

Holiday insights unwrapped

Holiday Insights Report 2024

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Get ahead of the holiday hustle

From gathering inspiration to searching for deals, holiday shopping is an omnichannel experience. Learn what motivates Target guests during this important season, when they shop and how to reach them at every point along the funnel.



What You'll Learn

Guest profiles and how they shop: The majority of holiday shoppers are women with children.

Why budgeting and product sampling matters: 70% of guests state they will prioritize searching for deals this holiday season.¹

Media recommendations to optimize holiday campaigns: An omnichannel approach considers every guest touchpoint and opportunity for a sale to be made.

The best times to reach guests: Holiday shopping begins in November but ramps up in December with a high-guest volume from last-minute shoppers.

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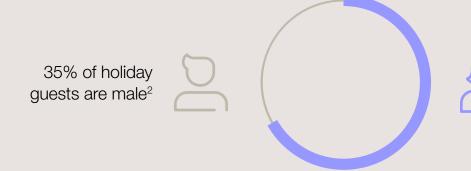
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Guest Insights



Bringing Target guests together



65% of holiday guests are female²





of guests agree Target's prices make it the ideal place for all of their holiday shopping needs¹

Target.com

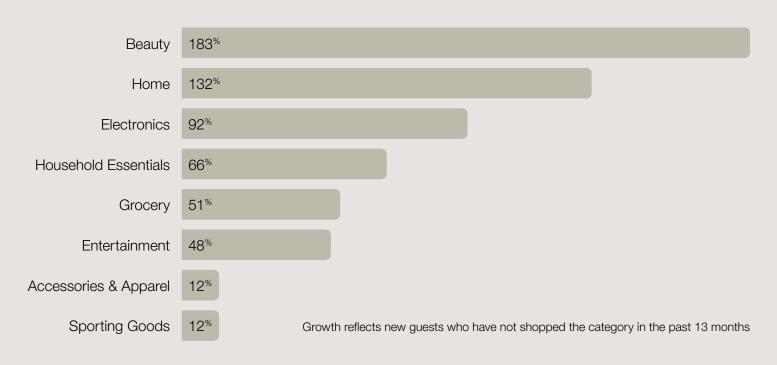
5.7B impressions²

is the #1 channel for delivering holiday impressions and increasing ROAS.



Holiday season delivers new guests

50% YoY growth in new guests during the 2023 holiday season²







Holiday shoppers are filling their grocery carts with food items as they shop for gifts and décor.

F&B search volume increased 30% YoY.²

Search terms with the highest YoY increase include:

 Q. Gingerbread house

 Q. Chocolate

EFFECTIVE OMNICHANNEL TACTICS

Display by Roundel[™]

Programmatic by Roundel[™]

Keyword-targeted Pinterest media

2023 F&B HOLIDAY RESULTS

1.5B Impressions² \$17+ Average ROAS²



Essentials and Beauty (E&B)

The search volume for E&B items increased 29% YoY.²

Simple gifts for self and others

E&B guests are filling their carts with gifts for themselves and last-minute gifts for others.

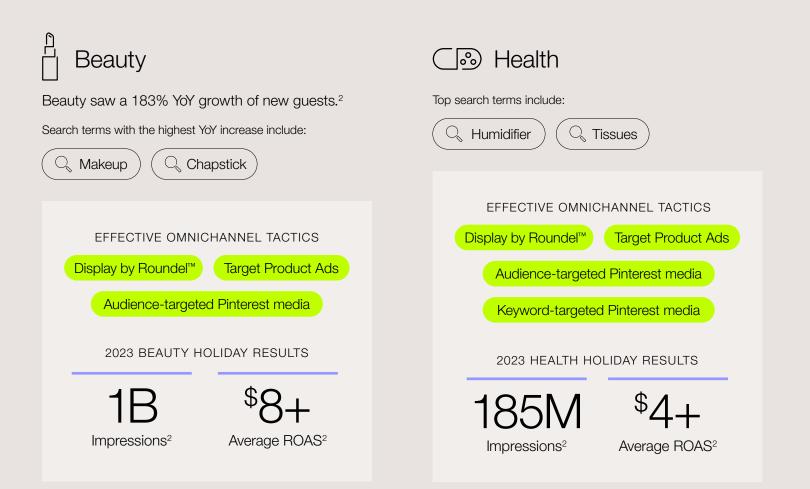


of the time, shoppers were purchasing for themselves from December 26–January 3.³



of holiday shoppers state that they see December as an opportunity to treat themselves¹







