

# 'TIS THE SEASON for holiday planning



The holiday season is upon us. Consumers are getting ready for their favorite festive activities and preparing meals. Here's a quick look at holiday activities that consumers say they'll take part in, where they're looking for meal inspiration and more.

## THE TOP 4 PLANNED ACTIVITIES FOR THE HOLIDAY SEASON ARE LOW TO NO COST!\*

61% ❄️

Watch holiday movies at home

55% 🧑‍🍳

Bake holiday cookies/treats

49% 🎄

Decorate the inside & outside of my home

48% 🎉

Drive around to look at holiday decorations

\*Response percentages exceed 100% due to multi-select option

TOP ACTIVITY THAT CONSUMERS PLAN TO DO **LESS OF** THIS YEAR VS. LAST YEAR:

Go out to restaurants 51%

TOP ACTIVITY THAT CONSUMERS PLAN TO DO THE **SAME AMOUNT** OF THIS YEAR:

Buy groceries 68%

TOP ACTIVITY THAT CONSUMERS PLAN TO DO **MORE OF** THIS YEAR:

Watch holiday movies 26%

Source: 84.51° Real-Time Insights Survey, November 2023

## HOLIDAY IDEA SOURCES RUN THE GAMUT FROM WORD-OF-MOUTH TO AI



### MEAL INSPIRATION

27% of shoppers say they're likely to try out a new recipe for the holidays and will rely on the following resources for new recipes:

41% FRIENDS & FAMILY

39% RECIPE WEBSITES

28% COOKBOOKS

23% PINTEREST



### AI INSPIRATION

A majority (56%) will **not** utilize AI for holiday planning but of those who will, the top 3 uses are:

15% TO MAKE A GROCERY LIST

13% FOR NEW RECIPES

11% FOR GIFT IDEAS



Source: 84.51° Real-Time Insights Survey, November 2023

### LOOKING FOR MORE?

Check out the full Consumer Digest report for more holiday insights as well as our white paper, "From tradition to transformation: Examining holiday shopping trends and evolving customer habits"