

UNITED STATES



Christmas gifting trends report 2024

A deep dive into the consumer habits and preferences of Christmas gift buyers in the US.



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Foreword



With 82% of Americans celebrating Christmas and over 40% of those buying gifts for six or more people, the holiday season remains one of the biggest moments in the retail calendar.

In this report, we take a deep dive look into the consumer habits and preferences of Christmas gift buyers – including what they typically buy as gifts, where they are most likely to make their holiday season purchases, and when they start their festive season shopping.

In addition, we look back at the buzziest brands from the festive period last year.

Kenton Barello

Vice President, YouGov America

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Report takeaways

- 1. Getting into the spirit:** Of the 82% of Americans that celebrate Christmas, 42% typically buy gifts for 6 people or more. 11% buy for 11-20 people.
- 2. The festive price tag:** Christmas gifters in America spent \$368 on average last year.
- 3. In the St. Nick of time:** Men are more likely to be last-minute shoppers than their female counterparts, with 36% of male Christmas gift buyers starting their gift shopping in the month before Christmas (compared to 29% of women).
- 4. Ho-ho-how Americans plan to shop:** 64% of Christmas gift buyers plan to make most of their purchases online, while 36% plan to make most of their purchases in-store. This rises to 38% among those aged 35+.
- 5. A snowball effect:** 36% of Christmas gift buyers aged 18-34 cite word of mouth as their main source of gifting inspiration, followed by targeted social media advertising (18%) and organic social media posts (11%).
- 6. Pole position:** Samsung was the electronics brand that drove the highest net buzz during the Christmas season last year, scoring 21.8 points.



The power of the YouGov panel

The insights in this report are fueled by YouGov's consumer research panel, spanning **27 million registered** members from **55+ markets**.

Every day, our members trust us with their data and opinions – enabling us to gain insights into behaviors and attitudes from people of all ages, backgrounds, and beliefs.

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The Pew Research Center concluded that YouGov “consistently outperformed” other online competitor samples for accuracy.

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27m.
registered
panel members

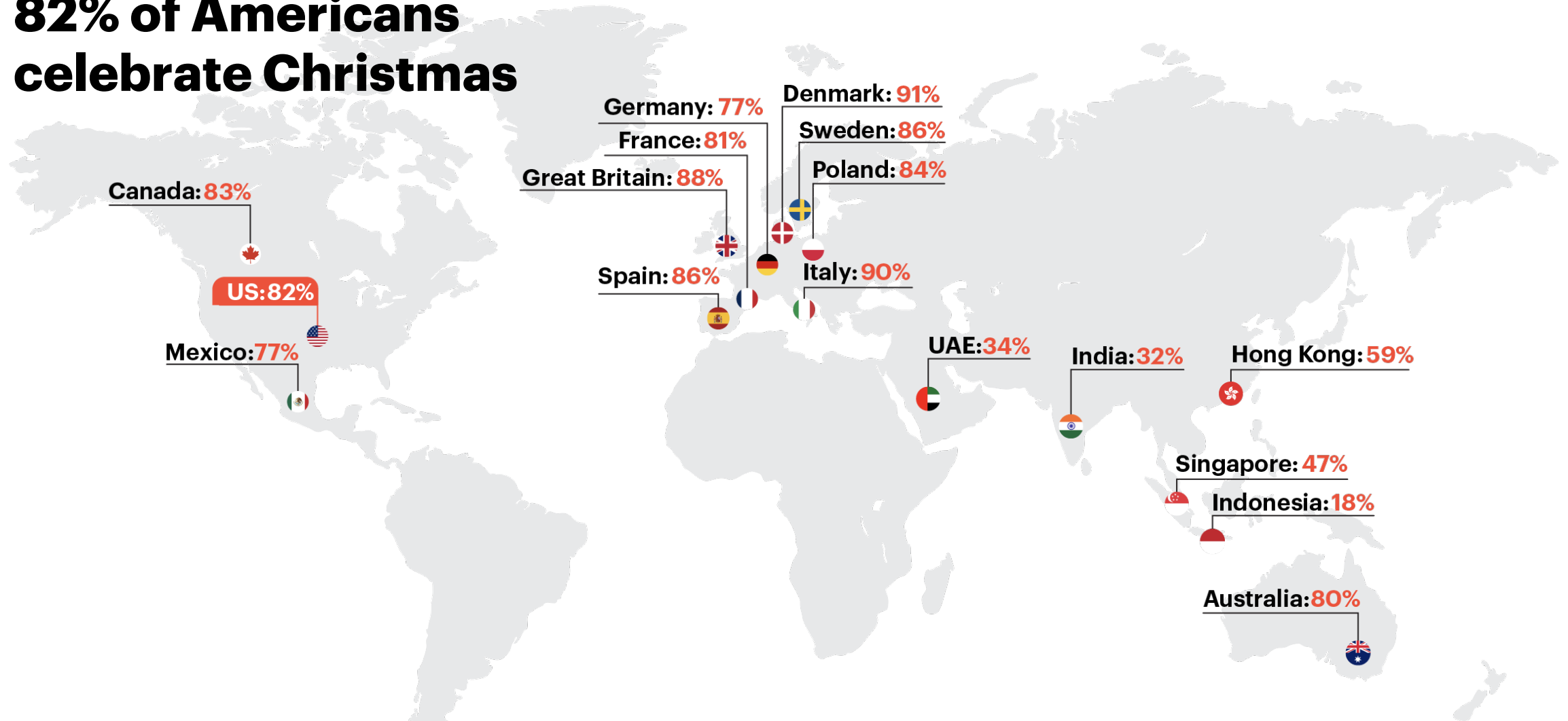
55+
markets



Christmas gifting consumer insights

A smiling woman with blonde hair, wearing a white knit beanie with a pom-pom, a red scarf, and a brown coat, is holding a small, wrapped gift box with a red ribbon. She is standing in a festive indoor setting, possibly a store or a home, with a Christmas tree and warm lights in the background. The overall atmosphere is warm and celebratory.

