

INSIGHTS REPORT

Holiday Insights Report 2026

Roundel™
Media designed by 



The most wonderful time to discover

As holiday planning begins, guests are doing more than making a list and checking it twice. They're searching for the right gift, perfect décor, and best way to celebrate the people who matter most. Every search and shopping trip is an opportunity to discover a new way for guests to curate holiday magic.

2025 CAMPAIGN RESULTS

18B
impressions delivered¹

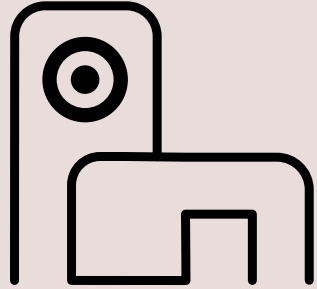
36%
increase in campaign ROAS¹

45%
growth in attributed sales¹



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73M

guests engaged with Target during Q4 last year¹

Where the holiday magic happens

The holidays give guests more reasons to discover. At Target they find inspiration, shop with confidence, and get everything they need to gift, decorate, and celebrate, all in one place. This gives brands more opportunities to turn holiday joy into connection as guests shop throughout the season.

76%

of Target guests browse **Target.com** or the **Target app** while shopping in-store¹



Connected discovery experiences are key as guests move seamlessly between digital and physical touchpoints

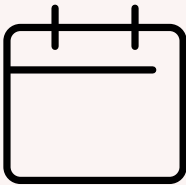


Guests spend weeks browsing, building wish lists, deal hunting, and gifting. Each moment creates new opportunities for brands to inspire discovery, build confidence, and earn a place in the cart.

DISCOVER

Inspiration starts early

Guests begin browsing, saving, and sharing ideas well before holiday shopping peaks.

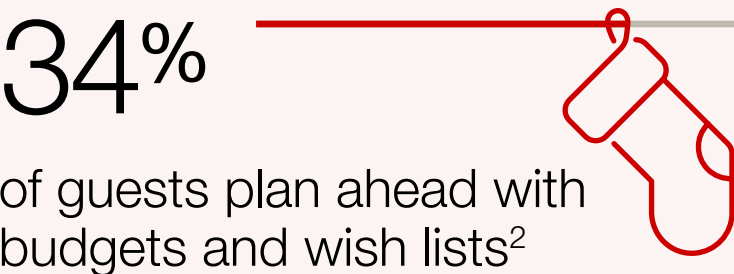


Holiday season starts as early as October²

PLAN

Wish lists become shopping lists

Gift ideas grow into plans as guests compare options, build lists, and prepare for seasonal moments.



DECIDE

Confidence drives conversion

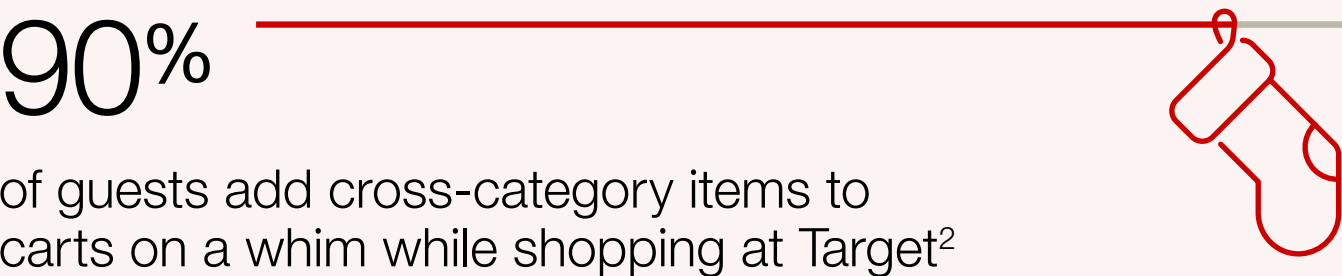
Deals, availability, and convenience help guests feel confident checking gifts off their lists.