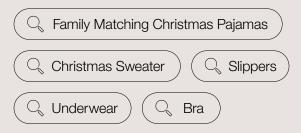
Softlines

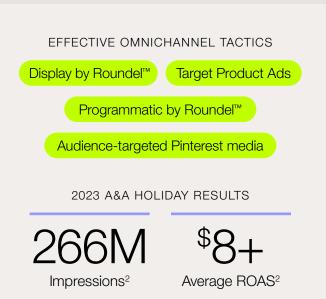
Apparel & Accessories (A&A)

A large majority of holiday guests are looking to purchase accessories and apparel.

A&A search volume increased 13.2% YoY.²

Search terms with the highest YoY increase include:







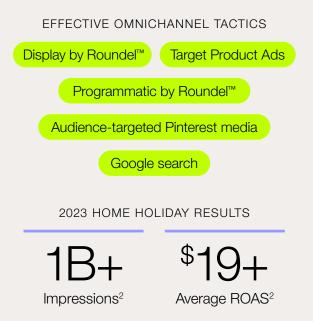


More guests are buying décor and home goods for gifts.

Home search volume increased 31% YoY.²

Search terms with the highest YoY increase include:







Hardlines

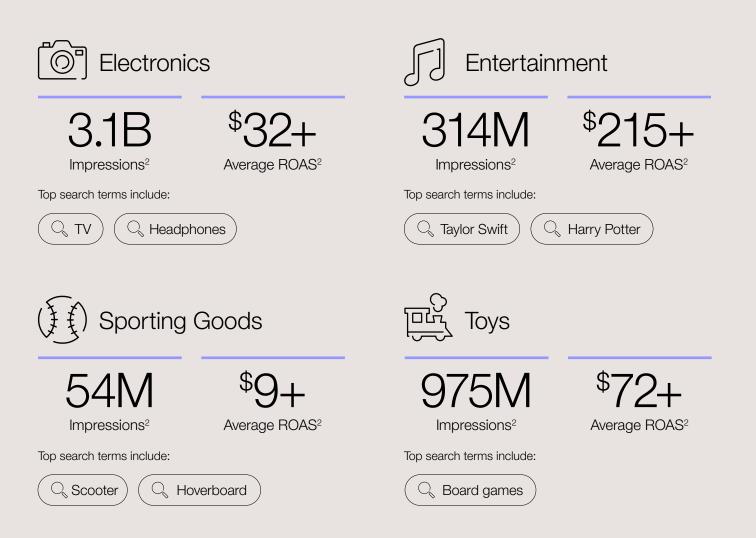
Hardlines are on the rise. There was a 71% increase in online shopping for the 2023 holiday season compared to non-holiday shopping for the hardlines categories.²

The search volume for these items increased 11.3% YoY.²





2023 HARDLINES HOLIDAY RESULTS





Guest Behavior

Identifying shopping trends

According to guest surveys, guests are switching between shopping online, on their phone and in-store.



of guests state they plan to purchase both online and in-store for the holidays¹



herefore holiday season compared to non-holiday shopping²

Younger consumers are shopping in-store

Gen Z and Millennials are more likely to shop in-person.⁴

Older consumers are shopping online

Gen Xers and Baby Boomers are more likely to shop online.⁴

How to Activate

Consider a full-funnel media strategy to better reach guests on the app, in-store and online.

Price is priceless

Price is at the forefront of guests' minds when it comes to gift-giving.

84%

Of guests report buying items on sale to stay on $budget^1$

Buying items on sale

Is the #1 way guests plan to budget this season¹

Younger Gen Z guests

Are more likely to make budgeting a priority for the holidays $^{\scriptscriptstyle 5}$

2x+ higher engagement

Than other promos by using words like **"Save X%"** or advertising **"BOGO"** and **"Buy X, Get X"**²

How to Activate

Consider running <u>Display by Roundel</u>[™] ads to grab attention and promote deals.

'Tis the season for samples

Product sampling assists in conversion while holiday shopping.