82% of Americans celebrate Christmas



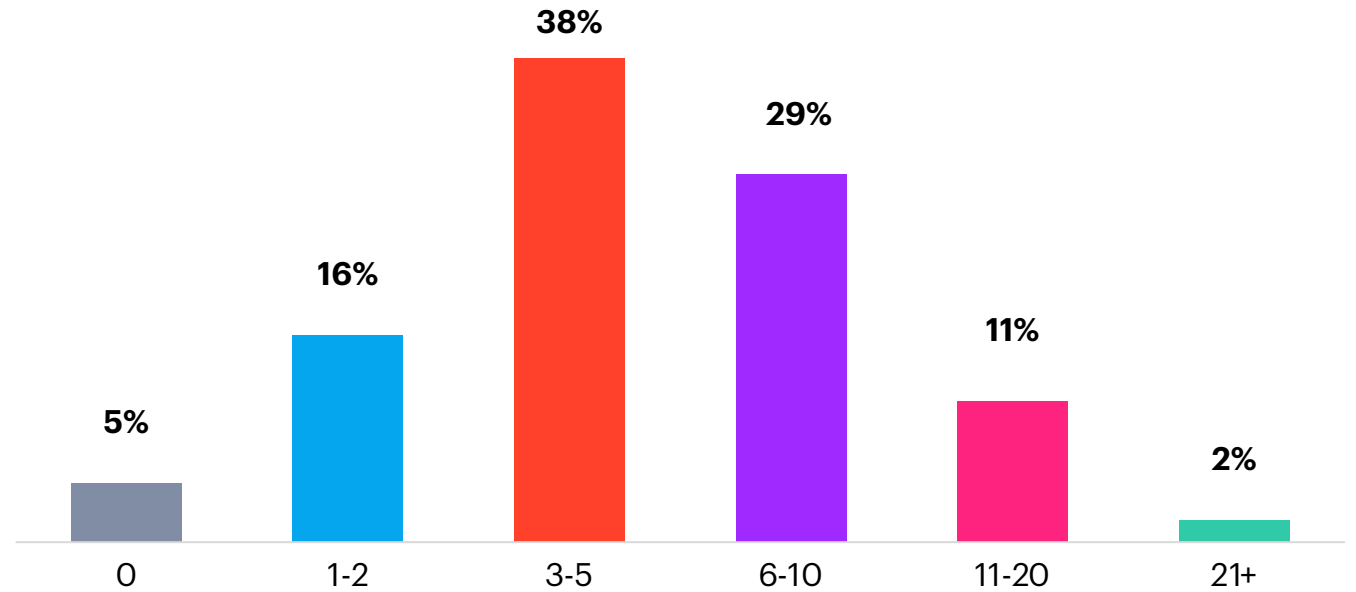
YouGov Surveys, August 12 - September 3, 2024. AU, CA, FR, DE, GB, IN, IT, SG, ES, AE, US, DK, HK, ID, MX, PL, SE: n> 500
Question: Which gift-giving holidays, if any, do you celebrate? Answer: Christmas



42% of Americans who celebrate Christmas buy gifts for 6+ people

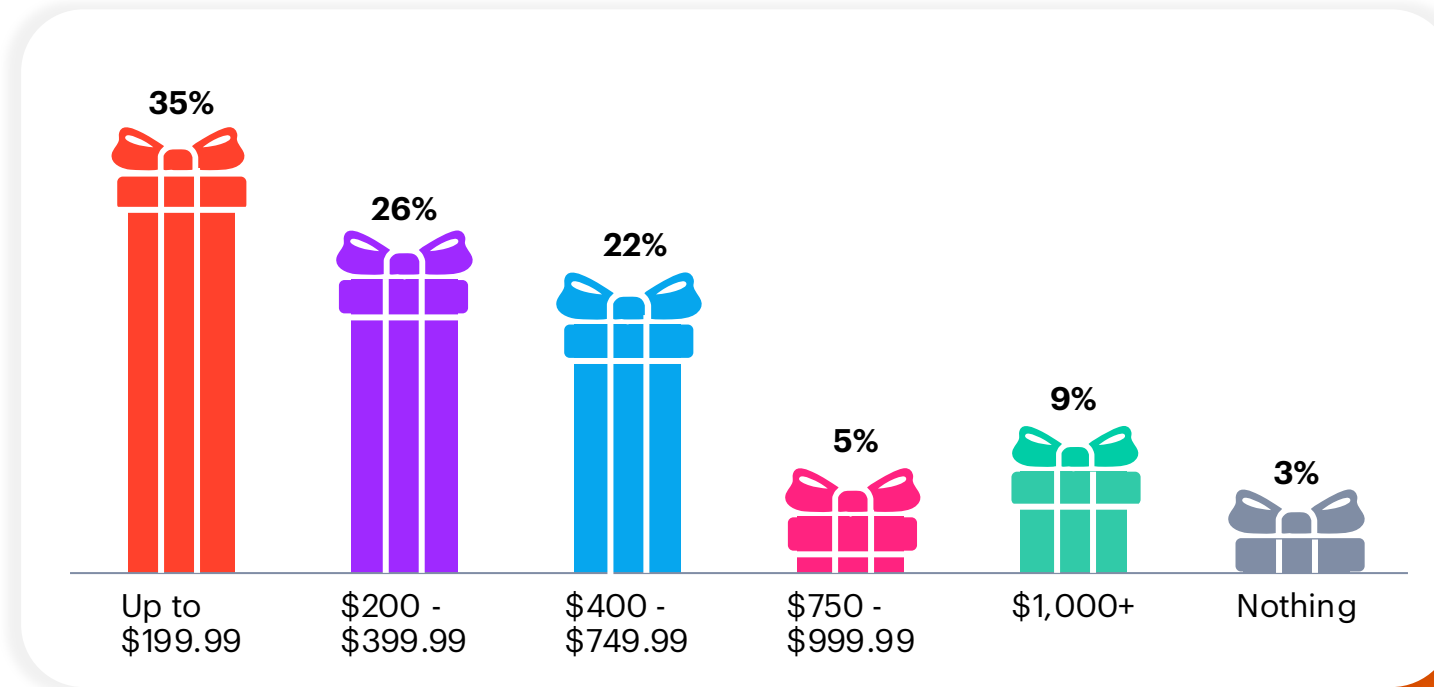
38% buy gifts for 3-5 people, followed by 29% who buy for 6-10 people. 13% buy for 11+ people.

How many people, if any, do you typically buy gifts for during the holiday season?



YouGov Surveys, August 12 - September 3, 2024. US: n> 1,200
Target group: Christmas Celebrators – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?”

The festive price tag: Christmas gifters spent \$368 on average last year



YouGov Profiles: 2024-10-06, US: n> 29,500.

Target group: Christmas gift givers 2023 – those who took part in Christmas holiday gift giving last year.

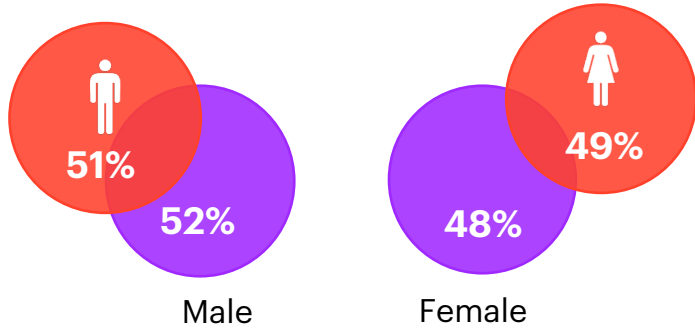
Question: Overall, how much did you spend on gifts in total over the last holiday period?

Who was a Christmas super spender, and who stuck to a budget last year?

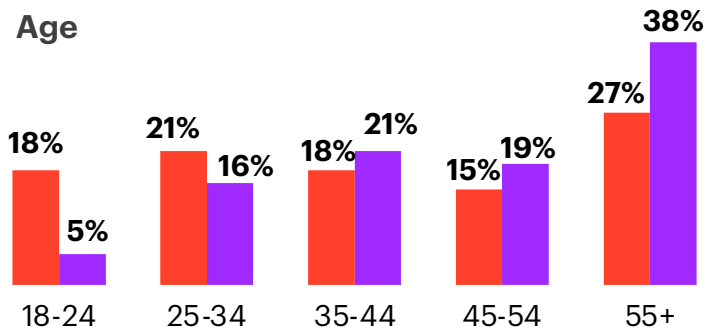
Those who spent more than \$400 last year are more likely to be 45+, from a higher household income group, and have children.