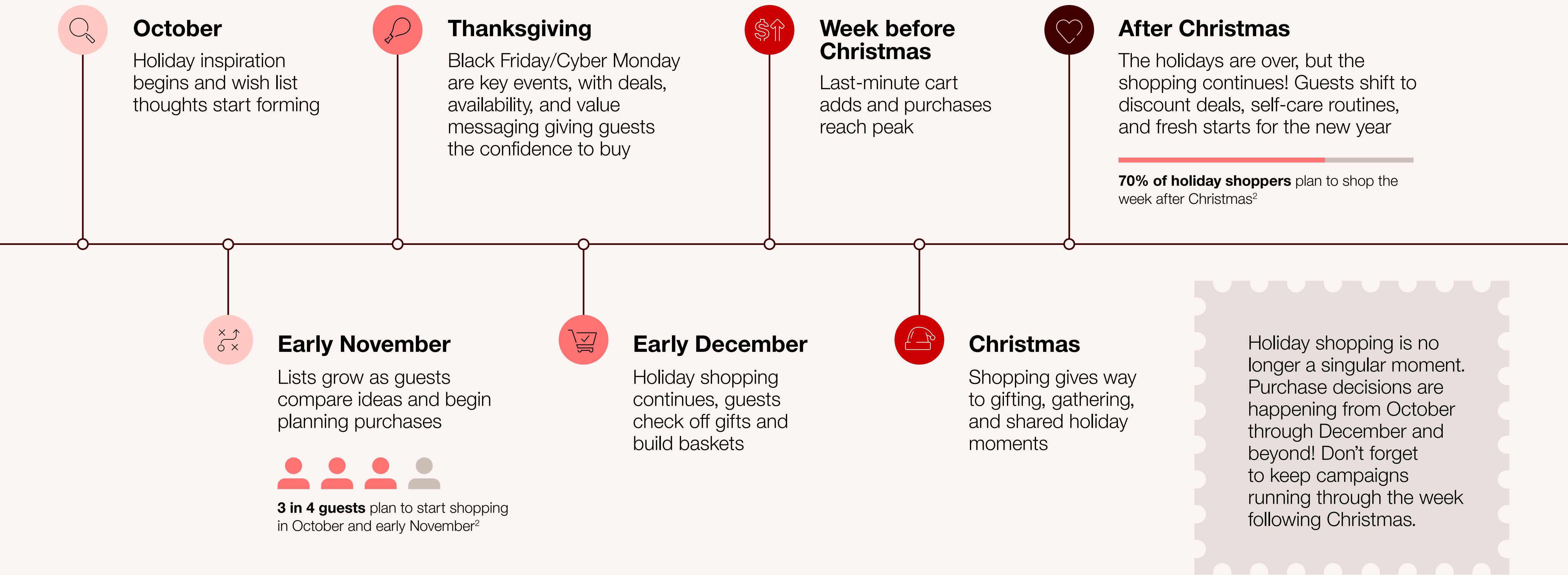
CELEBRATE

One purchase leads to the next

Hosting, gifting, and seasonal traditions continue driving trips, cross-category purchases, and last-minute discoveries.



How the season unwraps



One journey, different motivations

While guests follow a similar holiday journey, what inspires them to purchase varies by category. Understanding these category mindsets helps brands tailor creative, messaging, and media to meet guests with the right message at the right moment, revealing where different activation strategies can have the greatest impact.

#1

Discovery is the top shopping behavior across nearly every holiday category²



Inspiration is the biggest opportunity for brands to influence purchase decisions



Unwrapping more joy

From the most anticipated toys to family game nights, guests are shopping for gifts that create moments worth remembering. Inspiration and discovery help them find gifts everyone will be excited to enjoy together.



153%

increase in digital traffic shows holiday toy demand starts building early¹



44%

of guests choose Target as their go-to retailer for toys¹

KEYWORDS:

- 🔍 baby doll
- 🔍 board games
- 🔍 puzzles
- 🔍 stuffed animals
- 🔍 gift cards

Discover

Inspire gift discovery with social and creators highlighting trending gifts, toy recommendations, and holiday wish list ideas.

Plan

Scale digital solutions to capture shoppers searching for toys, games, and family favorites.

Decide

Lead with trending gifts and exclusives to inspire confident purchases.

Celebrate

Encourage larger baskets with game night essentials and stocking stuffer purchases.



