

Holiday Season 2025

Roundel™
Media designed by 



Welcome to the home of holiday joy

Millions trust Target as their go-to for holiday shopping because it’s synonymous with all the feelings that make the holidays special: joy, inspiration, and deep, meaningful connection.

That warm affinity leads to greater loyalty, higher sentiment, and purchasing behavior that benefits brands. In this report, you’ll learn the key guest insights, trends, and moments that’ll make your holiday campaign a success.



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WHAT YOU’LL LEARN

Drivers of joy and purchases for Target guests

Important holiday moments and how to tap into them

How brands across categories make the most of the season

Optimal strategies and takeaways for holiday success

01

Why guests choose Target

Each year brings new trends and insights around guest behavior. But one thing remains consistent: Target is the destination for holiday joy.

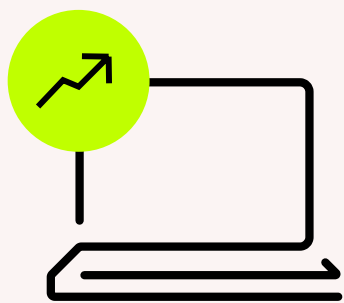


165M+ Target guests provide valuable first-party data¹



Where retail is a joy, results follow

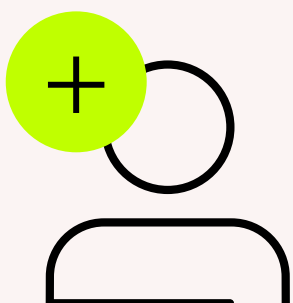
Target guests are confident they'll find all the products, brands, and gifts they need to make the holidays special.



61%

growth in **holiday site traffic***

*Compared to 13-week prior average²



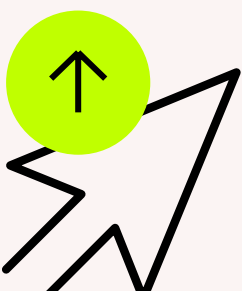
54%

average **new-to-brand shoppers²**



\$5

median holiday
campaign ROAS in 2024²



9B

total **holiday impressions**
delivered in 2024, a 14%
increase YoY²



Joy is why Target guests buy

Brands that understand where guests find joy in their Target purchases craft more effective campaigns.



HOW TO ACTIVATE

Work with Roundel™ to craft a data-driven, omnichannel campaign that captures all the right sources of joy for Target guests.

Joy in **gifting**



78%
of guests
participate in gift
exchanges^{3*}



2x
as many guests
are likely to self-gift
as last year^{3*}

Joy in **gatherings**



40%
more guests plan
to attend holiday
gatherings this year
than last year^{3*}

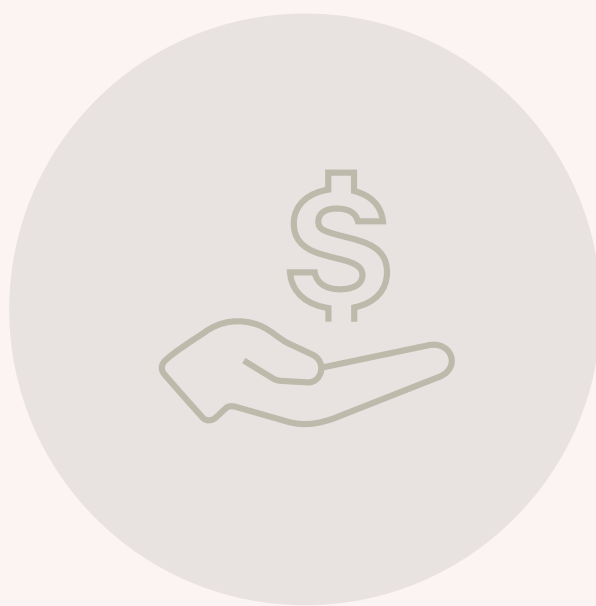


68%
more guests plan
to host friends and
family this year
than last year^{3*}

Joy in **saving**



86%
of guests prioritize
practical, useful gifts^{3*}



Circle 360
Guests use Target Circle 360™ to maximize their holiday budgets^{3*}

³As stated by guests in the Target 2025 Holiday Survey

02

Key holiday timing

The most wonderful time of the year is a surprisingly long one, and you won't want to miss a beat.



