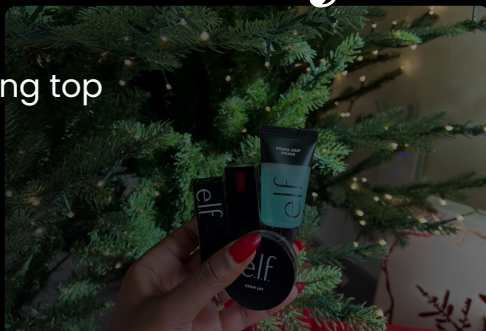




Festive Forecast:

2024 Holiday Shopper Study

Pinpointing efficient marketing spend during top
consumer engaged and shopped time



@ValeGenta, @daniellectarolan, @vivianeaudj, @tanicha

Today's speakers



Ally Anderson

Director, Strategy & Insights,
Brand Partnerships, LTK



Nichole Mrasek

Director, Marketing Communications,
Brand Partnerships, LTK



Paige Govoni

Director, Partnership Media,
Brand Partnerships, LTK

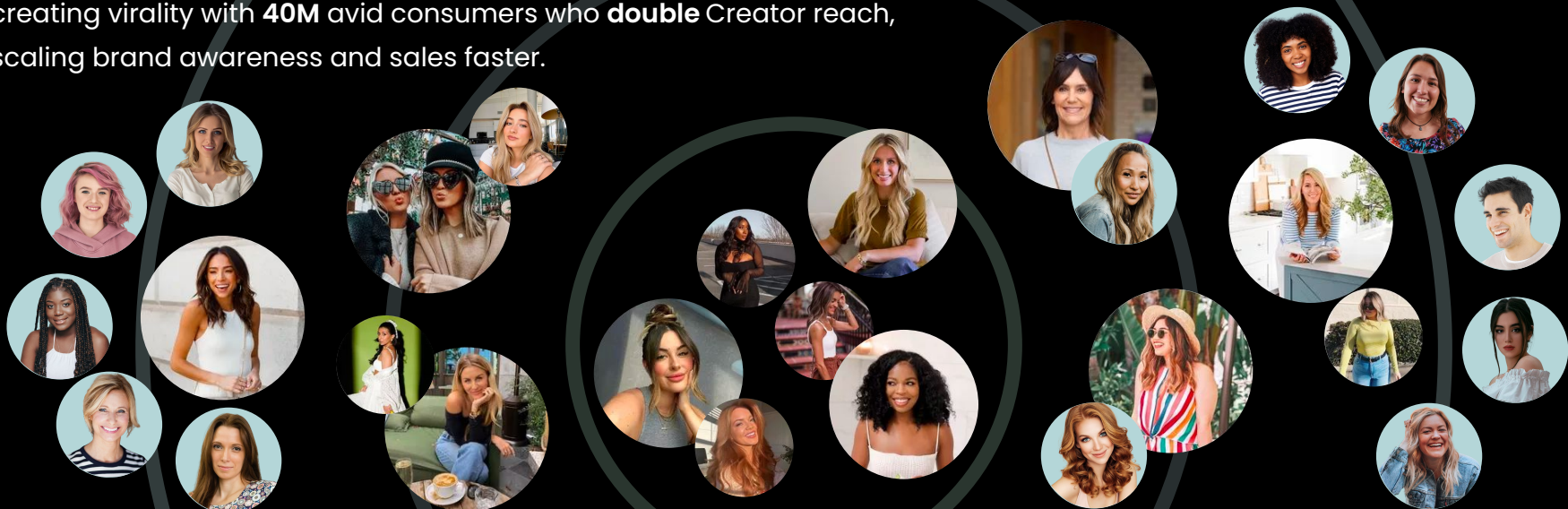
Content sneak peek



- 01** LTK Community
- 02** 2024 Holiday Shopper Study
- 03** Discussion with Expert Panel

Get *personal*. Scale *faster*.

LTK is the **community** where Creators run their business on LTK and personally share their campaigns with each other and consumers, creating virality with **40M** avid consumers who **double** Creator reach, scaling brand awareness and sales faster.



