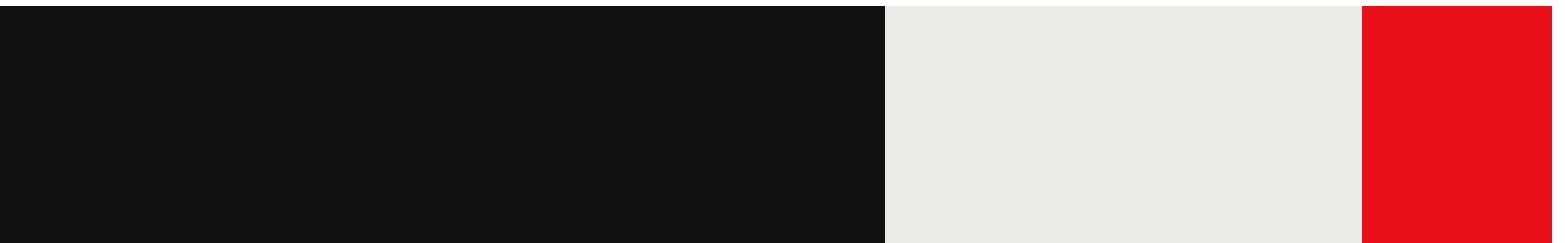


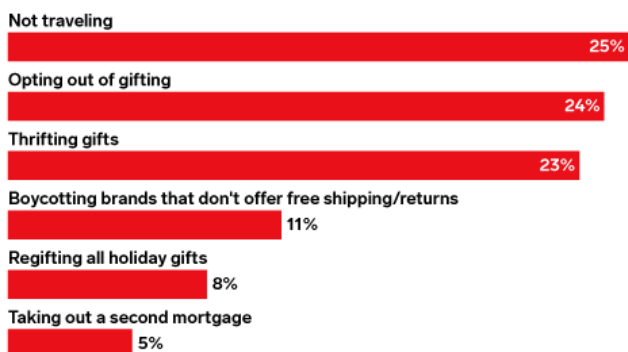
How consumers plan to save money during the holidays

Article



Ways US Consumers Plan to Cut Back to Save Money During the Holiday Season, Aug 2024

% of respondents



Note: ages 18+

Source: Invoice Home, "Delayed Holidays? 1 in 10 Americans Are Planning to Celebrate in 2025 Due to Cost" conducted by Censuswide, Aug 22, 2024

287385

EM | EMARKETER

Key stat: 25% of US consumers will avoid traveling to cut back and save during the [holiday](#) season, according to an August 2024 survey by Censuswide and Invoice Home. Another 24% will opt out of gifting and 23% will thrift their gifts.

Beyond the chart:

- Despite shaky consumer confidence, making them think twice about their purchases, consumers have continued to spend. In Q2 2024, US GDP increased at a 3.0% annualized rate, per the Commerce Department's Bureau of Economic Analysis, thanks to strong consumer spending and an increase in personal income.
- US holiday [retail and ecommerce](#) sales will grow 4.8% this year, reaching \$1.353 trillion, per our July 2024 forecast.

Use this chart: Brands and retailers can use this chart to highlight consumers' cost-conscious attitude, while marketers can make a case for more value-oriented ad messaging.

Related EMARKETER reports:

- [US Holiday Shopping 2024](#) (Subscription required)
- [The State of Gen Z Financial Health](#) (Subscription required)

Methodology: Data is from the August 2024 Invoice Home online survey titled "Delayed Holidays? 1 in 10 Americans Are Planning to Celebrate in 2025 Due to Cost". 2,002 US

consumers ages 18+ were surveyed during August 5-7, 2024 by Censuswide.