Last year, holiday gift planning rose 55% YoY starting in October²



Follow the cheer from the start

Target guests start thinking about the holidays earlier than you'd expect. The season doesn't start with Thanksgiving—it actually begins in October.



OCTOBER

31% begin planning gifts, making impulse purchases, and self-gifting.³

💡 Run always-on awareness campaigns with general holiday messaging to reach early planners.

NOVEMBER

35% of shoppers make gift lists and many seek holiday inspiration, from décor to deals.³ Over half begin planning Thanksgiving 2–4 weeks out, and they plan major purchases from Thanksgiving through Cyber Week.²

💡 Drive early holiday interest with Target Product Ads by Roundel™ across Target's digital channels.

DECEMBER

62% of guests shop three weeks ahead of Christmas,³ so craft messages around deals and gift inspiration to capture shopper interest.

💡 Invest in “last-minute gift” and “stocking stuffer” messaging to reach guests doing last-minute shopping.

LATE DECEMBER–EARLY JANUARY

89% are open to post-holiday shopping and 47% plan to treat themselves post-holidays.³

💡 Promote deals, wellness products, gift cards, and new-to-them brands and hobbies.

03

Category & shopping insights

Every brand has a seat at Target's holiday table, bringing joy to guests in all sorts of ways—from the perfect gift to the perfect opportunity for friends and families to connect.

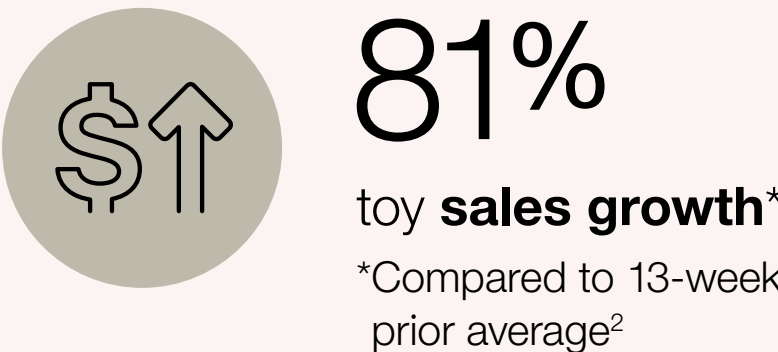
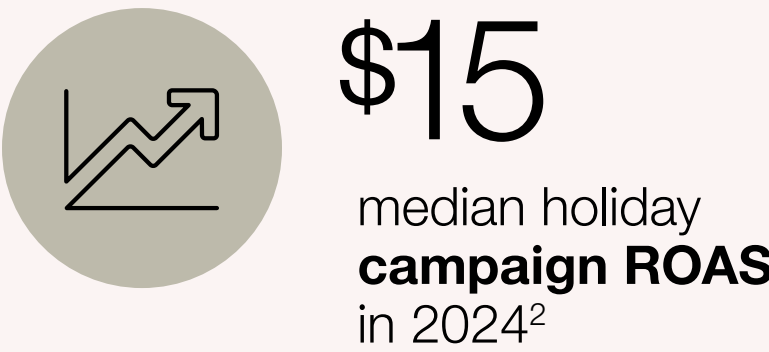
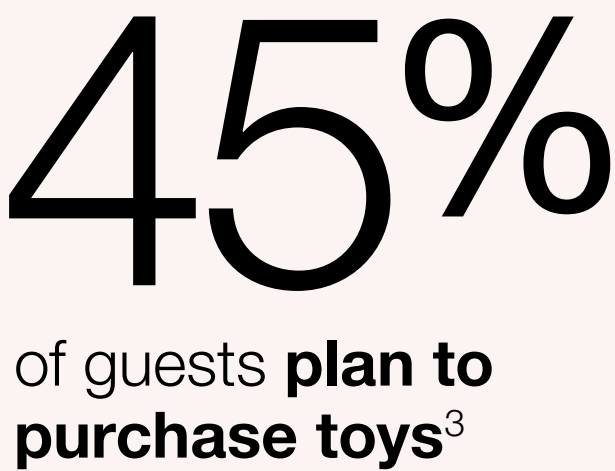


38% of shoppers are seasonal—reach them when it matters most³



Toys


It’s no surprise that toys are the top-gifted item for the holidays. After all, there’s no feeling quite like seeing a big smile a child gives when they open that perfect doll or action figure.