■ Under \$400 ■ Over \$400

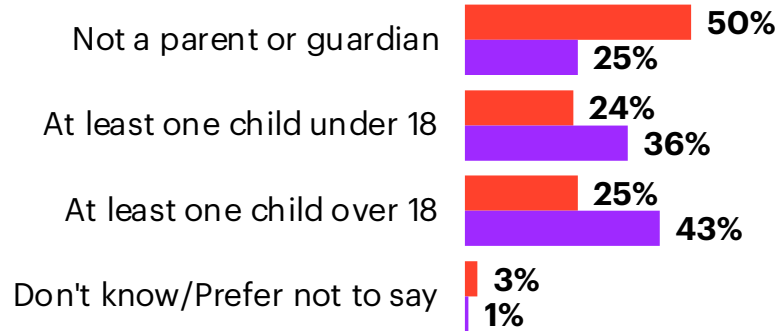
Gender



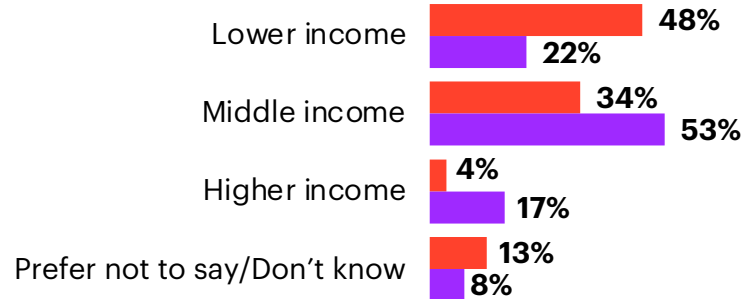
Age



Parental status



Household income group



YouGov Profiles: 2024-10-06, US: n> 17,500.

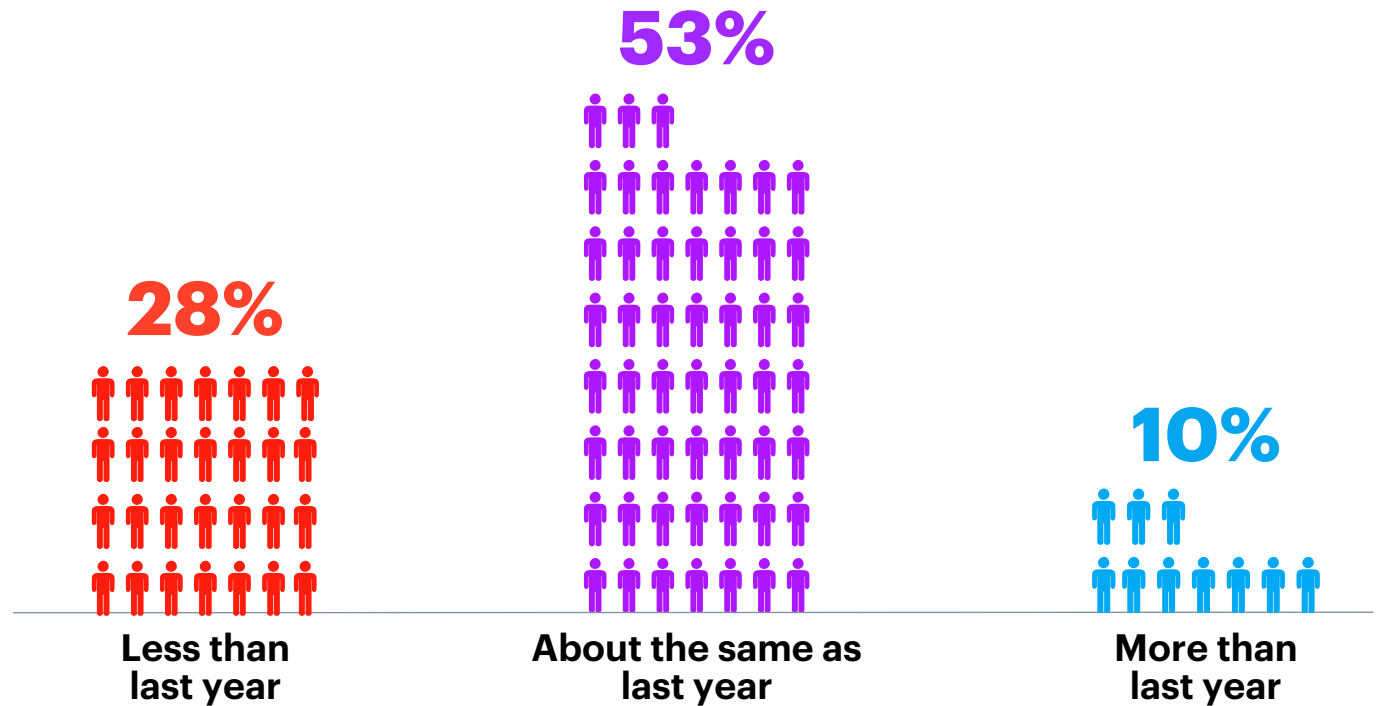
Target group: Christmas gift buyers under/over \$400 – those who took part in Christmas holiday gift giving last year and spend under/over \$400 gifts in total over the last holiday period.

*Household income group



28% of Christmas gift buyers plan to spend less than last year

53% anticipate they will spend about the same as last year during the upcoming holiday season.



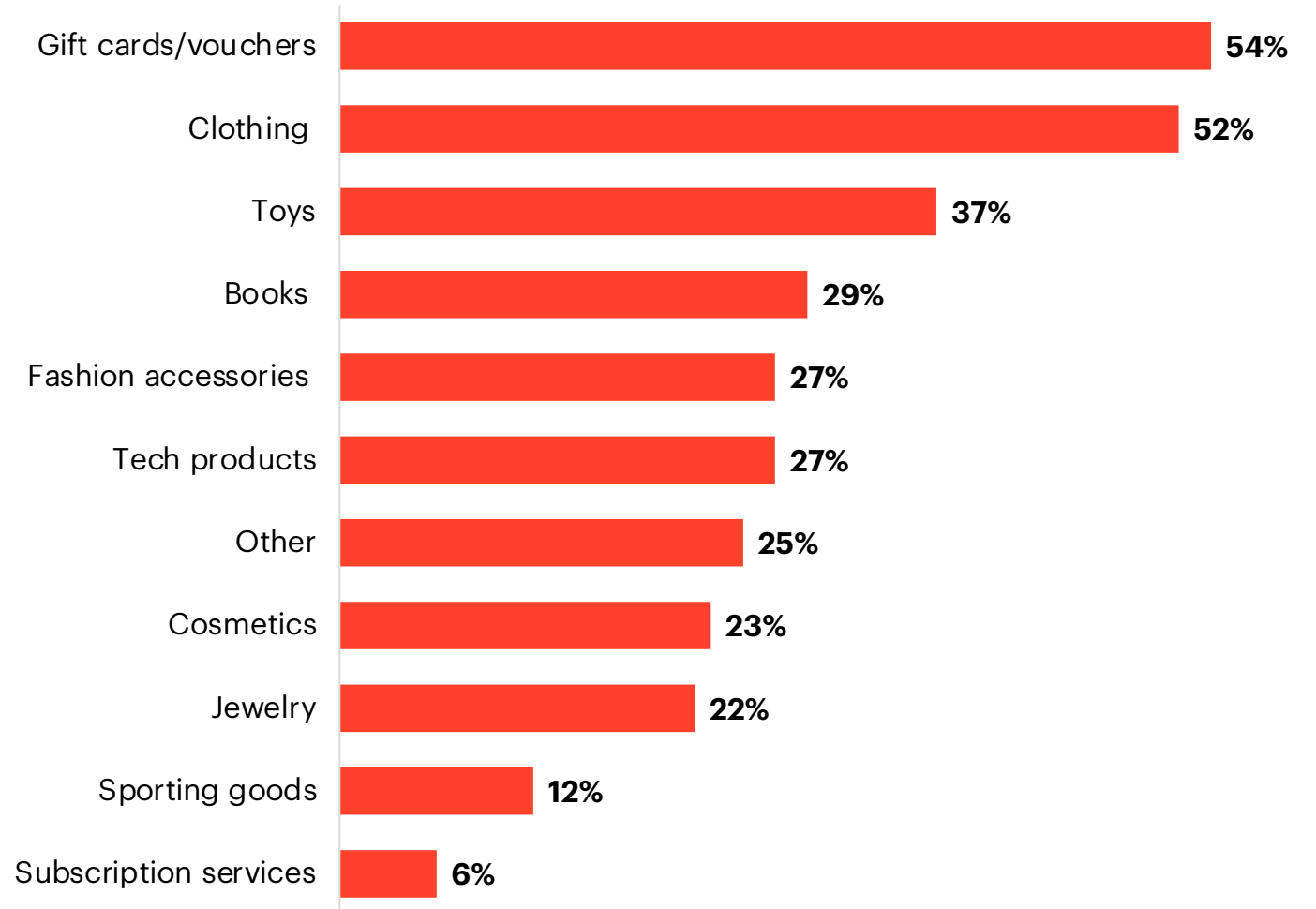
YouGov Surveys, August 12 - September 3, 2024. US: n> 1,150.
Question: How much, if at all, do you expect to spend on holiday season gifting this year? Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

