



Earlier than ever

Holiday 2020

People are searching for and saving holiday ideas earlier than they ever have on Pinterest. *Months earlier.*

Find out why—and why it matters for your brand.



There may never be another holiday season quite like this one

Historically, people on Pinterest start making holiday plans in September. This year, they started searching and saving for the holidays... *in April*.

Why the shift? In the face of COVID-19 and stay-at-home orders, people are looking forward to looking forward. 2020 has been a hard year, and consumers are craving the comfort of the holidays. They want this season to feel more festive than ever before, and they're asking for brands to help them get there.

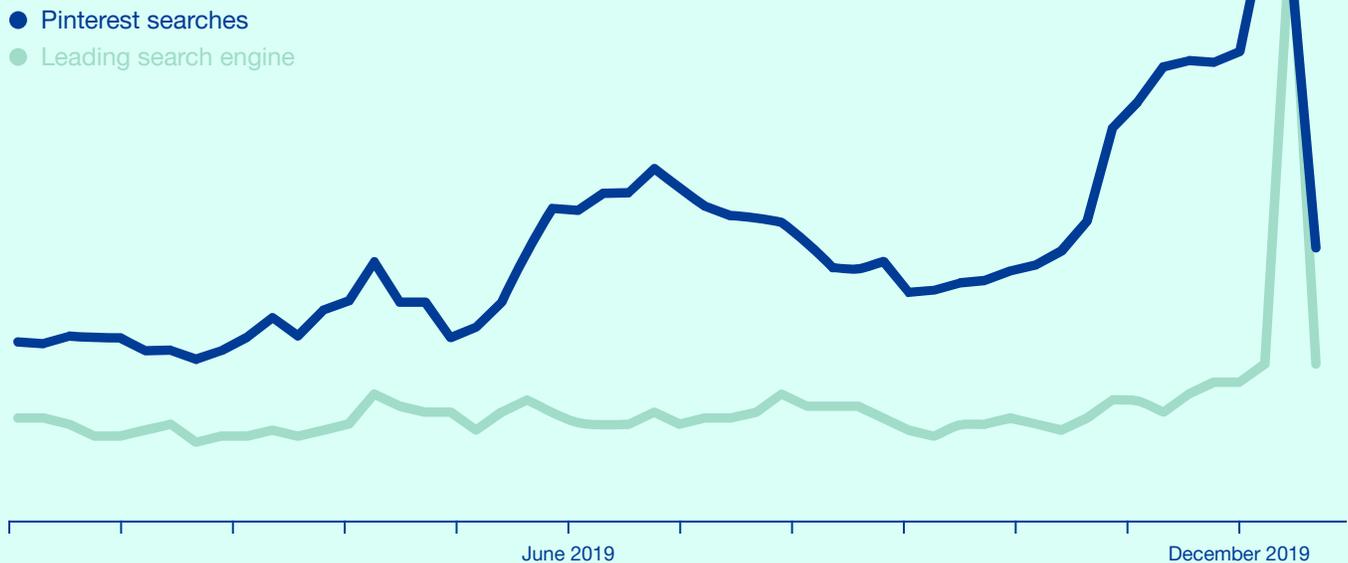
Consider this a field guide for how to show up on time for the earliest holiday season ever. Reach your audience first—before the competition—and be their first choice when it's time to shop.



Early is on time

People have always started their holiday planning and shopping earlier on Pinterest than other search engines. This year, those searches are starting earlier than ever.

Indexing holiday search trends across platforms:



In the graph above, you can see searches related to holiday jump as early as June and July on Pinterest in 2019.² By comparison, holiday searches on a leading search engine don't take off until December.² People have always come to Pinterest earlier than other platforms to plan their holidays.

