

Non-winter Holiday Shopping - US - 2022

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This report looks at the following areas:

- How various macroeconomic factors are impacting non-winter holidays
- Non-winter holidays consumers shop for, and what they buy
- How and where consumers shop for non-winter holidays
- Attitudes toward non-winter holiday shopping

Nearly two thirds of consumers (59%) agree that non-winter holidays are more about connecting with friends/family than material items. After being confined to their homes and having limited in-person social interactions, consumers may treasure these occasions even more, as they are opportunities to rebuild and reconnect with their social circles.

While consumers are looking forward to celebrating these occasions, inflation is limiting their ability to do so. As such, some consumers may look to cut back spending on certain non-winter holidays and prioritize spending for more meaningful occasions like Mother's Day, Valentine's Day and Father's Day. Moving forward, it will be essential for brands and retailers to deliver value in its various forms to engage consumers and maintain loyalty.

Another threat to non-winter holidays is continued supply chain issues. As brands and retailers struggle to source products in an efficient, timely and affordable manner, they should consider promoting non-winter holidays earlier than they normally would – similar to approaches taken for winter holiday shopping. This can help ensure consumers have time to plan and get the items they are looking for. However, it would be important to be selective on such occasions as an environment with a constant holiday focus could overwhelm or turn off some consumers.

Looking ahead, these holidays will continue to be important for consumers, and they will be looking for brands and retailers that help them celebrate in meaningful ways. Therefore, brands must continue to leverage these occasions to support society as a whole and highlight corporate values.



“Non-winter holidays are just as meaningful, if not more than they were prior to the pandemic. Consumers look forward to celebrating these joyous occasions and connecting with others. However, rising costs and supply chain issues are getting in the way.”

– Marisa Ortega, Retail & eCommerce Analyst

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