

# Younger consumers rely on TikTok for holiday inspiration, not purchases

Article

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## TikTok Holiday Shopping Plans Among US Adults, Total vs. Ages 18-29, Sep 2023

% of respondents

### Total

36% will use TikTok for holiday shopping

23% will use TikTok to get inspiration for gifts

18% will use TikTok to search for gifts

10% will buy gifts from TikTok Shop if available

### Ages 18-29

53% will use TikTok for holiday shopping

39% will use TikTok to get inspiration for gifts

23% will use TikTok to search for gifts

8% will buy gifts from TikTok Shop if available

Note: among those who plan to purchase holiday gifts

Source: ESW, "U.S. Holiday Shopping Report 2023," Oct 24, 2023

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Insider Intelligence | eMarketer

**Key stat:** Over half (53%) of US adults ages 18 to 29 will use TikTok for holiday shopping this year, per ESW.

### Beyond the chart:

- Consumers are most likely to use TikTok for discovery rather than actually make a purchase via the platform.
- Though nearly a quarter (23%) of 18- to 29-year-olds will use TikTok to search for gifts, only 8% will buy gifts from TikTok Shop if available, per ESW.
- To maximize success during the holiday season, brands should lean into inspiring consumers via fun, interesting, and useful videos that pique their sense of curiosity.

### Use this chart:

- Build out your holiday marketing strategy for TikTok.
- Identify how US adults are using TikTok for holiday shopping.

### More like this:

- Brands will continue to embrace TikTok this holiday season
- 3 Cyber Five stats and what they mean for retail media
- Lessons from Walmart, Coca-Cola on what makes an engaging holiday ad
- What the past few months of TikTok trends teach us about marketing to Gen Z

*Methodology: Data is from the October 2023 ESW report titled "U.S. Holiday Shopping Report 2023." 890 US adults who planned to purchase holiday gifts this year were surveyed online during September 22-23, 2023. The panel was balanced for age, gender and household income.*