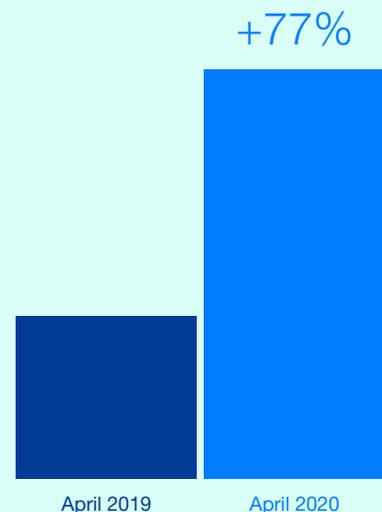
But this year? They're earlier than ever. As you can see in the search volume table on the right, **holiday searches on Pinterest in April 2020 jumped 77% higher than April 2019.**¹

That trend included a 3x increase in searches for “Christmas gift ideas” – 8 months before December. Other holiday-related searches like “holiday recipes” and “Christmas” jumped more than 90% and 80% respectively. This year—for planners and the brands that want to reach them—early is on time.

When you reach people *first* where they make their plans, they'll reach for you first when they make their purchases. 83% of weekly Pinners have made a purchase based on content they saw from a brand on Pinterest.³ From plan to purchase, holiday shoppers are using Pinterest as a full-funnel solution. Are you?

Pinterest search volume

Including *christmas gift ideas, holiday recipes, christmas, holidays, christmas decor.*¹



1 Pinterest Internal Data, April 2019 vs 2020, US
2 Compiled with Pinterest and publicly available third party data, January 2019-2020, Worldwide
3 GfK, US, Pinterest Path to Purchase Study among Weekly Pinners who use Pinterest in the Category, Nov 2018

Consumers are asking brands for help — starting now

Based on our latest research, people are looking to kick the holidays up a notch this year and ring in some joy. And they're *explicitly* asking brands for help in preparing early for the most meaningful holiday ever.

Here's how Pinners are planning to add meaning this season—in their own words:

“I really want it to be super Christmas-y and kind of over the top this year to get the feeling of Christmas without family. It's very important for me for the kids to feel like they're not missing out. I'll be going above and beyond with tons of decorations and a tree and activities. It's very important.”

Female Pinner, 30's²

“I just want to make sure I can get the ingredients to make food I like so that Christmas will feel 'normal.' So that I can send that food to my other daughter as well. I try to bring us together with things that are familiar and traditional for us.”

Female Pinner, 50's²

“I think it's those little moments—even when the world seems so strange and foreign—that you can still create a place of intimacy, of safety and enjoyment. Like video calling back home to see how my family's done up the place. Or a virtual opening of the presents.”

Male Pinner, 30's²

50%

Globally, nearly half of Pinners say they want brands to help them take the holidays to the “next level.”¹

Our data shows that people want their celebrations to feel extra special this year. Consider where your brand can authentically lend a hand—from over-the-top decorations to online grocery offers.

And remember that budget is top of mind for early holiday planners. 40% of the people we surveyed said they'll be “celebrating on a budget” this year. Meet them where they are with “early bird” discounts well ahead of shopping events like Black Friday.

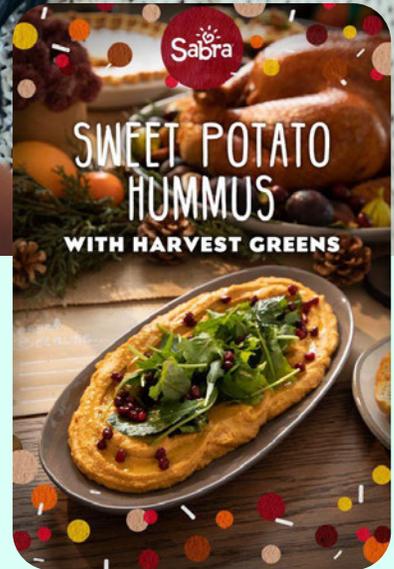
4 in 10 Pinners say they want brands to help them bond with loved ones and create special moments with family this year.¹

Act on the insight

Families are hyper-focused on being together this season, but the reality is that many will likely be split up around the globe and connecting virtually. As a result, there will be many first-time hosts emerging, creating a new audience for brands. Consider how you can speak to the newbies—everyone from the beginner turkey chef to the rookie decorator who needs some holiday help.