Gifting toys big and small

When it comes to toys the spectrum is a broad one, ranging from little treats to extravagant presents.



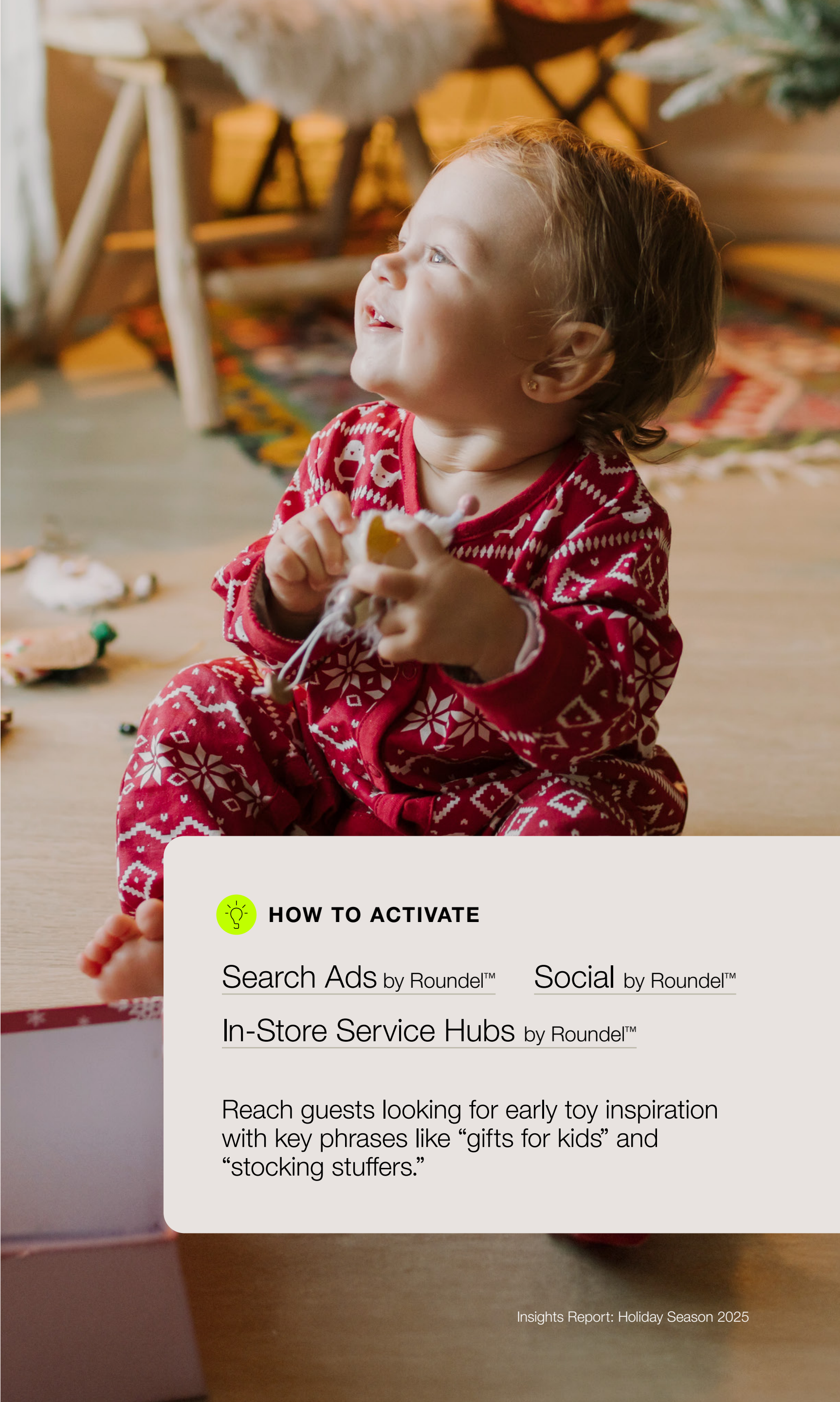
 **HOW TO ACTIVATE**

[Search Ads by Roundel™](#)

[Social by Roundel™](#)

[In-Store Service Hubs by Roundel™](#)

Reach guests looking for early toy inspiration with key phrases like “gifts for kids” and “stocking stuffers.”