CATEGORIES

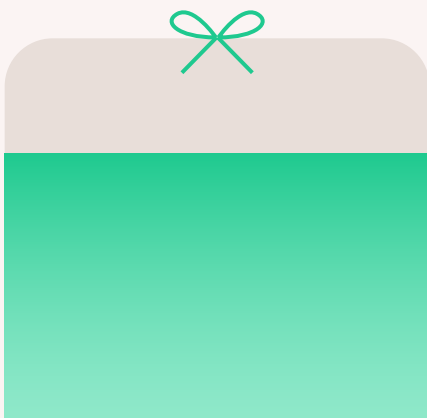
- Entertainment
- Toys
- Gift Cards

TAKEAWAY

Social by Roundel™ can bring the season’s most-wanted toys and family favorites into the feed to inspire what makes the wish list.

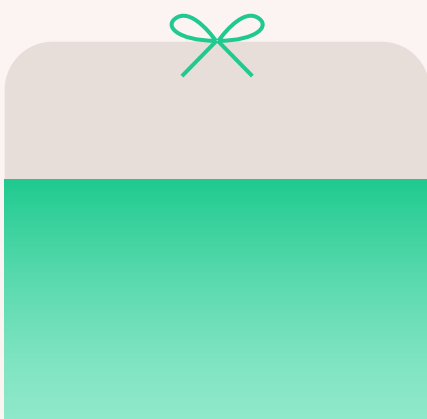
Home-ready for the holidays

Guests are discovering new ways to make every room holiday-ready, from picking out the perfect lights to finding the right place to store them. These home essentials help make decorating for the holidays feel effortless.



70%

of searches for holiday home essentials started without a specific brand in mind, leaving more room for discovery¹



64%

of home décor shoppers are still discovering what to buy as they browse¹

KEYWORDS:

- 🔍 candle
- 🔍 blanket
- 🔍 storage bin
- 🔍 christmas lights
- 🔍 vacuum
- 🔍 weighted stuffed animal
- 🔍 basket
- 🔍 shower curtain
- 🔍 heated blanket

Discover

Inspire early seasonal decorating and cozy home refresh solutions to capture demand.

Plan

Sustain investment to capture shoppers searching décor, scents, and holiday decorating ideas during peak moments.

Decide

Lead with value, availability, and convenience to drive conversion.

Celebrate

Connect décor, organization, and hosting solutions to grow basket size.



CATEGORIES

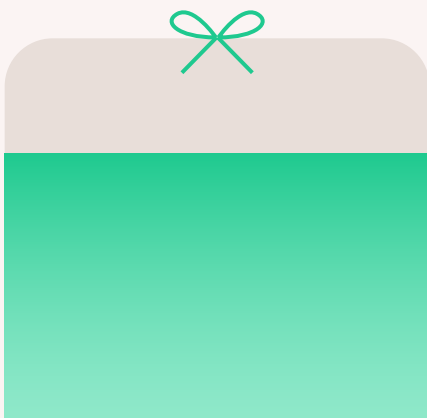
- Home Décor
- Seasonal Decorations
- Home Appliances
- Storage

TAKEAWAY

Use In-Store Service Hubs by Roundel™ to inspire guests as they discover new ways to make their home holiday-ready.

Inspiring the look

Parties are the perfect time for guests to refresh wardrobes, elevate beauty routines, and find gifts that feel personal. From fun New Year’s outfits to self-care essentials, inspiration drives discovery while value helps close the purchase.



67%

of holiday beauty searches focus on the product, opening the door to new-to-brand discovery and consideration¹



55%

of guests shopping apparel & accessories browse for ideas and decide as they go, creating more moments to inspire their final choice¹

KEYWORDS:

- mascara
- lotion
- body wash
- christmas pajamas
- christmas sweater
- slippers
- socks
- dry shampoo

Discover

Use social and creators to inspire seasonal style, beauty looks, and self-gifting moments.

Plan

Leverage search and display to capture shoppers searching apparel, beauty products, and holiday-ready looks.

Decide

Reinforce value and availability in messaging to convert guests ready to buy.