More than half of Americans typically buy gift card and vouchers as gifts

This is closely followed by clothing (52%) and then toys (37%) as the most popular holiday gift.

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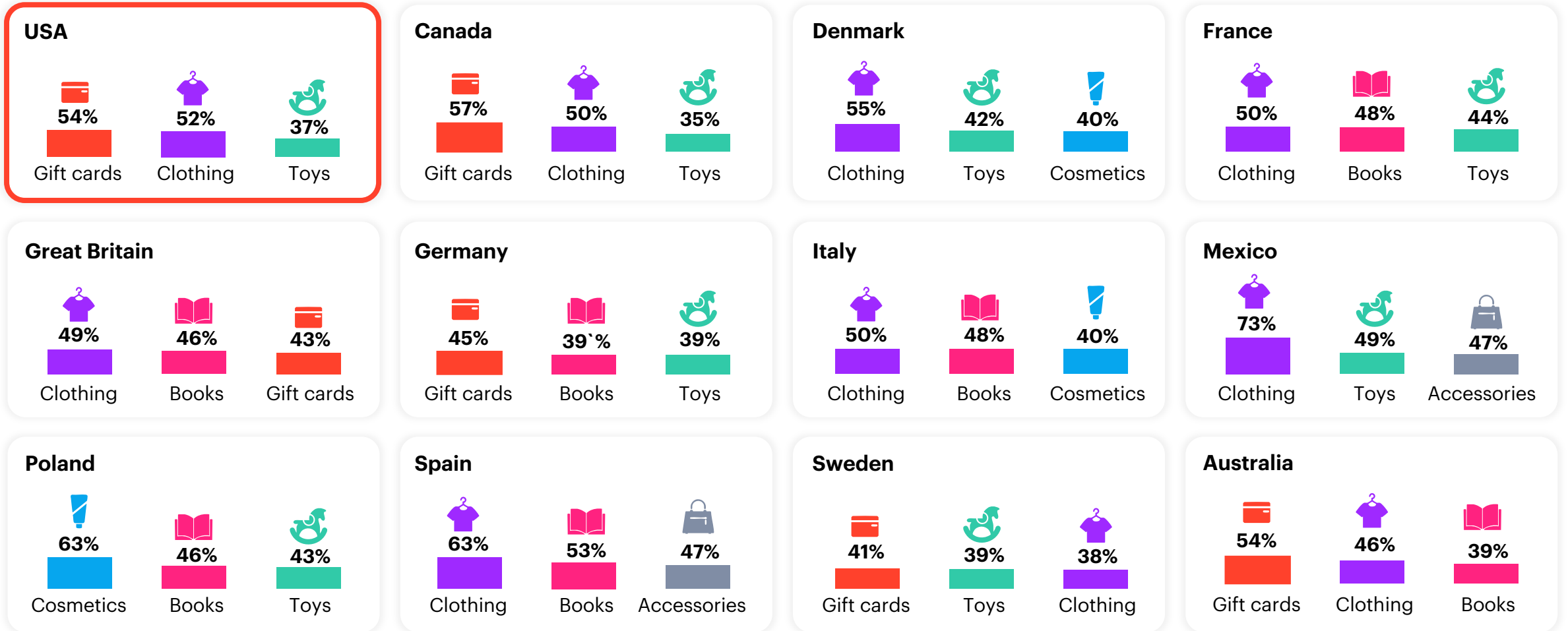
What do you typically buy as holiday gifts? Please select all that apply.



YouGov Surveys, August 12 - September 3, 2024. US: n> 1,150

Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

Exploring gifting preferences on a global scale



YouGov Surveys, August 12 - September 3, 2024. AU, CA, FR, DE, GB, IT, ES, US, DK, MX, PL, SE. n > 700

Survey data also available for: AE, HK, ID, IN, SG

Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

Female Christmas gift buyers are more likely to buy clothing, toys, and cosmetics

While male Christmas gift buyers are more likely to buy tech products than their female counterparts.

Get in touch

What do you typically buy as holiday gifts? Please select all that apply.

| Men | Women |
|---------------------------------|---------------------------------|
| 52% Gift cards/vouchers | Clothing ▲ 58% |
| 45% Clothing ▼ | Gift cards/vouchers 56% |
| 32% Toys ▼ | Toys ▲ 42% |
| 31% Tech products ▲ | Books 31% |
| 27% Books | Fashion accessories ▲ 31% |
| 25% Other | Cosmetics/beauty products ▲ 29% |
| 22% Fashion accessories ▼ | Other 25% |
| 20% Jewelry | Tech products ▼ 23% |
| 16% Cosmetics/beauty products ▼ | Jewelry 23% |
| 13% Sporting goods | Sporting goods 11% |
| 5% Subscription services | Subscription services 7% |

YouGov Surveys, August 12 - September 3, 2024. US: n> 500

Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

▲ / ▼ : Highlights statistically significant differences between comparison groups

Christmas gift buyers aged 35+ are more likely to buy gift cards/vouchers than those who are 18-34

Younger gift buyers are more likely to buy clothing, fashion accessories, cosmetics, tech products, and jewelry.

