

# Thanksgiving holiday shopping, Walmart's and Target's Q3, and what female shoppers want

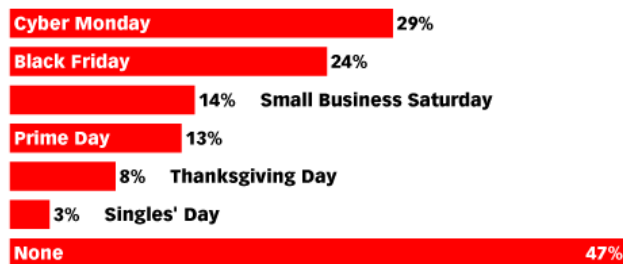
## AUDIO

**Daniel Keyes, Andrew Lipsman and Cindy Liu**

Business Insider Intelligence research analyst Daniel Keyes, eMarketer principal analyst Andrew Lipsman, and senior forecasting analyst at Insider Intelligence Cindy Liu discuss the biggest takeaways from how Thanksgiving holiday shopping went this year. They then talk about the best ways brands can reach female holiday shoppers during the pandemic and how Walmart and Target performed in Q3.

### Shopping Event Days When US Adults Are Likely to Shop During the Holiday Season, Sep 2020

% of respondents



Note: n=3,918

Source: Deloitte, "2020 Holiday Retail Survey," Oct 20, 2020

260447

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