

SALSIFY | Report

# 2022 HOLIDAY SHOPPING TREND PREDICTIONS

WHAT BRANDS AND RETAILERS SHOULD EXPECT THIS HOLIDAY SEASON — AND HOW TO PREPARE

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## START PREPPING FOR THE HOLIDAYS

Summertime is the advent of the holiday planning season for brands and retailers. Research from the “**Adobe Digital Insights Holiday Ecommerce Playbook**” highlights that now is the perfect time to get your retail ducks in a row, as consumers have been doing their holiday shopping earlier and earlier.

To meet this year’s holiday shoppers with quality shopping experiences and edge out your competitors, it’s critical to understand the latest consumer trends and how the ecommerce space is evolving.

This guide will offer a comprehensive look into U.S. and European shopping trend predictions for 2022 — and what brands and retailers can do to prepare.



## HOW GLOBAL SHOPPING PATTERNS HAVE CHANGED: A VERTICAL BREAKDOWN

While ecommerce and brick-and-mortar purchases are on the rise overall, trends vary across verticals.

[McKinsey & Company](#) reports that more than 80% of shoppers have changed their shopping behaviors.

**Here's a look at some of the most notable recent shopping changes:**

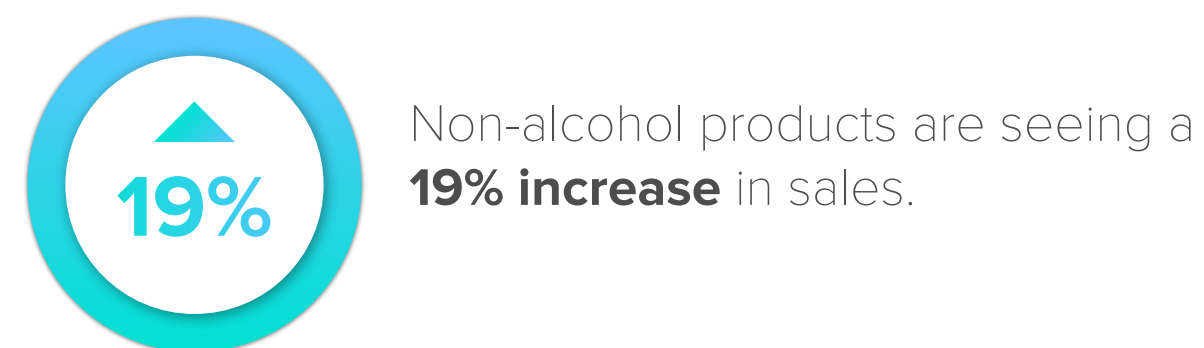
### 1. Alcohol

Consumers are more interested than ever in new, fancy beverage flavors, concoctions, and mixes — especially if these products come from a no- or low-alcohol-by-volume (ABV) brand.

According to [NielsenIQ](#), no- and low-alcohol sales totaled \$106 million in the first two weeks of January in the U.S., with non-alcohol sales at \$13.6 million and low-alcohol products at \$92.8 million.

The analytics company also found that non-alcohol products are seeing a 19% increase in sales, while total alcohol sales have decreased by 6.7%.

The [International Wine and Spirit Research \(IWSR\)](#) reports that there's a lot of potential for the no- and low-alcohol category.



Source: [NielsenIQ](#)

### 2. Food and Beverage

Food and beverages are taking social media by storm, and consumers are flocking to these channels for shopping inspiration.

In the grocery vertical, there's been a boom in short-form videos for recipes and cooking ideas, according to the "[Adobe Digital Insights Holiday Ecommerce Playbook](#)."

### 3. Electronics



Electronics are in record-demand in 2022. [The Consumer Technology Association \(CTA\)](#) projects **U.S. spending alone will reach \$505 billion in 2022**, a 2.8% increase over 2021.



**In Europe, the consumer electronics market will amount to just over \$205 billion this year**, according to [Statista](#).

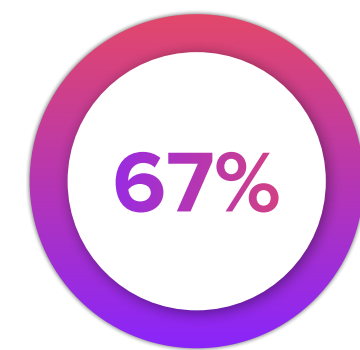
Smartphones were in particularly high demand during last year's holiday shopping season. [Adobe Digital Insights'](#) "Unboxing the 2021 Holiday Shopping Results" report states that U.S. sales topped \$15 billion for the five-day Thanksgiving weekend.

