 (24%)	61–79: 117 (23%)
Gender	
Female: 254 (50%)	Female: 250 (50%)
Male: 256 (50%)	Male: 250 (50%)
Nonbinary: 0 (0%)	Nonbinary: 0 (0%)
A gender not listed here: 0 (0%)	A gender not listed here: 0 (0%)
Prefer not to answer: 0 (0%)	Prefer not to answer: 0 (0%)