

Data in Motion

Marketing & Insights

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Holiday Shopping Trends



Have you finished your holiday shopping? Or are you just starting? Buying gifts online? Or from that little shop down the street? Looking for deals? Or splurging? In this issue of Data in Motion, we take a look at some holiday shopping trends and how we, as an industry, can capitalize on these trends at this most wonderful time of the year.

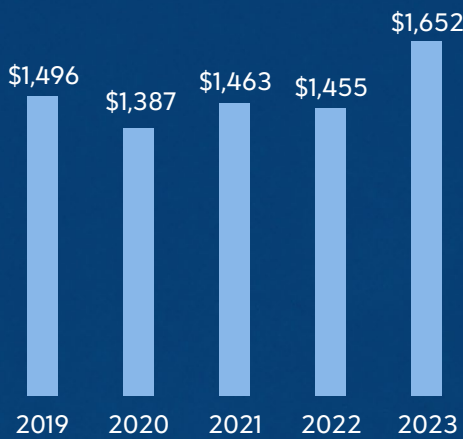
Holiday Sales are Back

According to a recent Deloitte survey, holiday sales are expected to grow between 3.5% and 4.6% vs. 2022¹. The average shopper is expected to spend \$1,652, surpassing pre-pandemic figures for the first time. Deloitte attributes this growth to three factors: 1) consumers are participating in holiday shopping at a higher rate compared to 2022 (95% vs. 92%), 2) due to inflation, consumers are expecting to pay higher prices so they have adjusted their budgets accordingly, and 3) some anticipated splurging from the \$50k - \$99k and the \$200k+ income groups.

Average Expected Holiday Spend, 2019 - 2023

\$1,652

Average expected holiday spend, surpassing pre-pandemic levels for the first time (+2.5% four-year CAGR)



Source: 2023 Deloitte holiday retail survey analysis.

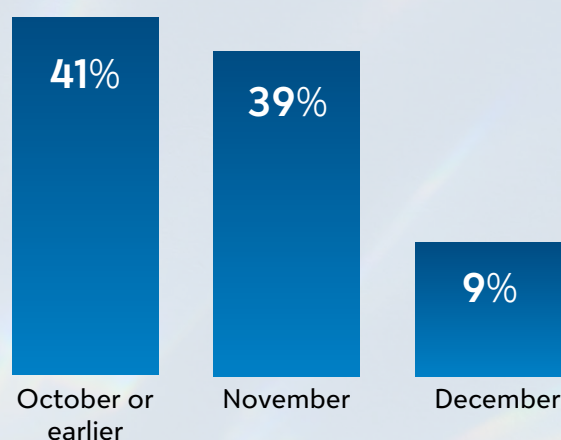
Bargain Shopping

Spending may be up, but that doesn't mean shoppers aren't looking for a deal. According to the National Retail Federation, 61% of consumers indicated that sales and promotions were "important when buying gifts and other holiday items this year compared to last year²." And according to Nasdaq's 2023 holiday shopping report, October's Amazon Prime Day "was the most successful fall sale to date³."

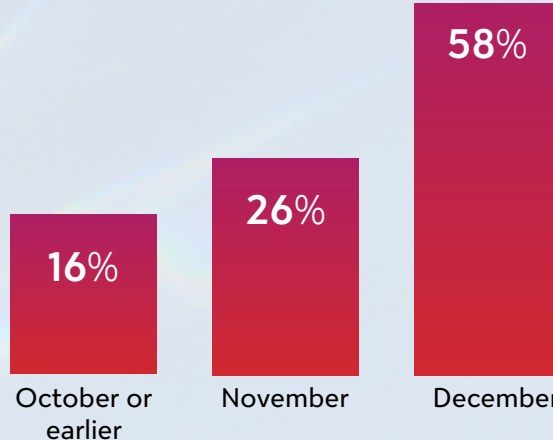
Starting Early

For many consumers, part of the bargain-hunting process is to start holiday shopping early. According to the Deloitte survey, 66% of consumers planned to shop the week of Black Friday/Cyber Monday, a 17-point increase over 2022. And according to the National Retail Federation survey, 39% of consumers indicated that they plan to start shopping "earlier than they typically do" this holiday season. But starting early doesn't necessarily mean finishing early - 58% indicated they didn't plan to finish their holiday shopping until December.

When consumers start shopping



When consumers plan to finish shopping



Multi-Channel is the Way to Go

A recent report by PwC found that 56% of consumers rely on mobile apps for guidance before buying, and 31% leverage social media for their pre-purchase research⁴. The average shopper utilizes several channels when shopping, and marketers should strive to close the gap between a consumer's online engagement and their offline, in-store experience. This means it's more important than ever to understand who's engaging with your brand, whether it's in-store, on your website, or with an app, and make the interaction between these three as intuitive and as seamless as possible.

Final Word

Lots of people buy lottery tickets during the holiday season, whether as a treat for themselves, as stocking stuffers, as office gifts, or all of the above. In fact, holiday- and winter-themed games alone made up 4.7% of total U.S. instant scratch games last year⁵. And our *ONE Segmentation* indicates that 57% of FANS have given instant scratch tickets as gifts⁶. The holidays are when many consumers experience our products for the first time, so it's especially important to ensure that your retailers have plenty of stock on hand, that your messaging is consistent across all of your channels, and that you time any holiday promotions to take advantage of those early shoppers.

Sources:

1. [Deloitte Holiday Survey 2023](#)
2. [National Retail Federation Holiday Outlook](#)
3. [Nasdaq Holiday Shopping Report](#)
4. [PwC Consumer Insights Survey](#)
5. *iNFUSE*, Scientific Games' Business Intelligence Platform
6. Scientific Games' *ONE Segmentation*

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