“**80% of shoppers** have changed their shopping behaviors.”



#### 4. Fashion and Apparel

Consumers are more environmentally conscious than ever before, and they reward sustainable brands with their loyalty.



McKinsey & Company found that **67% of consumers** consider the use of sustainable materials to be an important purchasing factor.



Additionally, McKinsey says thrift clothing and second-hand rental are growing among younger generations. **Nearly 50% of Generation Z and millennials** expect to purchase more items secondhand.

#### 5. Furniture and Home Goods

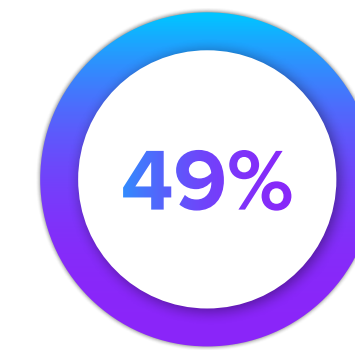
The home decor market is growing and is expected to reach \$939.7 billion by 2027 — registering a compound annual growth rate (CAGR) of 6.8% from 2022 to 2027, according to [Market Data Forecast](#).

While furniture and home decor are still highly popular, the kinds of materials consumers prefer are changing. [The American Society of Interior Designers' \(ASID\) "2022 Trends Outlook"](#) report highlights the need for sustainable and resilient design.

#### 6. Home Improvement and Household Supplies

Home improvement, food and grocery delivery, and office supplies saw growth in 2020, but did not experience similar growth in 2021, according to [Deloitte](#).

#### 7. Personal Care and Beauty



Consumers are purchasing more beauty supplies, with **49% of shoppers** spending more than \$50 online on beauty products in 2021, an uptick from 16% in 2019, according to a [PowerReviews](#) survey.

Additionally, more consumers are returning to department store shopping through the holiday season, which was up 256% year-on-year in 2021, according to [Afterpay](#) data.

#### 8. Sports and Outdoor

Sports and outdoor sales aren't projected to slow down this year.

At the end of the 2021 holiday season, demand for skiwear surged, resulting in 10 times more customers spending at sky and snow merchants than the previous year, according to [Afterpay](#) data.

#### 9. Toys and Books

According to [Adobe Digital Insights'](#) "Unboxing the 2021 Holiday Shopping Results" report, the toy, video game, gift card, and book verticals drove massive growth last holiday shopping season.

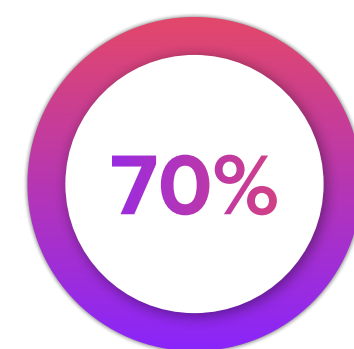
Each of these verticals saw three times more sales during the holidays than they saw during pre-season sales.

## HOLIDAY SHOPPING TRENDS ON THE RISE FOR BRANDS AND RETAILERS

Here are trends that brands and retailers should keep in mind as the holiday season approaches:

### Omnichannel and Nonlinear Shopping Patterns Will Continue To Grow

Salsify's "[Consumer Research 2022](#)" report indicates that shoppers in the U.S., Great Britain, Germany, and France don't shop in a linear fashion or on one specific channel. Instead, shoppers interact with different customer touch points across various platforms on a regular basis.



According to [McKinsey & Company](#), the omnichannel shopper has never been more powerful: **They make purchases 70% more often** and spend about 34% more than those who only shop in-store.

As a brand or retailer, you should strive to expand your marketing messages and sales channels to include the most prominent platforms for your unique audience.

### Convenient Mobile Checkout Is a Growing Consumer Expectation

Consumer smartphone usage continues to grow each year, and 2022 is no exception. Mobile commerce sales are projected to exceed \$430 billion in 2022, and time spent in shopping apps has already hit over 100 billion hours globally, [Tidio](#) reports.

It's essential for brands and retailers that want to capture a piece of this year's holiday retail sales to enable convenient mobile shopping.

Improving smartphone checkout experiences will boost your bottom line this holiday season. As noted in the "[Adobe Digital Insights Holiday Ecommerce Playbook](#)," two ways brands and retailers can do this is with multi-channel inventory integration and better mobile payment options for smartphones.

