

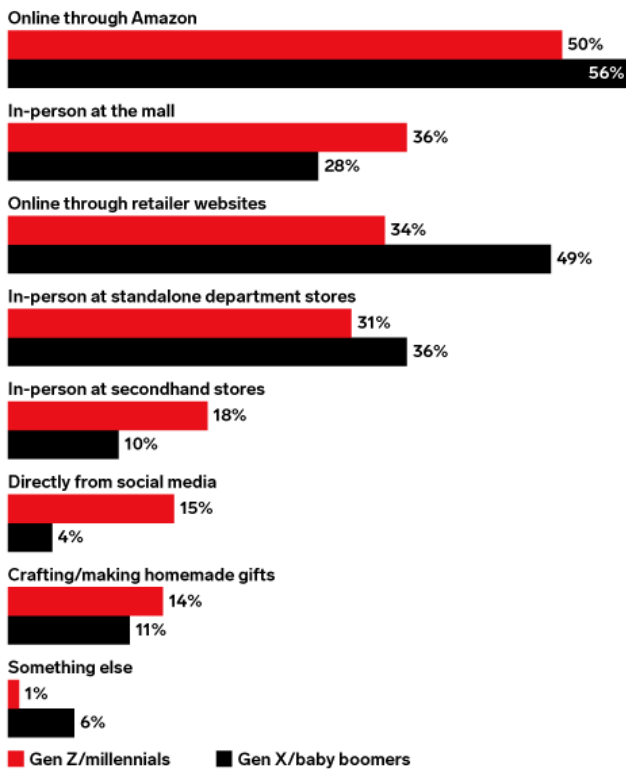
Younger consumers head to malls, older generations visit retailer sites this holiday season

Article

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Ways in Which US Gen Z/Millennials vs. Gen X/Baby Boomers Plan to Shop During the 2023 Holiday Season, Oct 2023

% of respondents



Note: respondents chose their top 2 main ways of holiday shopping; Gen Z ages 18-25, millennials ages 26-41, Gen X ages 42-57, baby boomers ages 58+

Source: The Harris Poll, "2023 Holiday Shopping Trends," Nov 20, 2023

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Insider Intelligence | eMarketer

Key stat: Gen Zers and millennials are more likely than older generations to do their holiday shopping in-person at the mall, whereas Gen Xers and baby boomers are more likely to shop online via retailer websites, per The Harris Poll.

Beyond the chart:

- But the most popular shopping method across all generations is shopping online through Amazon.
- Amazon will score a whopping 41.9% of total US retail holiday ecommerce sales this year, reaching \$106.18 billion, per our forecast.
- Over half (51%) of US consumers start their online shopping search on Amazon, outpacing search engines (39%), Walmart.com (34%), and YouTube (23%), per an August 2023 Jungle Scout survey.

Use this chart:

- Consider last-minute holiday ad placements.
- Identify generational differences in holiday shopping patterns.

More like this:

- [A look back on some 2023 retail predictions](#)
- [Large retailers look to capture an outsized share of procrastinators' holiday spending](#)
- [How much do return policies impact shopper decisions?](#)
- [4 holiday partnerships and why they matter beyond the season](#)

Methodology: Data is from the November 2023 The Harris Poll report titled "2023 Holiday Shopping Trends." 2,079 US adults ages 18+ were surveyed online during October 13-15, 2023.