



HOLIDAYS 2022: Inflation and hybrid shopping on the rise

The 2022 holiday shopping season promises to be yet another unusual one. While global events are affecting supply chains and inflation levels, fewer health and safety restrictions have consumers looking forward to bringing back some of the traditions that put the “happy” in the holidays. And they’ll be shopping differently for the groceries and other items that bring those celebrations to life.

As of July 2022

30%
OF SHOPPERS
have NO CONCERN
over COVID



71%
OF SHOPPERS
have EXTREME
CONCERN over
inflation prices

Source: 84.51° Real-Time Insights Survey, July 2022

Evolution of the hybrid shopper

DIGITAL CHAMPS - Highly dedicated to online shopping

Percentage of sales	Average basket size	Percentage of trips during the holidays
<p>85% online 15% in-store</p>	<p>40 items online 13 items in-store</p>	<p>50% online 50% in-store</p>

DIGITAL DABLERS - Low ecommerce loyal

Percentage of sales	Average basket size	Percentage of trips during the holidays
<p>25% online 75% in-store</p>	<p>14 items online 3 items in-store</p>	<p>15% online 85% in-store</p>



What shoppers say they'll be doing differently this holiday season and how brands can respond



46%
OF SHOPPERS
don't feel they need
to buy a specific brand
of holiday food, except
when it comes to
centerpiece items

→ Drive customers from awareness to consideration by providing offers and incentives

Customers are reporting an expected **20%** increase in gift card sales

84%
OF SHOPPERS
plan to make
mashed potatoes
from scratch

→ Utilize targeted offers to help ensure existing consumers stay loyal to their favorite holiday food brands.

Consider bundling gift cards with easy-to-make gifts

Source: 84.51° Real-Time Insights Survey, April 2022



Download our holiday white paper to unwrap these insights and more.
go.8451.com/holidays2022