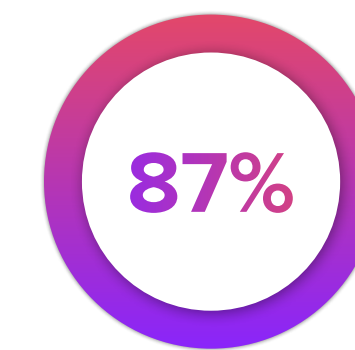


### Social Commerce Will Draw Attention to Holiday Shopping Campaigns

[Statista](#) projects worldwide social commerce sales will reach approximately \$2.9 trillion by 2026. This is no surprise considering the recent growth and innovation on platforms like TikTok, Instagram, and Facebook.

While social commerce is on the rise in western markets, there's still an immense amount of opportunity when compared with China's social commerce numbers, reports [Statista](#).

Even though western markets are still underutilizing social shopping, research from the "[Adobe Digital Insights Holiday Ecommerce Playbook](#)" highlights that social media marketing campaigns drive traffic, with social networks responsible for 10% of site visits.



Additionally, **87% of Generation Z** say they expect to be inspired by social media for holiday gifts, according to [Deloitte](#).

As a brand or retailer, you should aim to expand your shopping channels to include TikTok and Instagram. Consider partnering with creators and advertising across social media channels during the holiday season.

### Shoppers Spend More on Gifts

Today's shoppers are willing to spend more money on gifts for others for holidays and other special occasions.

Research from [Klarna](#) found that over one in three shoppers planned to spend more on holiday gifts in 2021.

Consider this trend when developing your marketing messages this holiday season.

## HOLIDAY SHOPPING TRENDS ON THE DECLINE FOR BRANDS AND RETAILERS

Here are some changes to keep in mind as you plan your strategy this year:

### Curbside Pickup Is Down

Retail foot traffic is on the rise. However, [Adobe Digital Insights'](#) "Unboxing the 2021 Holiday Shopping Results" report says curbside pickup is on the decline when compared to the previous year's numbers.

Curbside pickup last holiday season reached its peak at 40% of online orders, as retailers offered the service just days before Christmas. According to the report, retailers that offered curbside saw nearly 1 in 4 online orders (23%) leveraging personal pickup options.

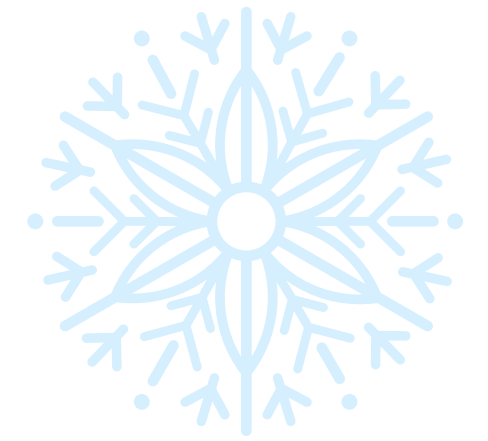
Even if curbside pickup is down from the previous year, that doesn't mean it's obsolete. [Sensormatic Solutions](#) reports that consumers in the U.S. and Europe still use the service for convenience, safety concerns, to avoid checkout queues, and to have the peace of mind knowing the items in question are in stock.

Brands and retailers don't need to nix pickup options. You simply need to be prepared for an increased number of customers shopping in-store this holiday season.

### The Supply Chain Is Still Bugged Down

As [Deloitte](#) highlights, supply chain disruptions and product shortages posed a major challenge for consumers and retailers in 2021. This is evidenced by the prevalence of out-of-stock messages going up by 169% compared to January 2020 and 258% compared to the 2019 holiday season, reports [CNN](#).

Unfortunately, it's estimated that problems with manufacturing production now occur every 3.7 years, on average, according to [McKinsey & Company](#).



Due to limited and out-of-stock items, many consumers either switched to brands and retailers who had items in stock or waited for months until items were available.

Some brands and retailers are combating this problem by purchasing supply chain and logistics companies. For example, [American Eagle](#) acquired Quiet Logistics to take matters into its own hands.

### Consumers Don't Care as Much About Traditional Holiday Shopping Days

Brands and retailers are moving their holiday sales seasons up — and extending them further each year. But recent data indicates that consumers don't mind. In fact, online spending during Cyber Week last year decreased by 1.4%, reports [Adobe](#).



What's interesting, however, is that nearly **50% of consumers started their 2021 holiday shopping before Thanksgiving** — as opposed to sticking to traditional shopping days like Thanksgiving Day, Black Friday, and Cyber Monday, according to [Deloitte](#).