¹ Pinterest Internal Data, Anket In- App Survey, Countries surveyed: US, CA, DE, FR, AU, UK

² Usertesting.com, Global, Consumer Predictions for Holiday 2020 among self-reported monthly Pinners who are also holiday planners/executors, May 2020



Going big, even on the small

People always planned for major holidays on Pinterest. But this year, they're planning even the little in-between holidays as if they're big ones.

In past years, about 4 in 10 Pinners said they care about micro-holidays like Friendsgiving or New Year's brunch.¹ But this year...7 in 10 say they'll celebrate the smaller moments.¹

Because of the pandemic, it could be harder to reach family than in past years, so people are planning to host friends as family, where they can:

"For me, Friendsgiving evokes a feeling of togetherness, community and reminds us that we all have each other. It instills a feeling of family outside of actual blood family."

Female Pinner, 28²

7 in 10

say they'll celebrate the smaller moments this year as they would the big ones.¹

Act on the insight

Consider owning a holiday micro-moment like Friendsgiving instead of a macro-moment Thanksgiving. Sabra created a Friendsgiving activation last year that generated 47M impressions, proving the power of a smaller holiday play.

¹ Talk Shoppe, US, 2019, Winter Holiday Moments among Weekly Pinners and non-Pinners

² Usertesting.com, Global, Consumer Predictions for Holiday 2020 among self-reported monthly Pinners who are also holiday planners/executors, May 2020

Be present where they pick their presents

Shopping will be largely online this year, and consumers have higher [funnel] expectations for e-commerce. Here are three takeaways from our holiday research in 2020:

1. They'll miss going to stores, malls and holiday markets to window shop for inspiration.

“In previous years I would often go into the city and into shops for inspiration. We can't do that at the moment at all... inspiration-wise, you're stuck with whatever you can find online.”

Female Pinner, 50¹

Act on the insight

Recreate the window shopping or in-store experience by showing up where people go to browse. Invest in beautiful product imagery and video that makes online shoppers feel less stuck and more inspired.



2. They're concerned with logistics like shipping speeds, delivery dates and customer support.

“I'll be starting to look online much earlier than normal, simply because shipping delays are quite likely at the moment. You don't know exactly when you're going to see the products.”

Male Pinner, 35¹

Act on the insight

Consumers are crystal clear on what they want from brands this season. Be equally clear on what you can offer them. Will you have free shipping or guaranteed delivery? 30-day trials? Make it known. Now. Ease some of their worry—early.



3. They're more likely to treat themselves this year. They're shopping for a me-gift.

Pinners are 30% more likely than non-Pinners to give themselves a special gift during this season.²

Act on the insight

Gifting for others is a key focus, but don't make it the only focus. Play to the purchases that Pinners might make for themselves. Help them understand the unique value of self-care, beauty and health right now.



¹ Usertesting.com, Global, Consumer Predictions for Holiday 2020 among self-reported monthly Pinners who are also holiday planners/executors, May 2020;

² Talk Shoppe, US, 2019, Winter Holiday Moments among Weekly Pinners and non-Pinners



Meet the mindset: Know your audience, grow your audience

Not every early planner is the same. Here, you'll find a few of the most active audience mindsets that we're seeing pop in our 2020 data along with unique content for their individualized need states. Use these mindsets to inspire your creative and check out the sample Pins from our marketing team which follow best practices for reaching and engaging Pinners.

- 1 For the early bird
- 2 For the traditionalist
- 3 For the self-gifter
- 4 For the rookie host
- 5 For the shipping-first shopper
- 6 For the next-level party planner

Have a helpful holiday

Your brand can be the catalyst to help Pinners navigate the shifting holiday climate while still making their celebrations feel special.

We drilled down into various categories on Pinterest to see what holiday terms are already trending this Spring—and Christmas really did come early. Use these top searches and thought-starters to inform your creative, your keywords or your media plan this season.