Entertainment

Guests love sinking into new stories, soundtracks, novels, and more to feel warm and cozy during cold weather.



\$12

median holiday
campaign ROAS
in 2024²



80%

increase in entertainment
sales growth*
*Compared to 13-week prior average²



HOW TO ACTIVATE

Search Ads by Roundel™

Social by Roundel™

Target Product Ads by Roundel™

Lean into in-store basket building, capturing guests looking for those last-minute purchases like stocking stuffers or games to make the perfect holiday gathering.



49%

of holiday guests look to **purchase books, movies, and games as gifts**³



67%

of guests plan to purchase gift cards as a convenient way to let friends and family choose their entertainment—making them the #1 item in the category³

Electronics

Target guests stock up on the latest tech and gadgets during the holidays because gatherings are better with cameras to capture memories, TVs to watch the holiday classics, and even game consoles to enjoy some friendly competition.

31%

of holiday guests **plan to purchase electronics**³



\$9

median holiday **campaign ROAS** in 2024²



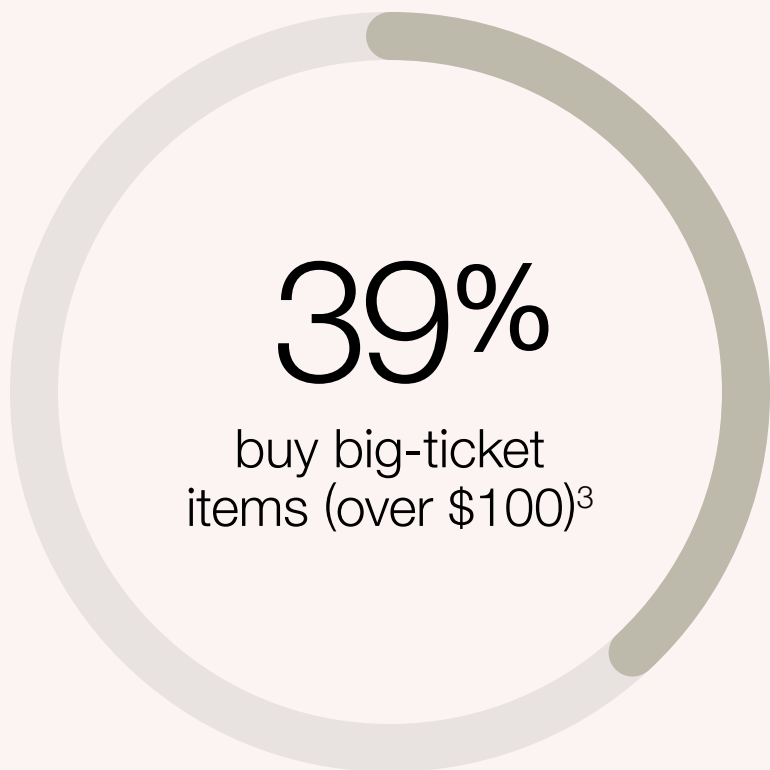
70%

increase in electronics **sales growth***

*Compared to 13-week prior average²

Guests shop electronics early

Cyber 5, aka Thanksgiving through Cyber Monday, is when guests looking for electronics start making their purchases. See what they're buying during this key moment.



HOW TO ACTIVATE

[Search Ads by Roundel™](#)

[Social by Roundel™](#)

[Target Product Ads by Roundel™](#)

Point guests to the latest and greatest tech early in the season with key messages like “deals,” “savings,” or “gifts for me.”



Sporting Goods

As the New Year draws near, guests look to find joy in a new hobby or in making their wellness goals a priority.