Get in touch

What do you typically buy as holiday gifts? Please select all that apply.

| 18-34 | 35+ |
|---------------------------------|---------------------------------|
| 59% Clothing ▲ | Gift cards/vouchers ▲ 59% |
| 41% Fashion accessories ▲ | Clothing ▼ 50% |
| 41% Gift cards/vouchers ▼ | Toys 37% |
| 39% Toys | Books 30% |
| 34% Cosmetics/beauty products ▲ | Other ▲ 27% |
| 33% Tech products ▲ | Tech products ▼ 25% |
| 29% Books | Fashion accessories ▼ 21% |
| 26% Jewelry ▲ | Jewelry ▼ 20% |
| 19% Other ▼ | Cosmetics/beauty products ▼ 19% |
| 11% Sporting goods | Sporting goods 13% |
| 6% Subscription services | Subscription services 6% |

YouGov Surveys, August 12 - September 3, 2024. US: n> 300

Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

▲ / ▼ : Highlights statistically significant differences between comparison groups

Parents with at least one child under 18 are more likely to buy gift cards, toys, and sporting goods

Get in touch

What do you typically buy as holiday gifts? Please select all that apply.

| Parents | Not a parent or guardian |
|--------------------------------------|--------------------------------------|
| 57% Gift cards/vouchers ▲ | Gift cards/vouchers ▼ 51% |
| 54% Clothing | Clothing 49% |
| 42% Toys ▲ | Books 30% |
| 28% Books | Fashion accessories 29% |
| 27% Tech products | Toys ▼ 28% |
| 25% Other | Other 26% |
| 24% Fashion accessories | Tech products 25% |
| 21% Jewelry | Cosmetics/beauty products 25% |
| 21% Cosmetics/beauty products | Jewelry 20% |
| 14% Sporting goods ▲ | Sporting goods ▼ 9% |
| 5% Subscription services | Subscription services 7% |

YouGov Surveys, August 12 - September 3, 2024. US: n> 450

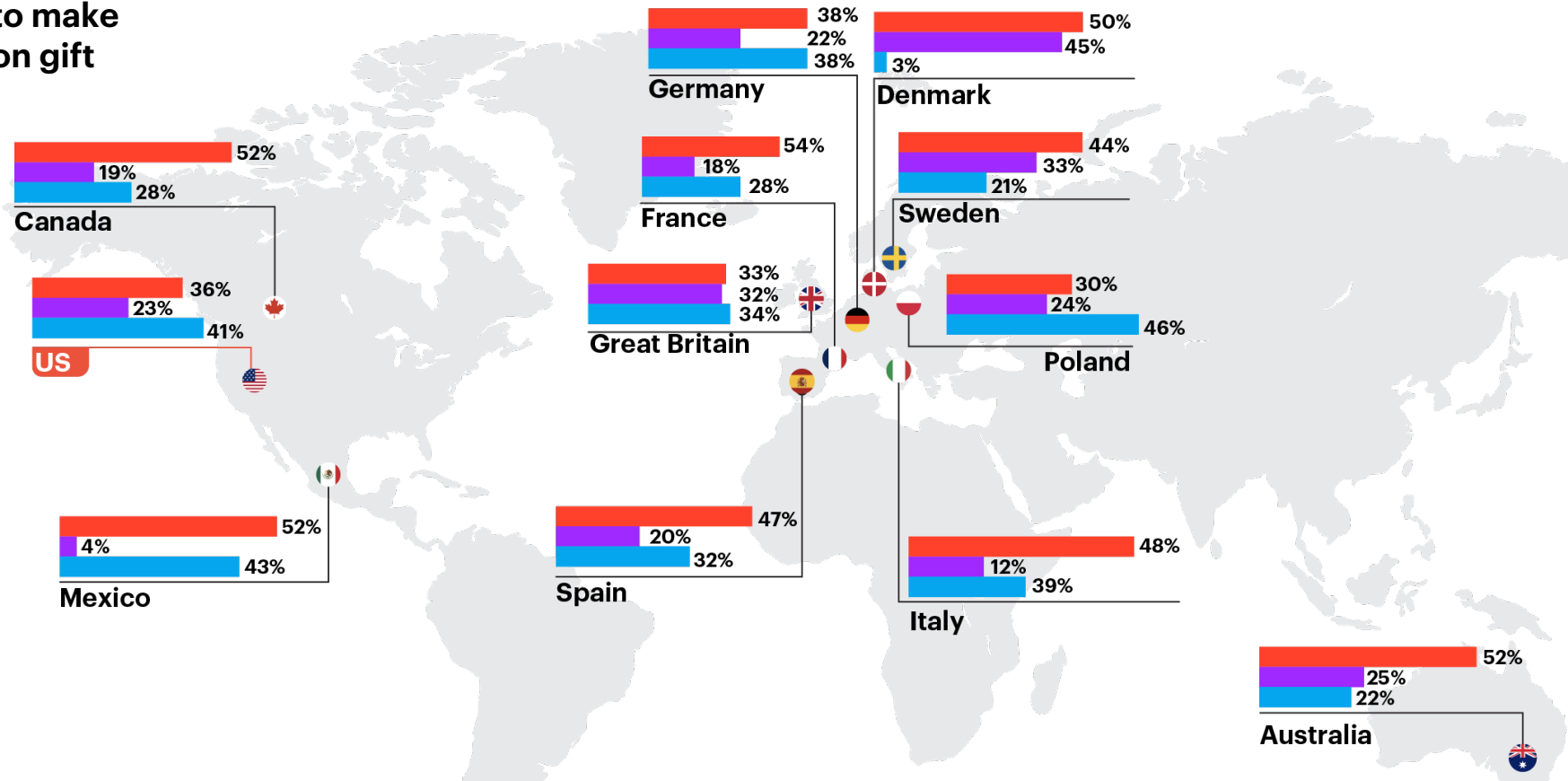
Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

▲ / ▼ : Highlights statistically significant differences between comparison groups

36% of Christmas gift buyers in the US plan to make most of their gift purchases in-store this year

How, if at all, do you plan to make most of your holiday season gift purchases this year?

- In-store
- Online via a retailer's website
- Online via an e-commerce platform (Amazon, Etsy, etc.)



YouGov Surveys, August 12 - September 3, 2024. AU, CA, FR, DE, GB, IT, ES, US, DK, MX, PL, SE : n> 700. Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”
 Survey data also available for: AE, HK, ID, IN, SG

Christmas gift buyers aged 35+ are more likely to make their holiday season gift purchases in-store

38% of those aged 35+ plan to make most of their holiday season gift purchases in store, compared to 30% of those aged 18-34.

Get in touch

How, if at all, do you plan to make most of your holiday season gift purchase this year?

| Purchase method | 18-34 | 35+ |
|-----------------------------------|-------|-------|
| Online via an e-commerce platform | 42% | 40% |
| In-store | 30% ▼ | 38% ▲ |
| Online via a retailer's website | 27% | 21% |