Grocery

5x increase in 'Christmas baking'*

Pinners expressed concern that grocery stores might be out of stock of their favorite goodies this season. Offer up timelines that address how early to purchase needed items along with shipping information and discount codes, if available.

Restaurants

4x increase in 'Christmas party food'*

People are already planning ways to make their Christmas parties special, including what to serve. Inspire those who need an extra helping hand with easy holiday party food ideas they can order for delivery or catering.

Auto

83% increase in 'Christmas wishlist'*

The holidays are one of the most popular times during the year to purchase a new vehicle. Show Pinners how your car is the perfect fit for their lifestyle so it's first in mind when they start Pinning their wishlist.

Travel

90% increase in 'Disney Christmas decorations'*

In a time when travel may be limited, Pinners are still dreaming of their favorite vacation spots. Create content to inspire customers wherever they are and bring the magic of their favorite destinations indoors.

Financial Services

4x increase in 'Christmas decor ideas' and 74% increase in 'Christmas outfits'*

As Pinners look for ways to celebrate the holidays with decorations and festive attire, remember that staying on budget is top of mind. Meet them where they are with discounts well ahead of shopping events like Black Friday, or highlight credit card offers and reward points.

Retail

3x increase in 'Christmas gift ideas'*

Shoppers are stressed that they won't be able to window-shop for their loved ones this year. They want that same spark of inspiration, but to quote a Pinner, they're "stuck with whatever they can find online." Help them recreate the browsing experience in places where they already go for unbranded discovery... like Pinterest.

Home

125% increase in 'Christmas door decorations'*

People may not be able to take to the streets for caroling this year, but they can use their front doors to express creativity and holiday cheer. They're also thinking about how their front door can represent their values to visitors, from social issues to religious beliefs. Help them think outside the box with door decor that reflects who they are.

Fashion

4x increase in 'holiday party outfits'*

With many working from home this year, casual attire has become the norm. But our data tells us that people are looking forward to getting dressed up this holiday season. Help their wardrobes sparkle by sharing outfits in fun fabrics and festive styles. And don't forget the bold earrings—even virtual holiday party looks need a statement accessory.

Telecommunications

72% increase in 'family Christmas pictures'*

Pinners are already searching for holiday photoshoot inspiration. Promote camera equipment or new phones with high-quality resolution to help Pinners capture the perfect family portrait.

Entertainment

64% increase in 'Christmas movies'*

Pinners are enjoying a little Christmas in July as searches for Christmas films are already spiking. Capture this interest by launching early trailers for tentpole holiday releases on Pinterest and highlighting holiday classics to stream as we inch closer to the holiday season.

Beauty

Over 50% increase in 'Christmas makeup'*

Inspire Pinners' holiday makeup with shades that are anything but subtle—pops of gold, silver and deep blues. And don't forget to speak to the self-gifter who's looking for a personal stocking stuffer.

* vs. the same time last year

Changes are calculated using normalized US searches in the period between 2020-03 and 2020-05 compared to the same period in 2019. X is calculated from 100%, so 5X = 500% increase.

Source: Pinterest Internal Data, US, April 2019-May 2020



Start with this list. Check it twice.

Things are starting to go “back to normal” but people also expect brands to reflect their “new normal.” Remember these four things when planning your content:

- This season is special.
It’s been a tough year. People all over the world shared that the holidays this year will mean more to them than years past.
- If you’re not already thinking about holiday, you’re late.
Seasonal searches are already on the rise. Be the brand they discover first this season and you’ll be their first choice when it’s time to shop.
- Inspired e-commerce is essential.
Connect with consumers earlier in the online shopping journey with vivid product imagery to replicate the in-store experience.
- Make your message loud and clear.
Logistics like shipping windows and non-contact gifting solutions are more top of mind than usual. Proactively message how your brand is addressing these concerns.



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Help your audience get festive—first.

On Pinterest.