

SHOPPING EARLIER FOR VALUE

THE RISING TREND OF EARLY HOLIDAY SHOPPING



The holiday shopping season is starting earlier than ever this year, as U.S. consumers are eager to secure their purchases amid rising prices and supply chain challenges.



Early Start

49%

of U.S. consumers beginning their holiday shopping in October, an increase from 44% the previous year.

Driving Factors

Concerns about inflation, shipping delays, and product availability



Consumer Budgeting

49%

of consumers reducing their holiday shopping budget due to inflation, with 62% looking for less-expensive items.

Retailers' Strategy

Offering deals throughout the season, not just on key sale days, and diversifying inventory sources and communicating about potential delays or stockouts.



The holiday shopping season is shaping up to be a dynamic and unpredictable one, as consumers and retailers adapt to the changing economic and pandemic conditions. By starting early, offering value, and being flexible, retailers can maximize their sales opportunities and customer satisfaction.

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