



bazaarvoice

2024 HOLIDAY SHOPPER TRENDS





Every year, brands and retailers plan well in advance for the holiday season (even while we're still hitting the beach!). But now more than ever, they need to spend a good bulk of that prep on social media and influencer campaigns. So, what are the current social and content creator trends that will set you up for success in your holiday campaign?

We surveyed consumers from around the world to find out what they want to see from your brand — and where they want to see it — while they scroll and shop this winter.

It's never too early to start holiday promo.

Brands need to make the most noise in the shortest amount of time in order to maximize the biggest sales period of the year.

26%

of shoppers say it's never too early for brands to showcase holiday items, sales, and content



Did you hear? Social is the new search.

Shoppers are pretty intentional when it comes to holiday shopping. Mind your SEO so that social algorithms show your content to shoppers.



Social is still ruling the shopping scene, especially for Gen Z.

34%

of Gen Z shoppers say they'll buy holiday gifts on social this year **40% say they'll do a quarter or more**

Where do you do the most holiday shopping and discovery?



37% of Gen Z shoppers said TikTok

#1 for Gen Z

28% of Gen Z shoppers said Instagram

#2 for Gen Z

39% of Baby Boomers said Facebook

#1 for Baby Boomers

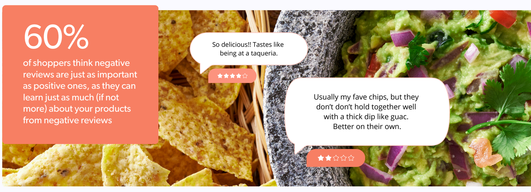


You need authentic reviews (yes, even negative ones).

Negative reviews make your brand seem more trustworthy and authentic.

60%

of shoppers think negative reviews are just as important as positive ones, as they can learn just as much (if not more) about your products from negative reviews



Tap into the creator economy.



35%

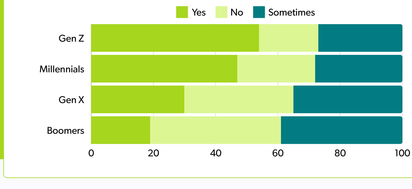
of Gen Z shoppers seek out creator content on social during their holiday shopping

32%

of Millennial shoppers say they trust everyday shoppers' holiday product recommendations



Content type and theme matter.



Unlock holiday success with Bazaarvoice







1 Create user-generated content at scale

- The largest online community (8 million+) of engaged everyday shoppers on key social platforms
- Top-tier UGC quality assurance and up to 34 hours saved on sampling efforts

2 Activate on-brand creators

- Industry-leading technology and automation to find the right creators, manage collaborations, track campaigns, and measure ROI — all from one platform
- Achieve up to 80% time savings and effectively manage 200+ creators

3 Distribute content everywhere shoppers are

- Easy, convenient social shopping solutions that encourage conversion, even in the chaos of the holiday season
- 380% increase in time on site and up to 15% increase in average order value when customers interact with social content



Supercharge your holiday 2024 campaigns

Learn more



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Source: Bazaarvoice. "Trends report: Holiday shopping with social media and content creators." 2024.