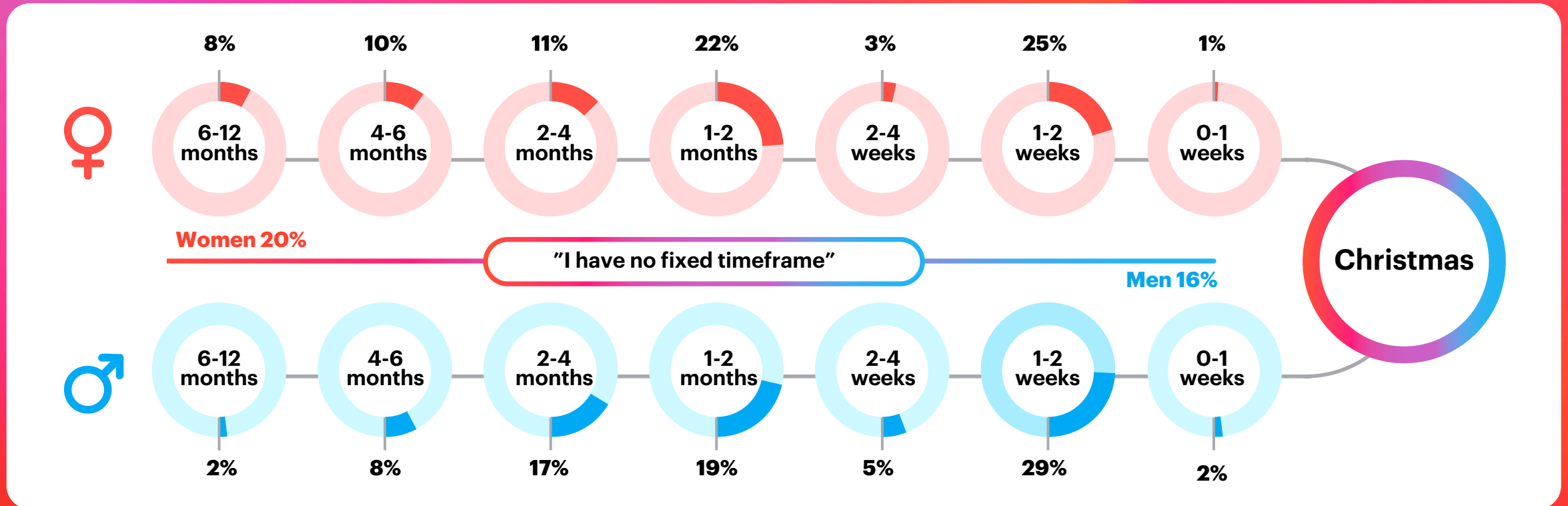
YouGov Surveys, August 12 - September 3, 2024. US: n> 300

Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

▲ / ▼ : Highlights statistically significant differences between comparison groups

Men are more likely to start their holiday gifting last-minute, women are more likely to plan ahead

36% of male Christmas gift buyers shop in the month before Christmas compared to 29% of female Christmas gift buyers.



YouGov Surveys, August 12 - September 3, 2024. US: n> 500. Question: When do you typically start holiday season gift shopping?

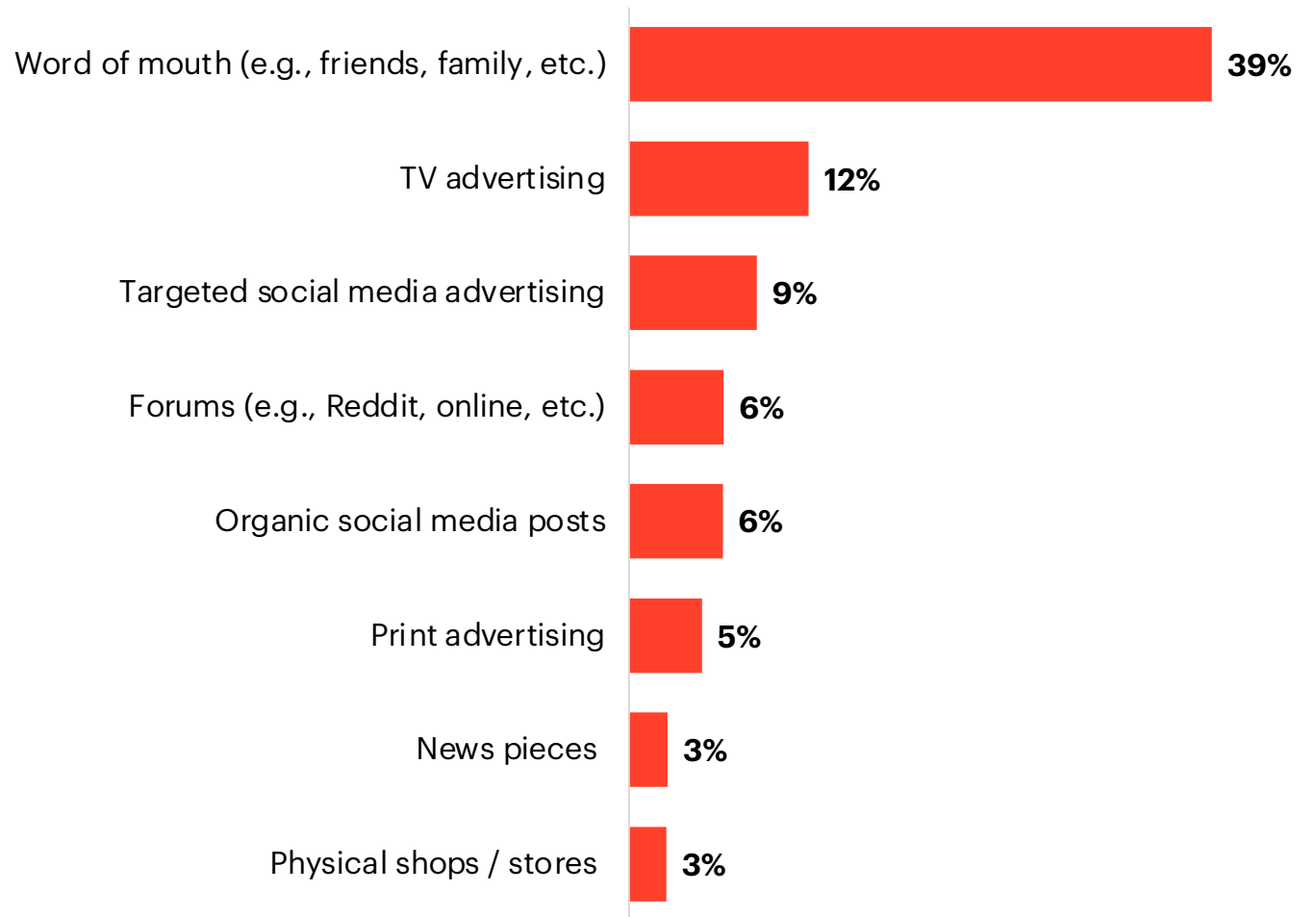
Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

39% of Christmas gift buyers cite word of mouth as their main source of inspiration

12% of Christmas gift buyers cite TV advertising as their top source of holiday gifting inspiration.

Get in touch

Where are you most likely to find inspiration for holiday season gifting?



YouGov Surveys, August 12 - September 3, 2024. US: n> 1,150

Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

Christmas gift buyers aged 18-34 are more likely to find inspiration via social media

Those aged 35+ are more likely to be inspired by TV and print advertising.