22%

of guests are influenced by social media²

Sporting goods are seen as a convenient pick-up, with 6% of guests adding items to their cart, even when they're not on their list²



\$8

median holiday campaign ROAS in 2024*

*Discretionary category²



36%

site traffic growth over the 13-week prior average²



HOW TO ACTIVATE

In-Store Service Hubs by Roundel™

Social by Roundel™

Target Product Ads by Roundel™

Influencers by Roundel™

Speak to guests looking for extra deals during Cyber Week and last-minute purchases the week of December 15²



Storage & Utility

Decorations like lights and trees are what make the holidays warm and unforgettable. But they have to be stored somewhere when the party ends, and guests view Target as the source for their storage needs.



52%

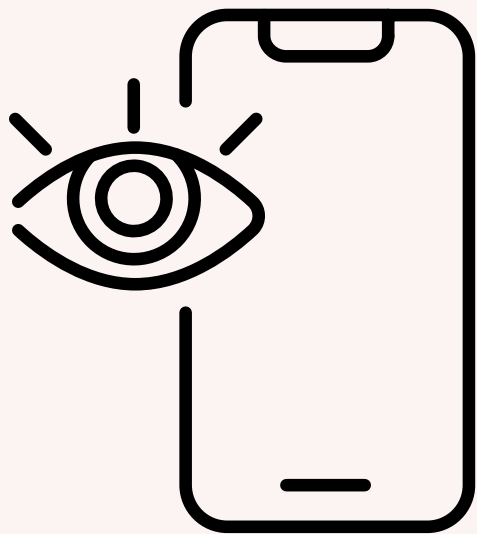
site traffic growth*

*Compared to 13-week prior average²



\$8

median home holiday
campaign ROAS in 2024²



1M

home holiday campaign
**impressions
delivered** in 2024³



HOW TO ACTIVATE

[Search Ads](#) by Roundel™

[Social](#) by Roundel™

[Target Product Ads](#) by Roundel™

[Display](#) by Roundel™

Capture guests seeking extra savings during Cyber Week and last-minute purchases the weeks of December 15 and 22.²



Essentials & Beauty

As Target guests look forward to a season filled with celebrations and gatherings, they seek out the products and brands that help make sure they're looking and feeling their absolute best.

57%

of guests **plan to shop for themselves this season**³



\$7

median essentials **campaign ROAS** in 2024²



\$6

median beauty **campaign ROAS** in 2024²



HOW TO ACTIVATE

[Search Ads by Roundel™](#)

[Social by Roundel™](#)

Use multi-vendor campaigns to reach both routine and event-focused shoppers with “hosting,” “beauty,” “health,” and “seasonal cleaning must-haves.”



Fresh at home and on the go

With the season calling for lots of travel, hosting, and stockings to fill with gifts, mini beauty items and essentials are how Target guests find joy in small, convenient packages.

45%

of holiday guests **plan to gift “beauty minis”**³

84%

of guests **seek cleaning supplies** to make sure their homes are fresh³

35%

of holiday guests **plan to include essentials in their shopping lists**³

Apparel & Accessories

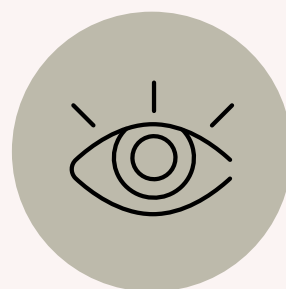
Whether it's a cozy, trendy outfit or the perfect necklace that brings it all together, new clothes and accessories are always a hit with guests during the holidays.



Accessories are also a popular gifting option for holiday celebrations and stocking stuffers.



