

# A tale of two holiday seasons



Discover the shifting trends in holiday shopping between 2022 and 2023. See how side dishes took the top spot on grocery lists. More people plan to purchase their holiday meals, beverages and snacks from a store and prepare them at home in 2023 compared to 2022. Additionally, explore the changing preferences for shopping local businesses and sustainable products during the holiday season.



## THE TOP FIVE HOLIDAY GROCERY ITEMS ON CUSTOMERS' SHOPPING LISTS

	2022	2023
1	Main courses 84%	Side dishes 85%
2	Desserts 83%	Main courses 84%
3	Side dishes 82%	Desserts 83%
4	Appetizers 65%	Appetizers 71%
5	Non-alcoholic beverages 62%	Non-alcoholic beverages 62%



**SIDE DISHES** rose to the top spot in 2023 and **APPETIZERS** had the largest YoY change

Source: 84.51° Real-Time Insights Survey, April 2022  
84.51° Real-Time Insights Survey, May 2023



YoY there was a **21% increase** in shoppers who PURCHASE THEIR HOLIDAY FOOD AT A STORE TO BE PREPARED AT HOME



## WHERE SHOPPERS PURCHASE THEIR HOLIDAY FOOD

(E.G., MEALS, BEVERAGES, SNACKS)

	2022	2023
A store (e.g., grocery, convenience, market, etc.); prepared at home	37%	58%
A restaurant; eaten/consumed as take out, delivery, or drive-thru	11%	11%
A restaurant; eaten/consumed at restaurant	10%	7%
A store, ready to cook	10%	5%
A store, ready to eat	8%	5%
At a friend/relative's	19%	10%
Other	4%	3%

## HOW LIKELY CUSTOMERS ARE TO SHOP LOCAL, SUSTAINABLE AND AT OTHER BUSINESSES FOR THEIR HOLIDAY NEEDS (TOP 2 BOX %)

	2022	2023
Local small business	44%	36%
National small business (e.g., Etsy)	28%	23%
Product/sites that support charitable causes	31%	28%
Products/sites that are minority owned	23%	21%
Products/sites with sustainable offerings	23%	22%



SHOPPING LOCAL SMALL BUSINESSES saw the greatest decrease at **8% YoY**



Source: 84.51° Real-Time Insights Survey, April 2022  
84.51° Real-Time Insights Survey, May 2023

For more holiday insights, check out our new white paper, "FROM TRADITION TO TRANSFORMATION: EXAMINING HOLIDAY SHOPPING TRENDS AND EVOLVING CUSTOMER HABITS".

DOWNLOAD THE WHITE PAPER