

# Winter Holiday Shopping - US - 2022

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## This report looks at the following areas:

- The impact of COVID-19, inflation, supply chain constraints and other market factors on consumer behavior and winter holiday shopping
- How, where and when consumers plan to shop this winter holiday season
- Potential purchases for gifts and holiday celebrations
- How retailers can help consumers prepare for the holidays before and during the season

US retail sales for the winter holiday season are predicted to surpass \$1 trillion in 2022, after hitting record levels in the prior two seasons. Heading into the winter holiday season, the economic outlook is uncertain, as inflation erodes consumer purchasing power and threatens to put a damper on discretionary spending. Similar to 2021, consumers will look to avoid supply chain issues and once again shop earlier this year. This will also prompt retailers to continue extending their promotional calendars, as the winter holiday shopping season stretches earlier and longer.

By now, most consumers have adjusted to life amid COVID-19 and are determined to have a greater sense of normalcy in their holiday celebrations. In the upcoming season, consumers will be ready to embrace the holiday traditions they've longed for during the pandemic, including shopping in person and attending family gatherings. In-store shopping levels will continue to rebound, but ecommerce will remain elevated as shopping becomes increasingly multichannel.

Value will take center stage this season, both in terms of convenience and money saved. Mass merchandisers and value-based outlets will have a strong showing, as rising prices will see more consumers shift into new outlets to get the lowest prices. Overall, the season will be a challenging one, but both consumers and retailers have proven their resiliency, and all will be determined to have a celebratory holiday season in spite of inflationary pressures.



“Value-seeking behaviors will predominate in the 2022 winter holiday season, as inflation leads consumers to prioritize lower prices and other forms of value. In spite of challenges, consumers are optimistic about the holidays, and a robust return to holiday gatherings will add levity to the season.”

– **Brittany Steiger, Senior Analyst, Retail & eCommerce**

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