\$8
median holiday
campaign ROAS
in 2024²



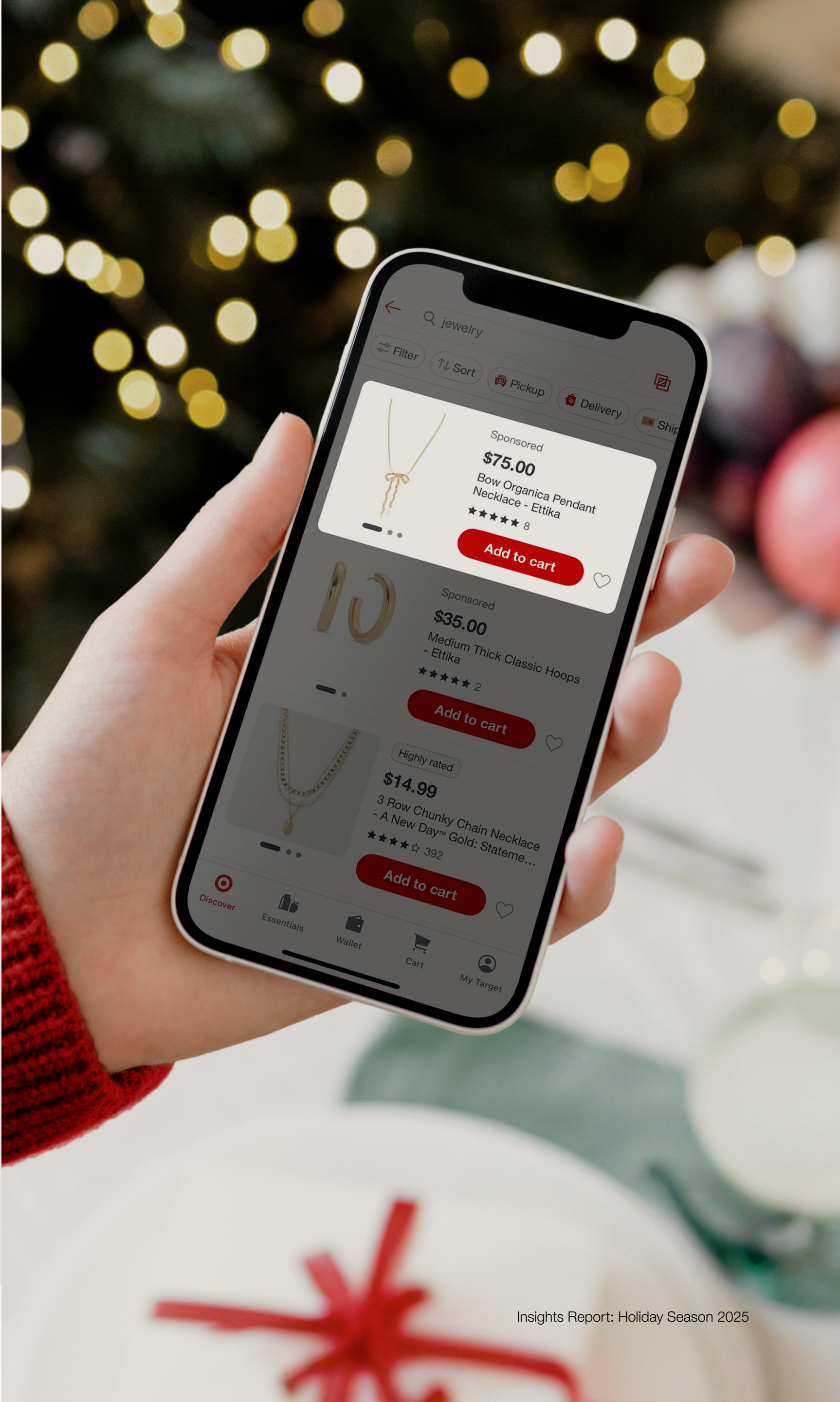
320M
holiday **campaign**
impressions delivered
in 2024²



HOW TO ACTIVATE

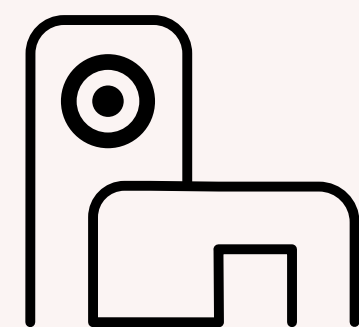
- [Search Ads by Roundel™](#)
- [In-Store Service Hubs by Roundel™](#)
- [Social by Roundel™](#)
- [Target Product Ads by Roundel™](#)

Promote deals to budget-conscious guests during Cyber Week and those seeking last-minute purchases the weeks of December 15 and December 22²



Kitchenware

Cooking, baking, and sitting down to a meal brings people together. Having the right utensils is key, and guests trust Target to carry them.



