

Holiday shopping: 3 things to know

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1. Fewer consumers than ever are spending on the holidays

The news: Nearly **12%** of US consumers said they do not plan to spend on experiences, gifts, or other items this holiday season, **according to** a September study by Deloitte. That's a record high since Deloitte began tracking this metric.

Higher-income households will spend about **15% more** than they did last holiday season; meanwhile, households making less than \$50,000 a year will spend about **22% less** than they

did in 2020.

[Read the full story here.](#)

2. Black Friday 2021 illustrates shifts in consumer behavior and changing retail strategies

The news: Black Friday traffic at brick-and mortar retailers **dropped 28.3%** vs. 2019, **according to** early data from Sensormatic Solutions. Traffic was **up 47.5%** from last year, when COVID-19 concerns reigned supreme and many stores shortened their hours of operation.

A shopping holiday in transition: Part of the drop in in-store traffic compared to 2019 is likely related to more of overall spending moving online.

- Consumers are also spreading their spending over a greater length of time. Part of that reflects supply chain issues and inflation—likely short-term challenges—and consumers becoming more savvy about bargain-hunting wherever those deals may be found.

[Read the full story here.](#)

3. Klarna brings Pay Now to the US ahead of holiday shopping season

The news: The buy now, pay later (BNPL) giant added a **Pay Now** option to its US checkout experience so customers can pay in full wherever **Klarna** is accepted, per a press release.

Klarna will also introduce the **Klarna Card**—which lets users pay in installments in-store and online—to the US market “very soon.” The Klarna Card integrates into the Klarna app and is connected with its loyalty program, Vibe.

[Read the full story here.](#)