

# Holiday Shopping Trends for 2024

Explore how holiday shoppers are navigating the 2024 season, from the impact of inflation on their spending habits to the must-have items topping wish lists this year.

**66%**  
of shoppers kick off  
their holiday  
shopping early.



## How is inflation impacting spending?

**46%**

say they can buy what they'd like, but it's costing them more

**36%**

report they are unable to purchase what they want due to prices

## Spending trends compared to last year

**27%**

are spending less



## What are they planning to purchase?



**76%**

Clothing & Apparel



**59%**

Electronics



**52%**

Beauty & Personal Care



**29%**

Books & Stationary



**20%**

Furniture



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Data witnessed November 2024