Kitchenware is the **#1 trip-driver** for Target guests seeking hosting and gifting needs²



\$8
median holiday
campaign ROAS
in 2024²



6%
kitchen **sales growth***
*Compared to 13-week
prior average²



HOW TO ACTIVATE

Search Ads by Roundel™

Social by Roundel™

Target Product Ads by Roundel™

Influencers by Roundel™

Focus messaging around “hosting,” “trendy kitchen gadgets,” and “entertaining essentials” when intent to purchase peaks during Cyber Week and the week of December 15²



Food & Beverage

Warm meals and fresh-baked treats are the gifts that fill hearts and bellies, all without being overly lavish or expensive.



\$5

median holiday
campaign ROAS²



270M

food and beverage
searches during the
holiday 2024 season²



HOW TO ACTIVATE

In-Store Service Hubs by Roundel™

Target Product Ads by Roundel™

Convert shoppers in-store by promoting basket building and last-minute pickups like stocking stuffers and supplies for holiday gatherings.



Prep for Thanksgiving feasts

Leading up to Turkey Day, grocery purchases soar as guests plan to host and attend celebrations.

84%

of guests **shop groceries and ingredients** at Target for Thanksgiving prep³

20%

of **November holiday sales** come from food and beverage purchases²

Last-minute sips and eats

There's a big boost in grocery purchases the week before Christmas, and it has the results brands crave.

30%

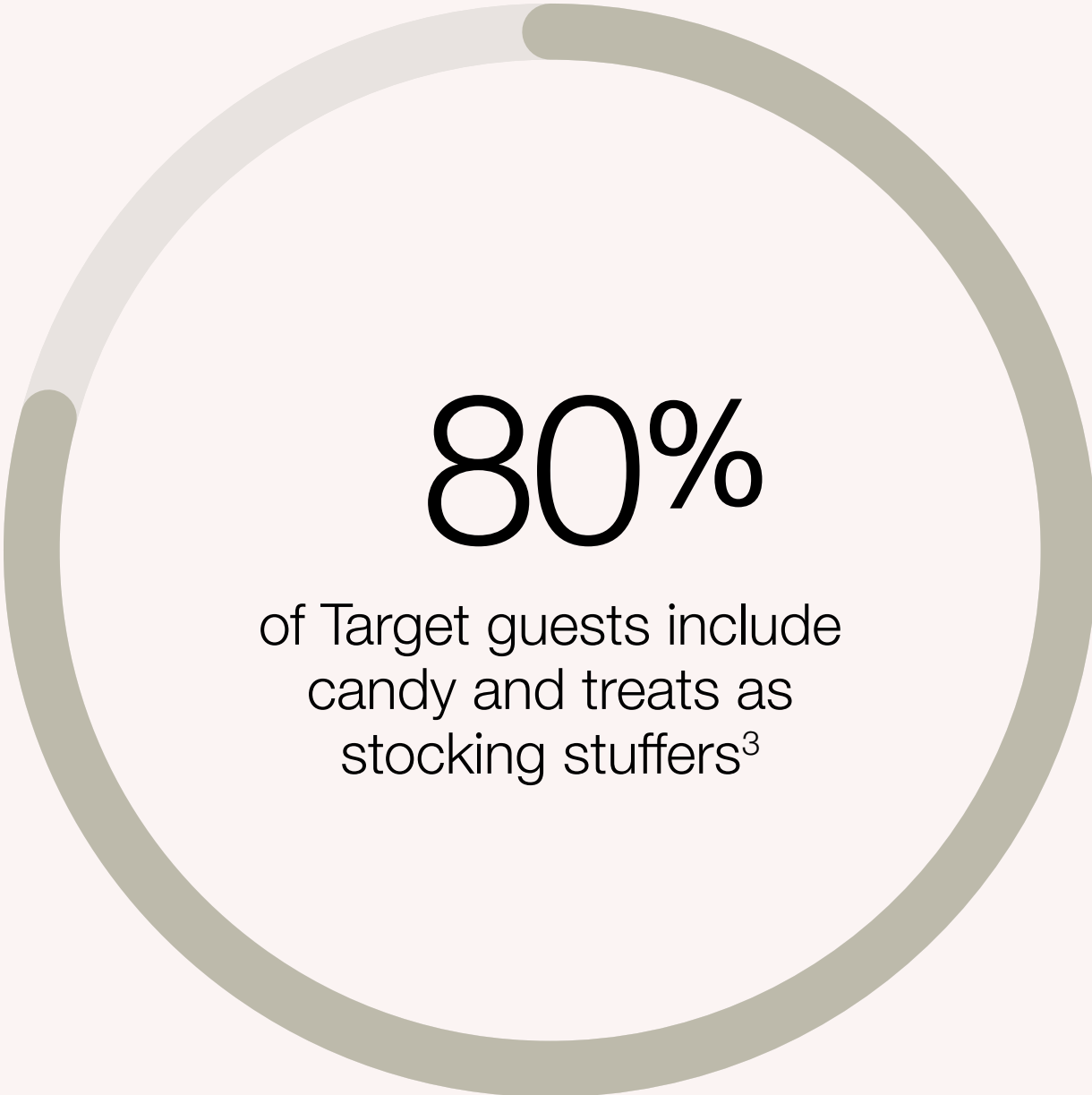
increase in site traffic growth the week of December 22 compared to prior year²