Remember that as the omnichannel shopping journey becomes more prevalent, traditional holiday shopping days aren't as critical. Given these conditions, spreading promotions throughout the holidays may be a more rewarding commerce strategy.



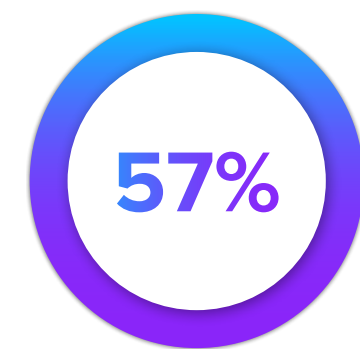
## HOW BRANDS AND RETAILERS CAN PREPARE FOR HOLIDAY SHOPPING TRENDS

Here's how you can integrate these trends into your 2022 holiday strategy:

### Prepare for the Holidays Early



[Sensormatic Solutions'](#) 2021 "North American Holiday Consumer Sentiment Survey" found that **50% of U.S. shoppers planned to begin their shopping earlier than November.**



Similarly, in June 2021, [Google](#) found that over **57% of shoppers** surveyed said they would start holiday shopping earlier to avoid an item being out of stock.

To capture today's customers, prepare to start your holiday campaign earlier this year.

### Create a Seamless Omnichannel Shopping Experience

Customers aren't shopping linearly, and they love convenience. It's essential for brands and retailers to meet consumers where they are — no matter where or how they prefer to shop. Make online shopping, buy online, pick up in store (BOPIS) options, and same-day shipping equally accessible across your shopping touch points.

### Consider Innovative Ways To Interact With Shoppers Across Channels

Consumers will visit you online, via your mobile app, on social media, and in-store. Consider cross-promoting customer experiences across channels. For example, create a holiday-themed area in your brick-and-mortar store where users can take a picture and share it on social media via a branded hashtag.

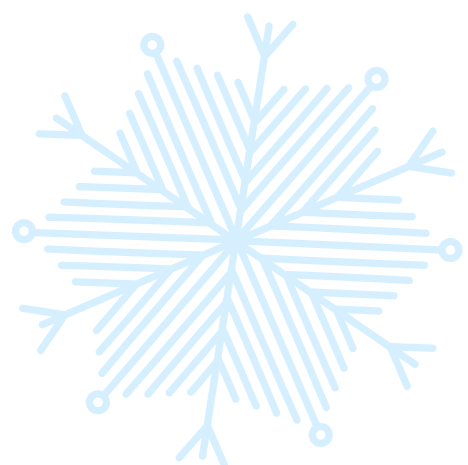
### Optimize Across the Digital Shelf Equally So There Are No Differences in Channels

With omnichannel shopping and varying consumer shopping preferences on the rise, it's critical for brands and retailers to not favor one platform over another. Optimize all of your product pages with standard messaging across the digital shelf, so customers receive the same stellar experiences no matter where they shop with you.

### Make Online and In-Store Checkout Easy

Today's tech-savvy customers prefer easy online and mobile checkout options. Consider adding new payment methods to your digital shopping experiences, and look into one-click checkout options.

But don't forget to optimize your in-store self-checkout experience, as well. According to [McKinsey & Company](#), more than 70% of customers who began using in-store self-checkout in the past two years, or used it more often, intend to keep using it after the pandemic.





## BUILD A WINNING HOLIDAY STRATEGY WITH COMMERCEXM

The holiday season is upon us, and consumers are gearing up to make more purchases.

[Insider Intelligence's](#) "Global Ecommerce Forecast 2022" report predicts global ecommerce sales will exceed \$5 trillion for the first time ever this year.

Now's the time for you to optimize your ecommerce strategy — and ensure you provide enhanced, up-to-date product information across the digital shelf.

**Request a guided demo of the Salsify Commerce Experience Management (CommerceXM) Platform for help with your ecommerce strategy this holiday season.**

[Request Demo](#)

## ABOUT SALSIFY

Salsify empowers brands, retailers, and distributors in over 100 countries worldwide to build shopper-centric, frictionless, and memorable commerce experiences. These experiences help increase brand trust, amplify product differentiation and assortments, boost conversion rate, grow profit margins, and speed time to market.

Learn why the world's largest brands like Mars, L'Oreal, Coca-Cola, Bosch, and GSK and retailers and distributors like E.Leclerc, Carrefour, Metro, and Intermarché use Salsify to stand out on the digital shelf.

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