Get in touch

What do you typically buy as holiday gifts? Please select all that apply.

| 18-34 | | 35+ | |
|-------|---|---|-----|
| 36% | Word of mouth (e.g., friends, family, etc.) | Word of mouth (e.g., friends, family, etc.) | 41% |
| 18% | Targeted social media advertising ▲ | TV advertising ▲ | 14% |
| 11% | Organic social media posts ▲ | Print advertising ▲ | 6% |
| 10% | Forums (e.g., Reddit, online, etc.) ▲ | Targeted social media advertising ▼ | 5% |
| 7% | TV advertising ▼ | Forums (e.g., Reddit, online, etc.) ▼ | 5% |
| 2% | Physical shops / Stores available | Organic social media posts ▼ | 5% |
| 2% | Print advertising ▼ | News pieces | 3% |
| 2% | Out of home advertising (e.g., billboards, signs, etc.) | Wishes of the recipient ▲ | 3% |
| 2% | News pieces | Physical shops / Stores available | 3% |
| 1% | Wishes of the recipient ▼ | Own ideas | 2% |

YouGov Surveys, August 12 - September 3, 2024. US: n> 300

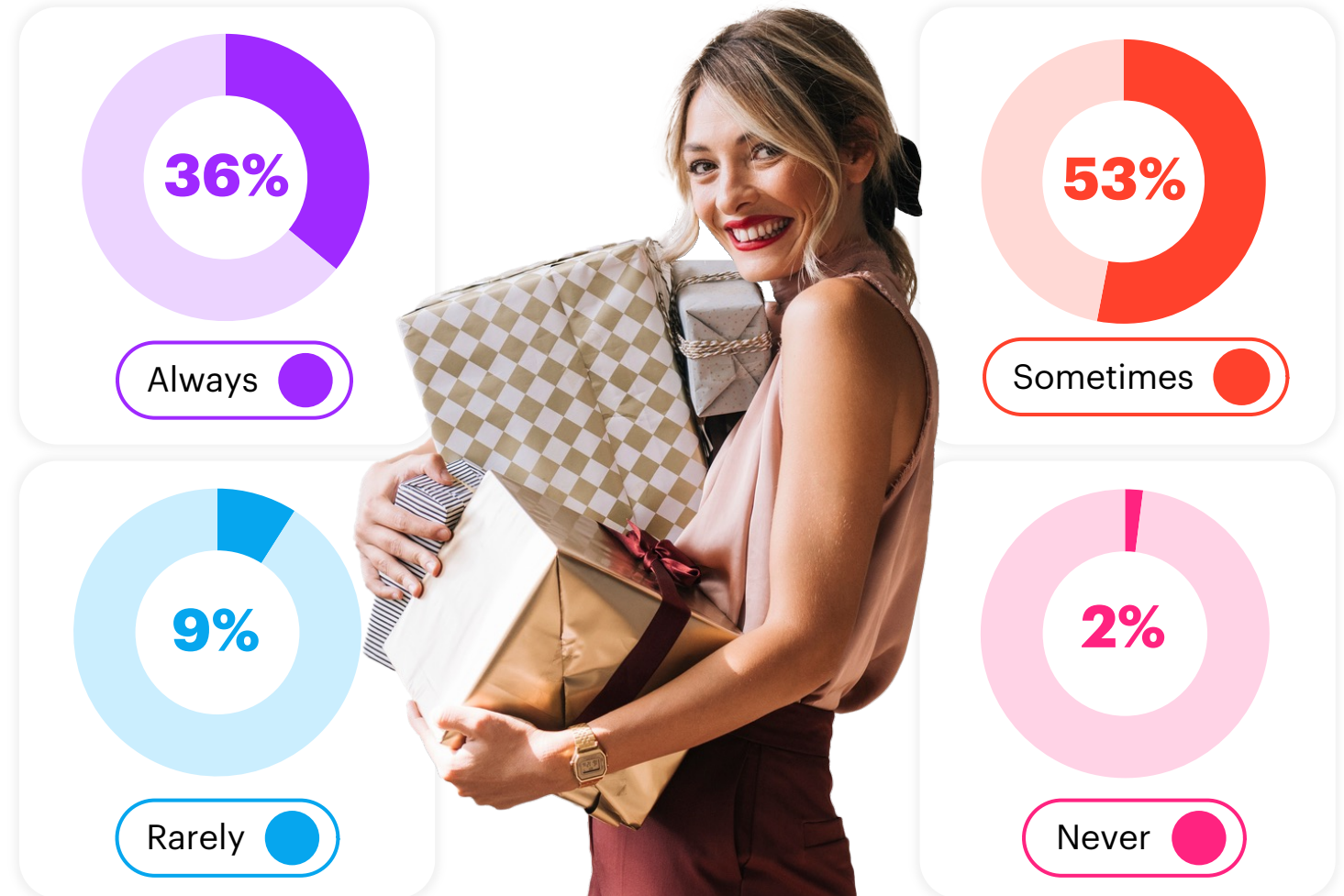
Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

▲ / ▼ : Highlights statistically significant differences between comparison groups

Christmas gift buyers are looking to sales and promotions to save money this year

Get in touch

How often, if ever, do you take advantage of sales and promotions for your holiday season gift purchases?



YouGov Surveys, August 12 - September 3, 2024. US: n> 1,150

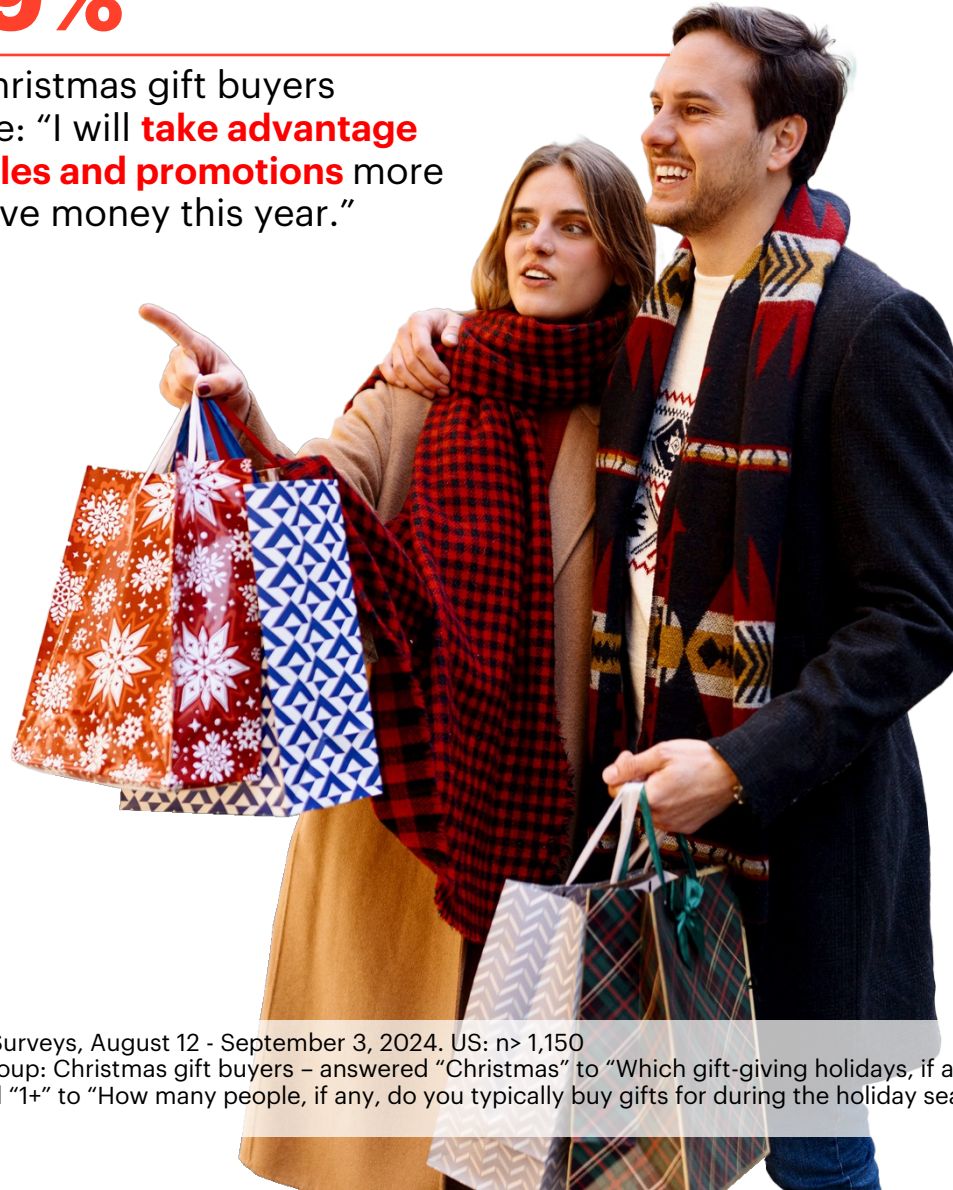
Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

1 in 2 Christmas gift buyers agree that they will take advantage of sales to save money this year

Get in touch

49%

of Christmas gift buyers agree: "I will **take advantage of sales and promotions** more to save money this year."



