

American Shopper Deep Dive

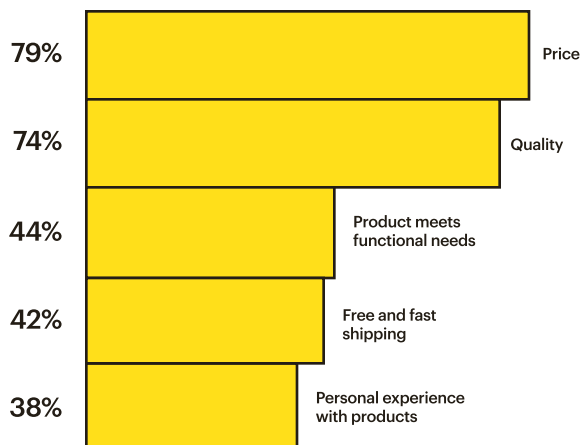
The New E-Commerce Calendar



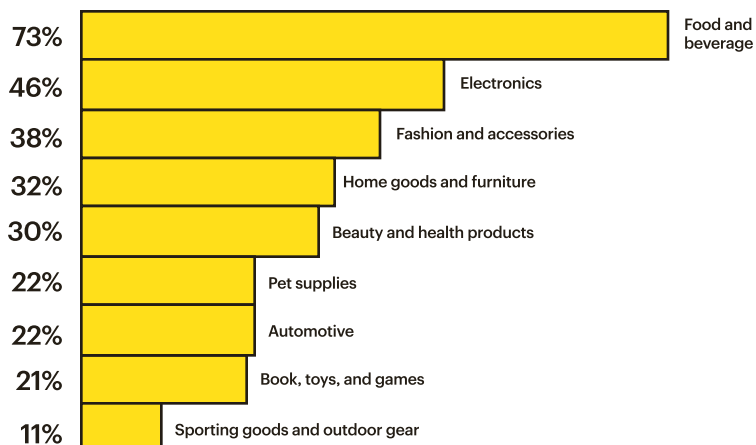
When planning your approach to The New E-Commerce Calendar, it's crucial to consider consumer shopping behaviors on a regional level. Ignoring these differences makes you appear out of touch with local sentiments and customs, which risks alienating your audience. A localized approach, tailored to local attitudes and shopping behaviors, is crucial for success.

Alongside our research partner, Canvas8, Intuit Mailchimp surveyed shoppers from 9 different markets to map out how their mindsets and spending behaviors around key calendar Moments (in the last 2 years) are shaping The New E-Commerce Calendar—and vice versa.

Top 5 most important factors for American shoppers when making purchases



Categories American shoppers spent the most money on in the past 2 years



American shopper attitudes and behaviors

- 63%** of American shoppers have been influenced to make a purchase during Sales Moments because of deals and discounts.
 Global: 51%
- 58%** of American shoppers participate in big Sales Moments.
 Global: 50%
- 56%** of American shoppers claim to not set a strict budget when participating in sales events.
 Global: 51%

- 34%** of American shoppers feel overwhelmed by the number of sales and deals available.
 Global: 51%
- 64%** of American shoppers made purchases during Amazon Prime Day in the last 2 years.
 Global: 51%
- 82%** of American shoppers have a general idea of what they want to buy during sales events, but they are open to other deals.

Across the Globe

For a closer look at how market nuances shape The New E-Commerce Calendar, check out our regional deep dives in 8 other markets, including Australia, Benelux, Canada, Germany, Italy, Scandinavia, Spain, and the UK.



Get the market-specific insights →

American Shopping Moments per Month

Ranked by Spending Propensity



January	
New Year's Day	33%
Martin Luther King Day	6%
Epiphany/Three Kings Day	4%
February	
Valentine's Day	60%
Super Bowl Sunday	31%
Black History Month	7%
Presidents Day	7%
Lunar New Year	6%
Mardi Gras	6%
Groundhog Day	3%
March	
Walmart Deals Week	36%
St. Patrick's Day	26%
International Women's Day	4%
The Oscars	4%
Women's History Month	4%
National Disability Awareness Month	2%
April	
Easter	57%
Spring Break	15%
Earth Day	6%
Coachella Festival	3%
Eid al-Fitr	2%
National Autism Awareness Month/Autism Acceptance Month	2%
May	
Mother's Day	50%
Cinco de Mayo	16%
Asian American and Pacific Islander Heritage Month / Asian Heritage Month	10%
Small Business Week	10%
Met Gala	2%
June	
Father's Day	41%
Summer Break	12%
Pride Month	6%
Juneteenth	6%
Summerween	1%



July	
Amazon Prime Day	64%
Walmart Deals Week	36%
Independence Day	42%
Tax-Free Weekends	20%
August	
Tax-Free Weekends	20%
September	
Labor Day	21%
Rosh Hashanah	3%
Hispanic Heritage Month	2%
October	
Halloween	59%
Prime Big Deal Day	29%
Target Circle Week	19%
Columbus Day/Indigenous Peoples' Day	4%
Diwali	1%
November	
Thanksgiving	71%
Black Friday	64%
Small Business Saturday	14%
Veterans Day	10%
Giving Tuesday	6%
Day of the Dead/Día de los Muertos	4%
Singles' Day	3%
Movember	2%
Native American Heritage Month	2%
National Entrepreneurship Month	1%
December	
Christmas Day	74%
Cyber Monday	54%
Christmas Eve	46%
New Year's Eve	34%
Super Saturday	16%
Hanukkah	4%
Advent Season	4%
Green Monday	4%
Kwanzaa	2%

