

Non-winter Holiday Shopping - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and non-winter holiday shopping.
- Non-winter holidays consumers shop for, and what they buy.
- Consumer behavior when shopping for non-winter holidays.
- Attitudes toward non-winter holiday shopping.

Celebrating non-winter holidays is very important to more than 60% of consumers. Items that can contribute to the celebrations (eg candy, food and drink, clothing) will continue to be some of the most shopped. There is also opportunity across categories to tap into the excitement and connect with consumers who may be looking for a deal overall, especially on big ticket items such as furniture or electronics.

The pandemic hindered consumers' ability to celebrate many of these occasions as they traditionally would. As COVID-19 becomes less of a threat, consumers will be looking for safe, cost-conscious ways to get involved in celebrations, with many again looking to hold or attend social gatherings. There will be a renewed sense of meaning for many of these holidays, as well as for the individuals celebrated through them (eg parents, significant others).

While the pandemic situation continues to improve, lingering concerns and the spread of new variants may force consumers to alter plans for non-winter holidays. A resurgence in COVID-19 would greatly limit opportunities around these occasions for brands and retailers. As such, they must remain nimble and prepared should there be a shift in how consumers are looking to shop for and celebrate these occasions.

Non-winter holidays are an opportunity for brands and retailers to address and support various social and environmental issues. The sensitivity of these topics requires authentic and genuine efforts that need to start internally before being reflected on the shelves or in marketing initiatives. As consumers



“Consumers are reverting to old routines with a renewed excitement for and appreciation around non-winter holidays. These occasions will continue to be important for consumers across generations and backgrounds, with an increased focus on shared moments and values.”

– Marisa Ortega, Cross-category analyst

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look to align themselves with brands that have similar values, there is an opportunity to be a part of meaningful change and celebration of diversity these non-winter holidays can bring.

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