19%

2024 **increase in YoY sales** the day before Christmas²

Snacks & Candy

Gingerbread, popcorn tins, and cookies galore. The holidays are all about indulgence and enjoying moments of sweetness together.



Seasonal treats and candies are a budget-friendly gift for guests who crave meaningful connection, which is why 65% plan to purchase them this holiday.³



19%

2024 **increase in YoY sales** the day before Christmas²



31%

average increase in **site traffic growth***
*Compared to 13-week prior averager²



HOW TO ACTIVATE

Search Ads by Roundel™ Influencers by Roundel™

Social by Roundel™ Target Product Ads by Roundel™

Include messaging like “seasonal sweets,” “stocking stuffers,” and “last-minute gifts” to connect with shoppers, from early planners to last-minute buyers, throughout the holiday season.



Case study



Nestlé

A recipe for holiday success

With In-Store Service Hubs by Roundel™, Nestlé filled more Target carts with all the goods for seasonal treats.

SOLUTIONS

- Display by Roundel™
- In-Store Service Hubs by Roundel™
- In-store sampling experiences

2024 HOLIDAY CAMPAIGN RESULTS

51M
impressions across
1,700 stores²

14%
increase in average
item sales for
seasonal products²

3%
incremental **sales lift** from in-store
placements and
sampling²

04

Media recommendations

Let's step back and unpack all the essential holiday tips and insights that'll help your brand succeed this season.



30% of Target guests are influenced to purchase holiday goods by ads³



Building a holiday to remember

As you plan your holiday campaigns with Roundel™, these are the key insights and recommendations that'll ensure your connections with guests are strong and your results are as joyous as they can be.



Spread the cheer and your messages early

Guests start holiday planning as early as October, so boost awareness and interest well before November and December with messages on key channels.



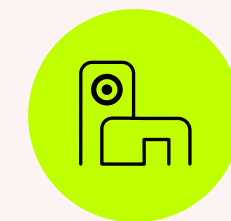
Decorate social feeds with inspiration

Shoppers are heavily influenced by trends on social media, so invest in emotionally driven, social-first messages that encourage holiday celebration.



Give the gift of budget-friendly promotions

Budgeting will always be important when holiday shopping, so leverage a strong Target Product Ads by Roundel™ campaign that emphasizes value.



Craft joyous in-store experiences for guests

Deliver surprise-and-delight moments for guests all season long by leveraging In-Store Service Hubs by Roundel™ and sampling activations to encourage in-store basket building and deliver seamless omnichannel experiences across touchpoints.



Don't forget the post-holiday rush

Guests are looking to spend their holiday cash and Target gift cards. Run promotions into January with a focus on deals and savings, as well as self-care and wellness, to capture the 89% of guests looking for post-holiday purchases.³



Our insights are powerful, but the **joy** of connection is what truly makes Target the holiday destination.

→ Build a campaign with Roundel's data-fueled solutions to reach the millions who trust the red bullseye for a memorable holiday season.

Sources:

1. Target Internal Data 2025
2. Target Internal Data 2024
3. Target Survey Data 2025