

SheGifts

A look into how and what she's gifting this holiday season...

What's in this year?

E-tail shopping and planning. What's out? Shopping on December 24th.

MONDAY 26
 Cyber Monday (82%) passed Black Friday (53%) as the biggest national shopping day

25 AND UNDER
 Retailers open Thanksgiving Day should plan to cater to the under 25 crowd – 21% of respondents planned to shop on the holiday (vs. 9.5% of those 44+)

ONLY 9%
 And for those stores planning to stay open on December 24th, only 9% of women surveyed plan to shop on the day

The "Optimism Gap"

Younger women have much less faith in the economy.

Only 3% of women 18-24 believe the economy is improving

vs.

19% of 25-34 year-olds

22% of 35-45 year-olds

28% of 46-55 year-olds

Yet, retailers can relax...a little.

56% of women say their feelings about the economy won't impact how much they spend on holiday shopping this season



Where she gets her gift-spo...

For brands that want more than their fair share of holiday sales, she gets her gift inspiration from...

68% Browsing in stores

62% Retailer's website

54% Recommendations from friends and family

42% Posts from friends + influencers on social media

She knows what she wants...

So give her gift cards! And, she'd rather receive a book than jewelry.



67% of women surveyed say gift cards and cash are at the top of their wish list.

What else is topping their wish lists?

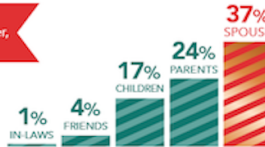
- 56% say clothing/accessories
- 43% say beauty products
- 36% say kitchen and small housewares
- 33% say books
- 32% say personal technology
- 28% say travel/experiential gift
- 25% say jewelry

It seems women prefer to buy their own gifts than trust others to shop for them

Who gives the best gifts?

Hint: it's not her in-laws or friends.

When asked who gave her the best holiday gift ever, she said...



She's getting away with regifting...

Don't give her a candle if you want her to keep it.

55% of women surveyed say they have re-gifted a gift for the holidays

Most common items to regift?



The strangest thing someone regifted? Deer Jerky!

And good news for pets!

49% of women say they plan to buy gifts for their pets this year

33% Interestingly, when asked what influences the gifts you buy for your pet, one-third of participants said their actual pet.

25% of baby boomers said browsing in stores influences their pet purchases, while the same was true for only 17% of people ages 25 and under