Early majority consumers

Early adopting Creators

Campaign with casted Creators

Early adopting Creators

Early majority consumers



Holiday Shopper Study

METHODOLOGY

Holiday survey conducted on June 24-25, 2024 from 1,125 participants

Study was conducted using online panels reflective of US population with 97% confidence.

In addition to general population summaries, both were filtered to identify by Gen Z, Millennial, and household income responses for comparative analysis.

This summarizes key findings related to: *National study conducted by LTK in June 2023, LTK Holiday Shopper Study*



The background of the image is a dark, moody photograph of holiday gifts. In the foreground, a light-colored, folded sweater is visible. To its right is a dark, quilted gift bag with a pattern of small white dots. In the background, several wrapped gifts are stacked, including one with a floral pattern and another with a blue and white pattern. The overall atmosphere is festive and cozy.

'Tis the season for inflation impact:
**Consumer Spend
Report**



Key insight

LTK shoppers
prioritize availability,
brand, and quality
over price



LTK consumer priorities ideal for quality brands

Most important holiday purchase factors:

LTK SHOPPERS

01 Availability

02 Brand

03 Quality

04 Price

05 Convenience

GENERAL POPULATION

01 Price

02 Quality

03 Availability

04 Convenience

05 Brand

LTK shoppers' *buying power* is up

-8%

8% net negative
general population buying
power is down

38%

38% net positive
LTK buying power is up



LTK Insights: Holiday 2024

LTK shoppers have the *attributes* brands seek

LTK 2024 Holiday Shopper Study

Purchase intent for LTK shoppers

+24%

Gifts & Home

+22%

Clothing & Accessories

+14%

Entertaining essentials

Negative across board for Gen Pop

Recession *and* election data points

RECESSION

74%

of Gen Pop

90%

of LTK shoppers

ELECTION

27%

believe if Republicans win
economy gets better

19%

believe if Democrats win
economy gets better

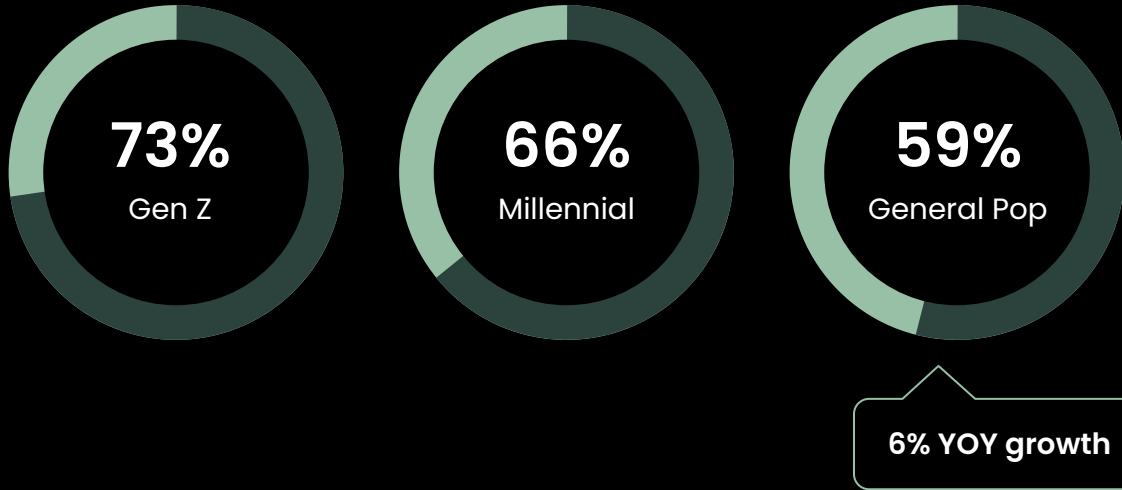


Sleighbg the season with Creators

From inspiring holiday content to your products
delivered on consumers' doorsteps

The majority of shoppers are making *online* purchases from Creators

Percentage of consumers that make purchases recommended by Creators:



97%

of **LTK shoppers** make a purchase recommended by Creators.