Celebrate

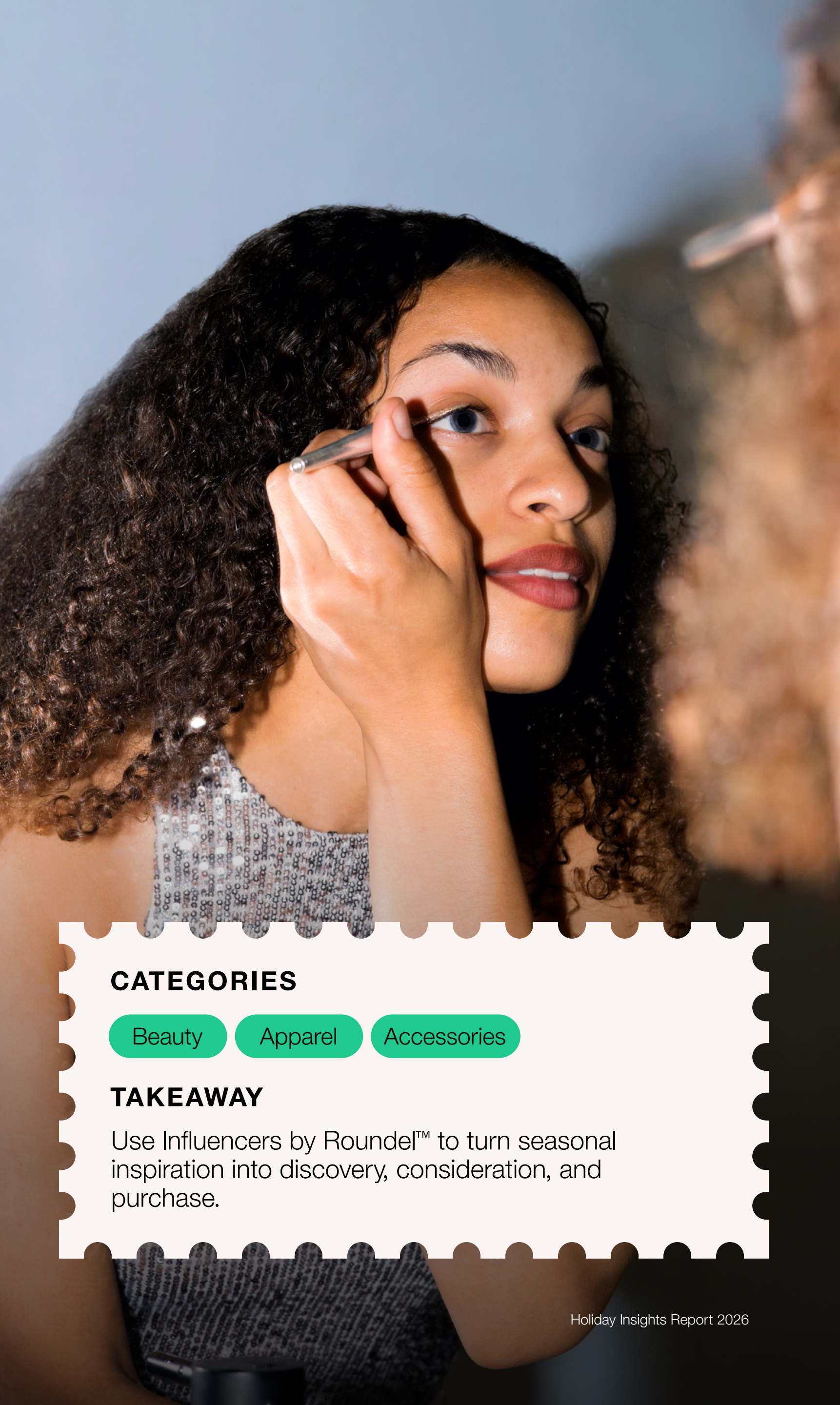
Encourage guests to complete their look with accessories, beauty and finishing touches.

CATEGORIES

- Beauty
- Apparel
- Accessories

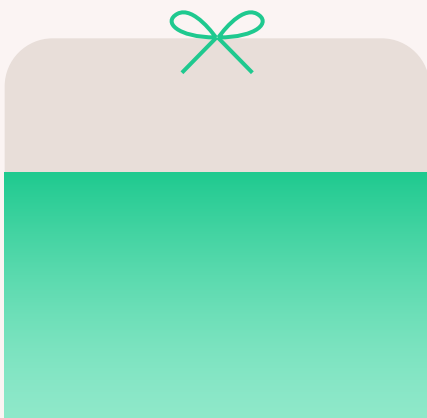
TAKEAWAY

Use Influencers by Roundel™ to turn seasonal inspiration into discovery, consideration, and purchase.



