

Three Predictions for the New Holiday Shopping Season



With changing media consumption patterns and an economy on the upswing, there's more to today's holiday shopping season (and shopper) than just the rush from Black Friday to Christmas.

With the 2023 holiday season fast approaching, here are **three key predictions** to keep in mind as you plan your holiday media buys.

#1 The holiday season will start sooner than ever.

50%

of US adults plan to start their holiday shopping in October - only 10% will start in December.¹

WHY?

Amazon's October Prime Early Access Sale in October 2022 was the de facto start of last year's holiday season. If the same happens in 2023, expect a similar surge in late fall shopping.



#2 The 2023 holiday season will be bigger than ever.



\$1.3T

in retail holiday shopping spend is expected for 2023, a \$50B increase year-over-year.²

56%

of surveyed US adults planned to maintain or increase their holiday shopping spending in 2022.³

>50%

surveyed in Q2 2023 reported optimism about their finances in the next year.⁴

Key Takeaway

After a significant pandemic slump, holiday spend has been steadily growing over the last few years — and 2023 will be no exception.

#3 The media revolution will change the way holiday shoppers engage with entertainment.

Today's consumer is increasingly digital - and with the growth of ad-supported streaming options, advertisers have more opportunities than ever to reach them.



157M people

in the US will watch some form of ad-supported video in 2023.⁵



38% of total TV watching time

in November and December 2022 was streaming.⁶



214M people

in the US will listen to digital or streaming audio in 2023.⁷



68% of listeners

pay more attention to podcast ads than ads in other media.⁸



188M people

in the US played video games last year.⁹



Gamers spend an average of

8 hours/week

playing video games.¹⁰



Key Takeaway

With US consumers more connected than ever, media buyers should look to streaming video, digital audio and gaming to reach them where they're most engaged.

'Tis the Season to be Planning

With the holiday season just around the corner, now is the ideal time to start building campaigns that are ready to reach today's connected consumer.

Using the **TruAudience® Data Marketplace**, media buyers have unparalleled access to more scale, accuracy, speed and connectivity needed to succeed in today's streaming media environment.



80M

connected US homes



Access **55K+**

streaming audiences

To learn more about how the TruAudience Data Marketplace can help you prepare for success in the holiday season, contact us at AudienceHelp@transunion.com

¹ Bankrate, 2022 Consumer Survey - Sept 2022

² Insider Intelligence, US Holiday 2022 Review and Holiday 2023 Preview - Feb 2023

³ TransUnion, 2022 Holiday Shopping Report - Oct 2022

⁴ TransUnion, Q2 2023 Consumer Pulse Survey - June 2023

⁵ Insider Intelligence, Over-the-Top Video Service Users, Mar 2023

⁶ Nielsen, November & December Streaming Insights - Dec 2022 & Jan 2023

⁷ Edison Research, The Infinite Dial - Mar 2023

⁸ Magna Media Trials, A New Era of Podcast Influence - Mar 2022

⁹ Statista, Video gaming audience in the United States - Oct 2022

¹⁰ Limelight, State of Online Gaming - Mar 2022