

# Data in Motion

Marketing & Insights



November 6, 2024

## Holiday Shopping Trends

Here comes Santa Claus, here comes Santa Claus! Well, the man in red isn't coming down the chimney just yet, but it *is* that time of year when shoppers turn their attention to holiday gift giving. The season is a time of celebration, but the demands of shopping can be overwhelming. The good news? Despite whatever economic uncertainty exists, most shoppers are primed to spend as much or more on gifts this year as they did in 2023. In this issue of Data in Motion, we provide some insights from a recent study in which 4,000 respondents shared their holiday shopping plans for the upcoming holiday season<sup>1</sup>.

### Reasons to be Optimistic

When asked about changes to their gifting plans for the 2024 holidays, 76% of consumers said they plan to maintain or increase the amount they spend on gifts compared to 2023. This number suggests robust consumer confidence and an opportunity to boost sales for retailers eager to harness holiday enthusiasm.



An impressive 90% of shoppers are open to adding items to their existing orders when shopping online during this festive season. Tactics like introducing special offers, cross-product promotions, and personalized recommendations are a few ways retailers can increase revenue by tapping into the shopper's mindset of finding great gifts while maximizing perceived value and purchase power.

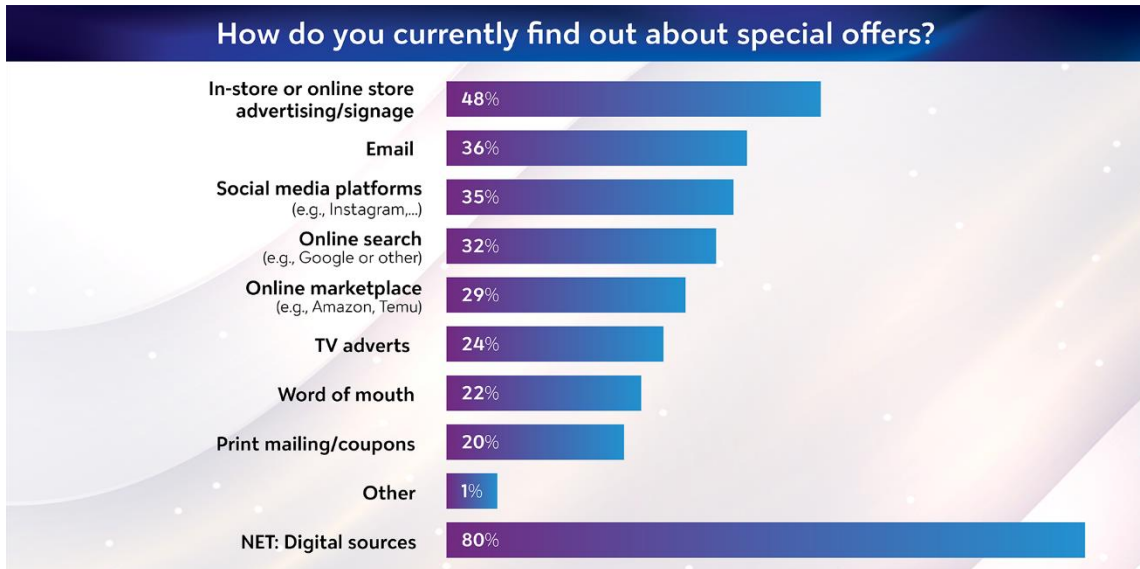
Gift cards are expected to be the top Christmas gift this year, with 71% of respondents planning to give them to family and friends. Other leading gifts include apparel (55%), toys or games (49%), home goods (33%), and food (29%). While only 12% of survey respondents indicated they would purchase gifts at a small format store, such as a convenience store, that still equates to over 31 million adults in the U.S. This is a significant opportunity for lotteries to effectively market their games as gifts or "cards" worth giving.

The data also reveals an intriguing dichotomy. Eighty-five percent of shoppers expressed at least one concern about shopping for the holidays including budget, buying the right gift, and/or timely delivery. Yet interestingly, that exact same percentage (85%) shared that they often make impulse purchases. This suggests yet another opportunity for retailers to encourage the purchase of products that provide added value, holiday fun, and ease any concerns over purchasing the "right" gift.

## **Digital Dominates Deal Discovery**

An impressive 80% of consumers said they discover special offers via digital sources, including email, social media, online search and online marketplaces. Social media is especially crucial for Gen Z, with 65% using platforms like Instagram and TikTok, compared to 35% of other age groups. And just under a third (31%) of all respondents would use AI to assist them in purchase recommendations (see above chart).

However, despite the growing trend of discovering products via social channels, most consumers still prefer to search online and purchase from a retailer's website. As the chart below shows, the majority of shoppers hear about special offers from in-store and online store advertising (48%) and email (36%).



## Final Word

While the above data was based on general consumer behavior, we recognize that the lottery industry has its own, unique opportunities and challenges. Here are a few suggestions to consider for future holiday planning:

- Capitalize on gifting opportunities to drive sales and player acquisition by offering games that include great odds and plenty of lower-tier prizes
- Clearly communicate value propositions on games, digital signage, POS and insert cards with eye-catching and impactful messaging
- Deliver tailored product recommendations powered by machine learning at vending
- Deploy personalized offers to your loyalty club members driven by CRM

We would love to hear what tactics our Data in Motion readers have implemented to take advantage of this important time of year. Are your games in market any different? Do you run any special promotions? What about digital offerings? Click on the link below to share your holiday sales tactics and we will try and share those ideas (with your permission) in a future edition of Data in Motion.

[Click Here to Share Your Holiday Sales Tactics](#)

Source:

1. Coveo 2024 Holiday Shopper Report, Gift or Grinch? Unwrapping This Season's Shopper Spending Plans  
© 2024 Scientific Games, LLC. All rights reserved.

Author: Angela Saviano

Editor: John Paul Candler

Design: Sarah Schroeder