Ready to upgrade. Looking to save.

Tech shoppers know what they want—they’re simply waiting for the right moment to buy. Holiday deal moments inspire guests to discover the latest tech, compare upgrades, and confidently invest in products they’ve been waiting to buy.



65%

of guests browsing tech and electronics are more likely to purchase during promotional events¹



41%

of guests shopping electronics search, compare, and read reviews before purchasing¹

KEYWORDS:

- headphones
- TV
- speakers
- power bank



Make the most of peak promotional moments while maintaining visibility into post-holiday shopping

Discover

Inspire early discovery with top tech gifts, upgrades, and Target exclusives.

Plan

Capture shoppers comparing products, features, and reviews.

Decide

Lead with savings, performance, and value in messaging during key deal moments.

Celebrate

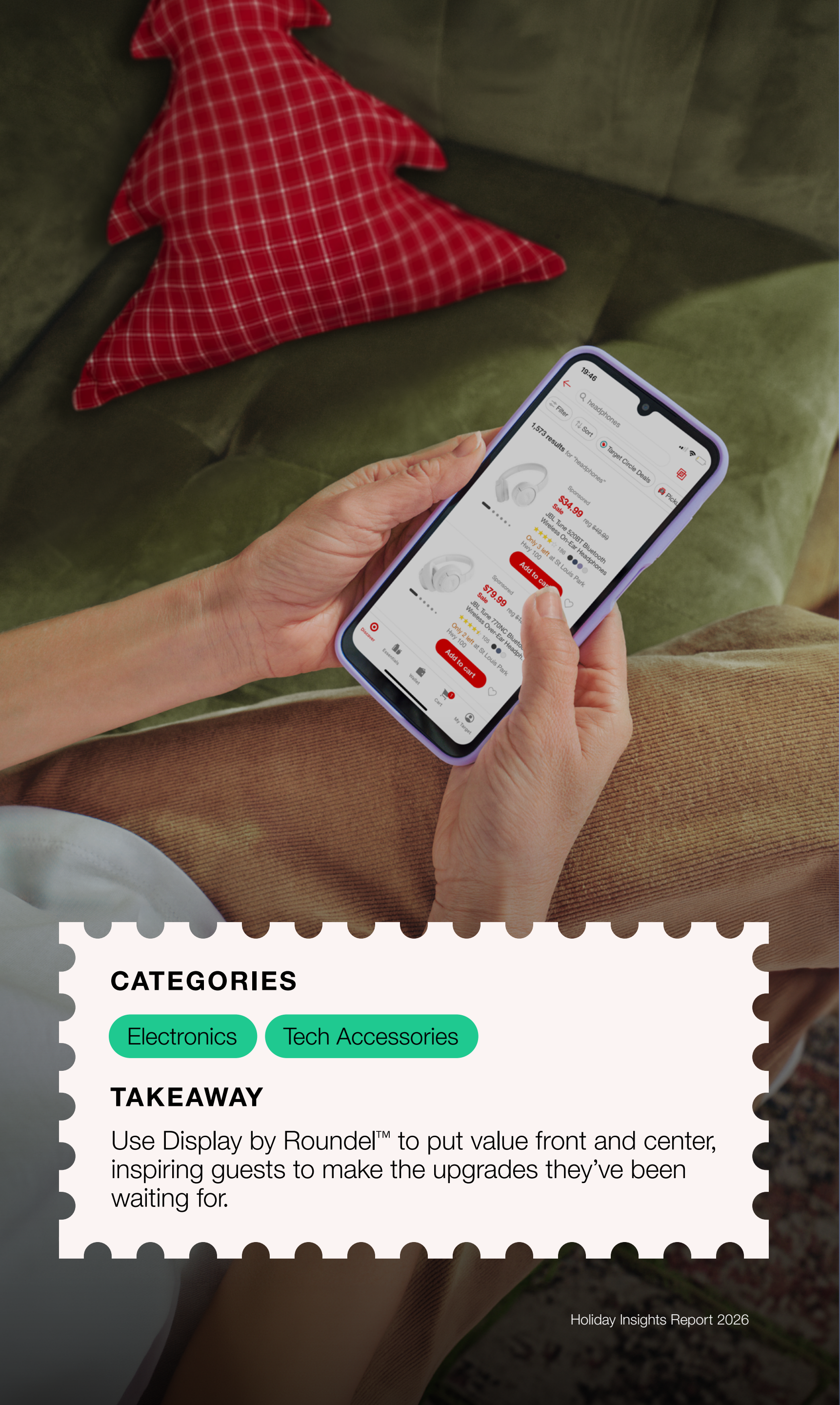
Grow baskets with accessories, stocking stuffers, and add-on tech essentials.