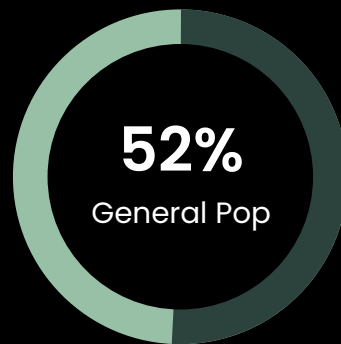
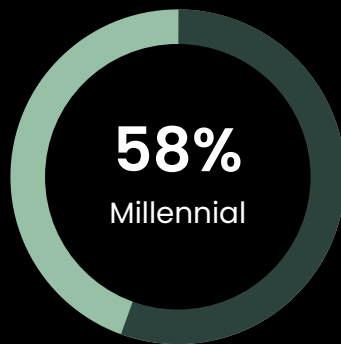
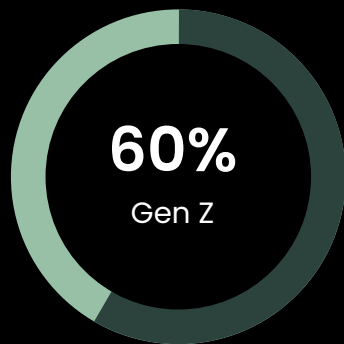
64%

higher than general population.



The majority of shoppers are making *in-store* purchases from Creators

Percentage of consumers that make in-store purchases recommended by Creators:



Source: LTK Holiday Shopper Study 2024

LTK 2023 Holiday sample searches

Creators *drive* intent

94%

of **LTK shoppers** intend to search on LTK for holiday content

31%

of **general population** intend to search on LTK for holiday content

Gift Guide

Men's Gift Guide

Gift Guide for her

Holiday outfits

Thanksgiving Outfit

New Years Eve
Outfit



Christmas Tree

Garland

Wrapping Paper

Christmas Decor

Stocking Stuffers

Christmas Pajamas

Boots

Ugly Christmas Sweater

White Elephant Gift



Millions of consumers searching on LTK cross-category

Fashion

Holiday Outfits

Boots

Jeans

Holiday Party

Christmas Sweater

Lifestyle

Gift Guide

Stocking Stuffers

White Elephant Gift

Gifts For Mom

Hostess Gift

Home

Christmas Decor

Bedroom

Garland

Living Room

Bathroom Decor

Food & bev

Cooking Gifts

Kitchen Organization

Dinnerware

Coffee Bar

Hot Cocoa Bar

Cooking & baking is a top behavior influenced by Creators

Holiday behaviors that have been influenced by Creators:

- 01 Cooking, Baking
- 02 Gift Shopping
- 03 Beauty Routines & Holiday Sales/Promotions (Tie)
- 04 Family Traditions & Home Decorating (Tie)
- 05 Gift Wrapping
- 06 Outfits / Holiday Dressing
- 07 Travel



Your *brand* where consumers choose to engage



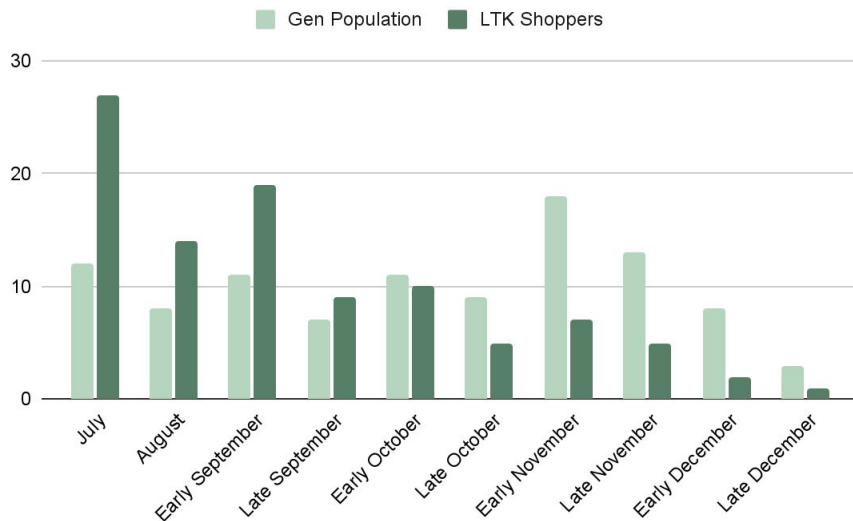
A collection of wrapped gifts and a white gift tag with a silver seal, set against a dark background with a Christmas tree.

