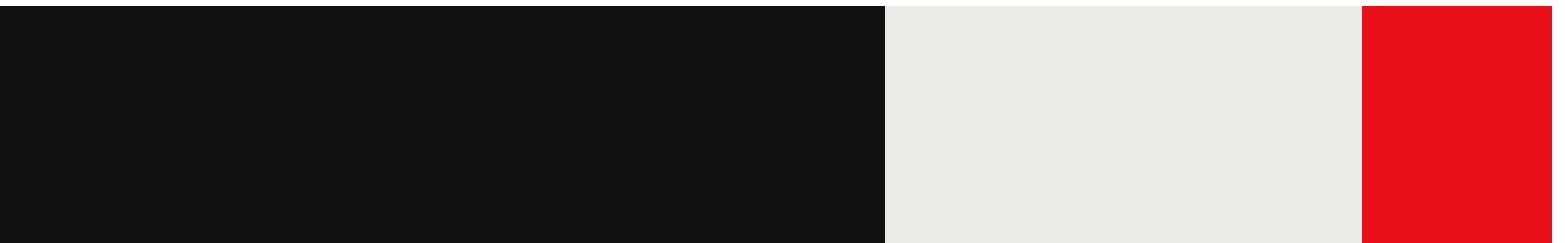


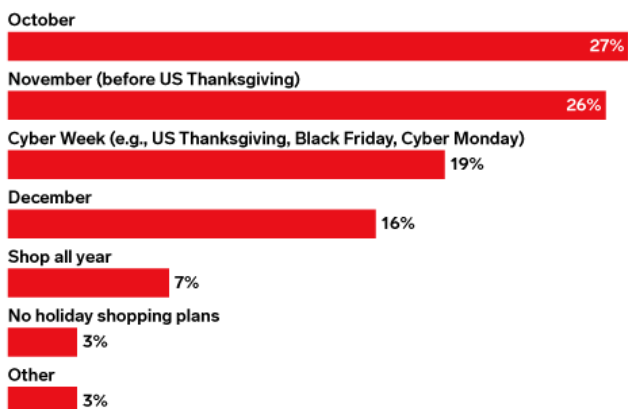
Most US/UK holiday shoppers will start before Thanksgiving this year

Article



Timeframe When UK and US Adults Plan to Start Holiday Shopping, April 2024

% of respondents



Note: n=1,026 ages 18+; numbers may not total 100% due to rounding
Source: Salsify, "2024 Holiday Consumer Research," June 5, 2024

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Key stat: 27% of UK and US adults plan to start buying holiday gifts as early as October, according to an April 2024 survey from Salsify.

Beyond the chart:

- Amazon has encouraged early holiday shopping behavior with the launch of Prime Big Deal Days, formerly known as the Prime Early Access sale. In October 2023, consumers spent \$5.90 billion during the sales event.
- Cyber Five is still a draw for shoppers looking for seasonal deals, with 62% planning to shop on Black Friday, per Salsify.
- Cyber Five's share of total ecommerce sales has dipped from the 20.0% peak it hit in 2019. This year, we forecast Cyber Five to make up 15.7% of holiday ecommerce sales, bringing in a total of \$42.66 billion in the US.
- US [holiday retail and ecommerce sales](#) will total \$1.372 trillion this year, according to our February 2024 forecast.

Use this chart to:

- Develop seasonal merchandising and marketing strategies that span October through December.
- Initiate pre-holiday deals to attract early shoppers.

- Understand holiday shopping behaviors.

More like this:

- [Holiday season ecommerce spending hasn't gotten much earlier, study shows](#)
- [Deep discounting, mcommerce remain keys to holiday season success](#)
- [5 key stats on holiday retail: Shoppers start early, spend on mobile, and rely on buy now, pay later](#)
- [Retailers stocked up for the holidays earlier than usual this year, which could lead to challenges ahead](#)

Methodology: Data is from the June 2024 Salsify report titled "2024 Holiday Consumer Research." 1,026 UK and US adults ages 18+ were surveyed online via SurveyMonkey during April 22, 2024.