Business

Win this Festive Season with Snapchat

Celebrating the most impactful festive season experiences in India on Snapchat across Gen-Z and Millennials.

Shopping

Snapchatters feel shopping is integral to the festive season, and they are willing to spend.

This year's festive season has nearly

1 in 3

Snapchatters feeling more ready to celebrate and/or shop compared to last year's festive season.[5]

50% of Snapchatters plan to spend between Rs. 1000-15000 this festive season.[5]

Sep

46% of Snapchatters intentionally wait for the major festive season to shop for themselves or purchase gifts.[5]

Oct

20% of Snapchatters typically start thinking about purchases they'll make during the festive season 1 month or more in advance.[5]

Nov

Dec

Snapchatters plan to make **purchases during the festive season,** including

- **62%** clothes, shoes, & accessories[5]
- **32%** mobile devices or laptops[5]
- **20%** home furniture & other utilities[5]

Trendsetting

Snapchatters are trendsetters and influence purchases among friends.

49% of Snapchatters like to share celebrating at an event or party.[5]

86% of Snapchatters like to share aspects of the festive season on Snapchat.[5]

55% of Snapchatters like to share themselves and friends using festive Lenses/Filters.[5]

Snapchatters like to share the following aspects of the festive season on Snapchat

- **47%** house decorations[5]
- **44%** their clothes[5]
- **27%** new gadgets & accessories[5]

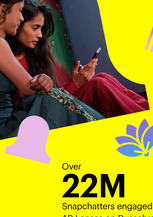
43% of Snapchatters are interested in using the Snap Map to see others' celebrations during the festive season.[5]

38% of Snapchatters are interested in watching festive season content on Stories tab.[5]

65% of Snapchatters are interested to connect with family & friends.[5]

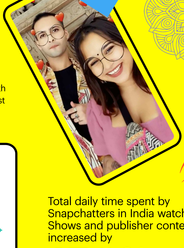
Immersing

Camera will play a key role in how Snapchatters enjoy festive season.



7 in 10 Snapchatters like to use the camera to capture special moments during the festive season.[5]

Over **22M** Snapchatters engaged with AR Lenses on Dussehra last year in 2020.[1]



Last year, in 2020, during Diwali Snapchatters engaged with AR Lenses over **70M times.**[2]

Total daily time spent by Snapchatters in India watching Shows and publisher content increased by **150%** year-over-year.[4]

200% increase in Snapchatters' engagement on AR Lenses during Diwali Season 2020 vs 2019.[3]

55% of Snapchatters are interested in **using AR to virtually try on festive costumes and/or decorate their space** during the festive season.[5]

Make this your best festive season yet with Snapchat.

forbusiness.snapchat.com/festive-season-india

Sources: [1] Internal data 25th October 2020 | [2] Internal data 14th November 2020
[3] Snap Inc. Internal data 9th November 2020 vs 2019 | [4] Sensor Tower, India | [5] Pro Spectrum 2019 & 6th November 2019
Snap Inc. Internal data 9th November 2020 vs 2019
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