34%

of Christmas gift buyers agree: "I am more **concerned about how much holiday season gifting will cost** this year."

YouGov Surveys, August 12 - September 3, 2024. US: n> 1,150

Target group: Christmas gift buyers – answered "Christmas" to "Which gift-giving holidays, if any, do you celebrate?" and answered "1+" to "How many people, if any, do you typically buy gifts for during the holiday season?"

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Podcast listener

e-shopper

Christmas shoppers

Samsung user

25-34

US

Vegan

Ga

Artist

Comedy



Which brands generated the most buzz during the holiday season last year?

Ahead of 2024, we look back at the brands that drove the highest net buzz during the month of December last year.





Top buzz-driving general retail store brands during December 2023

| Rank | Brand name | Net buzz score: December 2023 |
|------|----------------|-------------------------------|
| 1 | Costco | 18.1 |
| 2 | Walmart | 17.8 |
| 3 | Best Buy | 14.6 |
| 4 | Target | 13.9 |
| 5 | Barnes & Noble | 12.0 |
| 6 | Michaels | 11.9 |
| 7 | Sam's Club | 11.9 |
| 8 | Kohl's | 11.3 |
| 9 | Hallmark | 10.7 |
| 10 | Macy's | 9.7 |

YouGov BrandIndex US, December 2023, ranked based on net buzz score, n> 2,000

*Specialty Retail B: Sports, Electronics, Drug Stores / Pharmacies + Specialty Retail C: Books, Personal, Kids, Office + Department Stores, Drug Stores / Pharmacies, Discount Stores. Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?"

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Top buzz-driving fashion retail* brands during December 2023

| Rank | Brand name | Net buzz score: December 2023 |
|------|-------------------|-------------------------------|
| 1 | Skechers | 19.0 |
| 2 | Old Navy | 18.0 |
| 3 | Nike | 17.1 |
| 4 | Adidas | 13.5 |
| 5 | Victoria's Secret | 12.4 |
| 6 | Levi's | 11.6 |
| 7 | Under Armour | 11.2 |
| 8 | New Balance | 10.9 |
| 9 | Dior | 10.6 |
| 10 | The North Face | 10.2 |

YouGov BrandIndex US, December 2023, ranked based on net buzz score, n> 1,950. *Clothing, apparel, footwear, accessories.

Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?"

[Explore brand tracking](#)



Top buzz-driving beauty brands* during December 2023

| Rank | Brand name | Net buzz score: December 2023 |
|------|-------------------|-------------------------------|
| 1 | Bath & Body Works | 15.0 |
| 2 | Sephora | 11.5 |
| 3 | Ulta Beauty | 9.5 |
| 4 | Maybelline | 9.1 |
| 5 | L'Oréal Paris | 7.5 |
| 6 | Revlon | 6.3 |
| 7 | Clinique | 6.2 |
| 8 | e.l.f Cosmetics | 5.5 |
| 9 | Sally Beauty | 5.3 |
| 10 | Estée Lauder | 5.1 |

YouGov BrandIndex US, December 2023, ranked based on net buzz score, n> 1,400.

Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)? *Skin Care and Cosmetics brands, subcategory: cosmetics brands.

[Explore brand tracking](#)



Top buzz-driving electronics brands during December 2023

| Rank | Brand name | Net buzz score: December 2023 |
|------|-------------|-------------------------------|
| 1 | Samsung | 21.8 |
| 2 | iPhone | 21.7 |
| 3 | Apple | 20.0 |
| 4 | Android | 18.1 |
| 5 | LG | 15.0 |
| 6 | PlayStation | 13.6 |
| 7 | Roku | 13.5 |
| 8 | Apple Watch | 12.8 |
| 9 | KitchenAid | 12.6 |
| 10 | iPad | 12.0 |

YouGov BrandIndex US, December 2023, ranked based on net buzz score, n> 1,750.

Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?"

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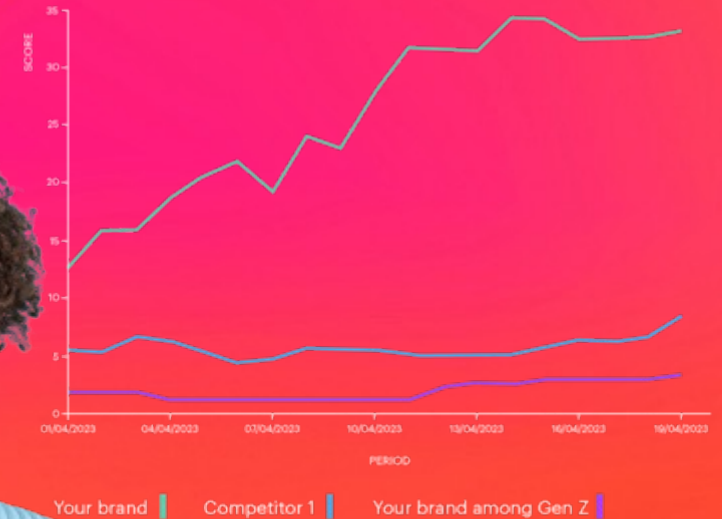
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Advertising awareness



Metrics ▾

Advertising awareness

Methodology

The insights in this report have been sourced via YouGov Surveys: Serviced, YouGov Profiles, and YouGov BrandIndex.

The consumer insights in this report are sourced via YouGov Profiles and YouGov Surveys: Serviced.

YouGov Profiles is an ever-growing source of living consumer data, with 2+ million data variables from YouGov's 27+ million global panelists.

The data used in this report was accessed via YouGov Profiles USA on 2024-10-06. The target group "Christmas gift givers 2023" refers to those who took part in gift giving during Christmas last year.

YouGov Surveys: Serviced provides rapid answers from the right audience. The multi-region survey was conducted from August 12, 2024, to September 3, 2024, with 1,501 respondents based in America.

The target group of "Christmas gift buyers" refers to those who answered "Christmas" to "Which gift-giving holidays, if any, do you celebrate?" and answered "1+" to "How many people, if any, do you typically buy gifts for during the holiday season?"

The Christmas brand buzz rankings in this report are sourced from YouGov's always-on brand tracker, YouGov BrandIndex.

Buzz scores are based on respondents' answers to the following question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?" Scores range from -100 to +100.

Net buzz rankings are defined by a brand's positive buzz score during the month of December 2023 minus its negative buzz score during the month of December 2023. A minimum base size of 300 (N) is required.

Thank you