

# DATA IN MOTION

Marketing & Insights



January 22, 2025

## Holiday Shopping Wrap-Up

With the holidays behind us and a new year underway, now is a good time to look back so we can plan ahead. In this issue of Data in Motion, our first for 2025, we thought we would share some post-holiday shopping metrics we found interesting.

According to a December 26, 2024 article by the Wall Street Journal which cites MasterCard SpendingPulse as its source, consumers spent 3.8% more on holiday shopping from November 1 through December 24 than they did in 2023, despite a five-day shorter shopping period between Thanksgiving and Christmas. This growth was roughly on par with 2023's rate, but exceeded the National Retail Federation's holiday spending forecast, which predicted an increase of 2.5% to 3.5%.

### Holiday Sales Growth (U.S.) in Billions



## **Growth Driven by Higher-Income Households**

According to the WSJ article, the 3.8% year-over-year increase was driven by several factors: restaurant spending, which increased 6.3%, online retail sales, which rose 6.7%, and in-store sales, which increased 2.9%.

According to the article, the growth was primarily driven by higher-income households, or those making more than \$100,000 a year. A recent Census Data report shows that the median income across all U.S. households was around \$81,000, with approximately 40% of American households earning at least \$100,000.

Michelle Meyer, chief economist at Mastercard Economics Institute, said the holiday shopping season “revealed a consumer who is willing and able to spend but driven by a search for value” as seen by greater online spending during promotional periods.

“Our low-end customer is definitely pressured,” said Michael C. Creedon Jr., Dollar Tree’s chief executive in an earnings call. “We see that (they are) clearly focused on consumables.” Sellers of many discretionary items lowered their prices over the holiday season to draw these price-sensitive shoppers.

“This holiday season, we saw consumers motivated by deals and retailers respond with promotions to meet the demand,” said Steve Sadove, senior adviser for Mastercard and former CEO of Saks.

## **Final Word**

As consumers continue to struggle with higher prices, lotteries should consider this promotions-driven consumer mindset, and continue to offer lower-priced, easily affordable games. As we plan for the coming year, we must proactively provide players with second-chance promotions, loyalty programs that deliver player rewards, coupons or central gaming systems-drive promotional offers, and other avenues that add bang to the player’s buck.

## **Meet the Data in Motion Team**

As we noted in our last issue of 2024, Data in Motion will now be distributed monthly, so you can expect your next issue to arrive on Wednesday, February 19<sup>th</sup>. It is our hope that this new schedule will enable us to deliver even more meaningful and impactful content. We’d also like to take this opportunity to introduce you to the Data in Motion team.

# MEET THE TEAM

## John Paul Candler



J.P. is SG's Director of Product Marketing and the editor of Data in Motion. He has served the lottery industry in various creative and management capacities for over 30 years.

## Brandee Taeubel



Brandee is SG's Director of Internal Communications & manages Data in Motion's distribution and analytics. An entertainment and gaming veteran, she joined the lottery industry in 2023.

## Sarah Schroeder



Sarah is one of SG's Senior Graphic Designers and creates the graphics used in each Data in Motion issue. Working remote from Colorado, she joined the lottery industry in 2023.

### Sources:

1. <https://www.wsj.com/business/retail/holiday>
2. <https://nrf.com/media-center>
3. <https://www.pbs.org/newshour>

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