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Guests are most willing to try samples of **groceries** (84%), **toiletries** (51%) and **cleaning supplies** (47%)²

Of guests state they find in-store sampling helpful¹

How to Activate

Leverage <u>Target Product Ads</u> to connect with guests, since 76% of Target guests use the app or Target.com while shopping in-store.

Reinforce your products with sampling to build physical connections with in-store guests.



Media Recommendations

How to sleigh the holidays

Deck the halls with omnichannel

Consider targeting guests as they shop in-store, on Target.com and on the app.

Win with search

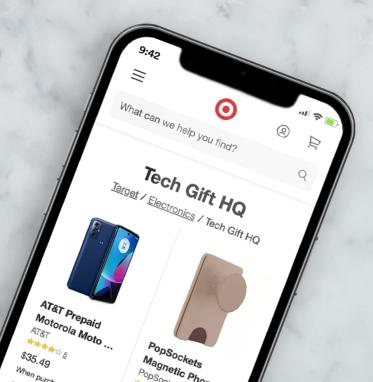
Target.com and Pinterest drive strong sales results, with the search function becoming increasingly popular to find the holiday goods and gifts they need.

Bring joy to the journey

Guests are preparing for the holiday season in their own unique ways. Align your messaging with the mindset and emotions of your target audience.

Dish up deals

Lean into holiday deals as shoppers search for the best deals to maximize their spending on holiday preparations and celebrations.



Holiday Insights Report 2024

A season full of opportunity



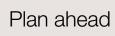
Focus on key moments

Challenge

Stress from fall activities will leave guests searching for nostalgia, warmth and wellbeing during the holidays.

Opportunity

Create messaging that allows guests to feel stability, normalcy and joy during these moments.



Challenge

A late Thanksgiving means a shorter shopping season.

Opportunity

Start your messaging early to bring happiness to the shorter holiday season and inspire their shopping behavior.





Roll out the discounts

Challenge

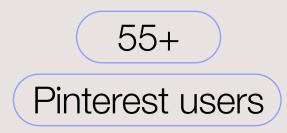
Retailers are competing to deliver affordable price points and be cost-efficient.

Opportunity

Lean into sales and deals as guests continue to prioritize affordability and compare products online more than ever.

Holiday cheer comes early

Target guests are shopping earlier for the holidays than the average consumer.



Guests who tend to shop year-round for their holiday gifts²

75%

Of Target guests say they get in the holiday spirit in November¹



On time, on target

November

Weeks 1-3: Quality time intentions

Inspire wish lists and help guests prep for the holiday season through cleaning supplies, decorations and more.

Week 4: Festivities in full swing

Lean into deals for Black Friday/Cyber Monday and look at campaigns that focus on holiday decorating.

64% of Target guests say they plan to take advantage of Black Friday sales $^{\rm 1}$

December

Weeks 1-2: Amp up the holiday feelings

Tap into nostalgia by focusing on baking, shopping lists and holiday gatherings.

Weeks 3-4: Finish prep and enjoy the moment

Consider last-minute gifting needs and menu prep before celebrating the holidays.

Week 5: Ready to move on

As shoppers are decompressing from the holidays, help guests with holiday clean-up and relaxation.











How to Activate

While sales peak during November into early December, make sure to start running media in October so you can capture early shoppers and those researching for deals.

Key Takeaways

Who is shopping

A majority of guests are women with kids who are influenced by online shopping and social media.

Roundel Difference

Leverage Influencers by Roundel[™] and Display by Roundel[™] to capture guests on social media and online.

What they want

Mostly interested in savings and deals this holiday season while also giving the best gift.

Roundel Difference

Display by Roundel[™] offers strong visibility to guests looking for the best gifts.

When to reach them

Guests start shopping for the holidays in November, take advantage of Black Friday sales and look for last-minute deals in December.

Roundel Difference

Lean into promotions on key holiday sales days and promote gifts early to catch early shoppers through an omnichannel approach.

Make this holiday season unforgettable

By leveraging Roundel's full-funnel offerings and unmatched understanding of the Target guest, you can optimize your holiday campaign performance to end the year strong.

Find out more at Roundel.com/Solutions

Sources

- 1. Holiday 2024 Survey
- 2. Target Internal Data, 2024
- 3. Enterprise Data, 2023 Holiday Performance: Holiday Shopping 2023 October 2023–January 2024
- 4. eMarketer
- 5. Forbes