CATEGORIES

- Electronics
- Tech Accessories

TAKEAWAY

Use Display by Roundel™ to put value front and center, inspiring guests to make the upgrades they’ve been waiting for.



Bring everyone to the table

Holiday gatherings build some of the season's fullest carts. From meal planning and pantry staples to kitchen tools and entertaining essentials, guests are looking for everything they need to host with confidence.



KEYWORDS:

- 🔍 milk
- 🔍 coffee
- 🔍 sugar
- 🔍 chocolate chips
- 🔍 peanut butter
- 🔍 flour
- 🔍 hot chocolate
- 🔍 crockpot
- 🔍 espresso machine
- 🔍 air fryer
- 🔍 tablecloth

Discover

Early and consistent presence is crucial to inspire meal planning with shoppable recipes, hosting ideas, and multi-vendor campaigns.

Plan

Use a balanced approach of search and display to capture shoppers searching ingredients and kitchen essentials to plan holiday menus.

Decide

Lead with value, convenience, and availability when it matters most.

Celebrate

Connect food, home, and hosting essentials through curated holiday solutions to grow baskets.

CATEGORIES

- Food & Beverage
- Kitchenware
- Household Essentials

TAKEAWAY

Target Product Ads by Roundel™ captures shoppers actively searching for ingredients, kitchen tools, and hosting must-haves.



Little treats, big holiday moments

Holiday joy isn't just reserved for big-ticket purchases. Throughout the season, guests are adding festive snacks, gifting small surprises, and treating themselves. These little moments inspire opportunities for easy add-ons and repeat trips.



52% higher average weekly snacks and candy sales during holiday season¹

KEYWORDS:

- stocking stuffer
- christmas candy
- chips
- popcorn
- chocolate
- candy canes
- pretzels
- crackers
- snacks

Discover

Spark discovery around seasonal treats and giftable indulgences.

Plan

Capture shoppers searching for stocking stuffers, treats, and giftable snacks.

Decide

Convert with affordable gifting and value-led messaging.

Celebrate

Grow baskets with stocking stuffers and snack add-ons.

CATEGORIES

- Snacks
- Candy

TAKEAWAY

Use Search Ads by Roundel™ for guests seeking snacks and candy to add a little joy across the season, from stocking stuffers to festive entertaining.



Case study



A sweet spot for seasonal growth

Ghirardelli wanted to grow its digital shelf presence and drive more seasonal sales. By expanding with a multi-channel full-funnel mix of Target Product Ads by Roundel™ and media across Target and beyond, the brand reached guests earlier in their journey and inspired more impulse purchases.

TAKEAWAY

Showing up before guests start searching can turn seasonal inspiration into incremental discovery and sales.

SOLUTIONS

Target Product Ads by Roundel™

Display by Roundel™

Precision Plus by Roundel™

PARTNERSHIP RESULTS

72%
YoY increase
in ROAS¹

52%
new guest acquisition
for Ghirardelli¹

Winning the holiday journey



DISCOVER

Reach guests before Black Friday with **Social by Roundel™** and **Influencers by Roundel™** as they explore trends, gifting ideas, and inspiration for wish lists.

PLAN

Help guests make discoveries and compare options so they can confidently build lists and prepare for the season using **Search by Roundel™** and **In-Store Service Hubs by Roundel™**.

DECIDE

Reinforce deals, availability, and exclusive messaging around promotions with **Display by Roundel™**.

CELEBRATE

Lean into Target being a one-stop shop to drive cross-category discovery with multivendor displays and **Target Product Ads by Roundel™**.



Holiday success starts long before Black Friday.

Contact a rep to activate Roundel's full suite of solutions.



Roundel.com/what-we-offer/

Sources:

1. Target Internal Data, 2025
2. Target Holiday Survey, 2026