Fingle bells & marketing spells:
Timing is key

Early shopping continues


Marketing efforts start now

When shoppers are planning to start holiday shopping



+38%

of the general population plans to start holiday shopping by September

 LTK Shopper Insight

+70%

of LTK shoppers plan to start holiday shopping by September

+18%

growth YoY in LTK shoppers starting in September

Holiday spikes in November

Shorter days this year between Thanksgiving & Christmas

How to reach the right audience at the right time with LTK:

October

- Plan audience segments & develop strategies
- Target priority audiences to start priming for holiday shopping

November

- Focus on both gifting and key consumer moments
- Heavy up on broad campaign strategy during BFCM

December

- Target multiple audiences with an always-on strategy capturing last minute shopping for everything from gifting to preparing for the holidays

Gen Z shops later

50%

of Gen Z plans to start shopping early November or later

40%

of general population plans to start shopping early November

A winning 360 Strategy



LTK Ads

Target LTK shoppers and Creators through ad package placements



LTK Boost

Imperative for effective content.
Budget 20% towards LTK Boost



LTK CTV

Test into being a cross-platform player during a peak consumer moment

ALWAYS ON CAMPAIGNS

A collection of wrapped gifts and a small gift box on a wooden surface. The gifts are wrapped in various patterns, including floral and polka dots. A small, dark, textured gift box with white polka dots is in the foreground. The background is dark and out of focus, suggesting a festive setting.

Candy cane *commerce*:
Category specifics

Top 10 gifting categories for holiday 2024

General population

01	Fashion	4% UP
02	Entertainment	FLAT
03	Beauty/Personal care	12% UP
04	Food/Candy/Gift baskets	1% UP
05	Home items	FLAT
06	Beer, wine, & spirits	2% UP
07	Toys	12% DOWN
08	Cards or stationery	4% DOWN
09	Experiences	12% UP
10	Pet gifts	9% DOWN

Millennials

01	Entertainment	15% UP
02	Fashion	12% UP
03	Beauty/Personal care	8% UP
04	Food/Candy/Gift baskets	16% UP
05	Home items	4% UP
06	Toys	9% DOWN
07	Video games	10% UP
08	Beer, wine, & spirits	8% DOWN
09	Experiences	12% UP
10	Cards or stationery	18% DOWN

Gen Z

01	Beauty/Personal care	24% UP
02	Entertainment	5% UP
03	Fashion	16% UP
04	Food/candy/gift baskets	6% UP
05	Video games	6% UP
06	Cards or stationery	10% DOWN
07	Home items	19% DOWN
08	Beer, wine, & spirits	7% DOWN
09	Health & wellness	21% UP
10	Sports equipment & clothing	95% UP

Top 10 self-purchase categories for holiday 2024

General population

01	Beauty/Personal care	9% UP
02	Fashion	1% DOWN
03	Entertainment	8% DOWN
04	Beer, wine, & spirits	3% UP
05	Food/Candy/Gift baskets	2% UP
06	Home items	3% DOWN
07	Experiences	17% UP
08	Health & wellness	1% UP
09	Cards or stationery	10% UP
10	Travel	11% UP

Millennials

01	Beauty/Personal care	3% DOWN
02	Fashion	3% DOWN
03	Entertainment	9% DOWN
04	Beer, wine, & spirits	1% UP
05	Food/Candy/Gift baskets	11% UP
06	Home items	4% UP
07	Experiences	9% UP
08	Video games	FLAT
09	Health & wellness	15% DOWN
10	Travel	7% UP

Gen Z

01	Beauty/Personal care	17% UP
02	Entertainment	9% UP
03	Fashion	21% UP
04	Food/candy/gift baskets	5% DOWN
05	Experiences	17% UP
06	Video games	17% DOWN
07	Home items	13% UP
08	Health & wellness	8% UP
09	Cards or stationery	16% UP
10	Travel	27% UP

LTK shoppers intend to spend more or the same YoY in key categories

% planning to spend more or the same by category





Merry and bright
social channel playbook

Social evolution: change is *constant*

2024

Top-shopped social for holiday
Millennials & Gen Z

01 Instagram

02 Facebook

03 YouTube

04 TikTok

05 Pinterest

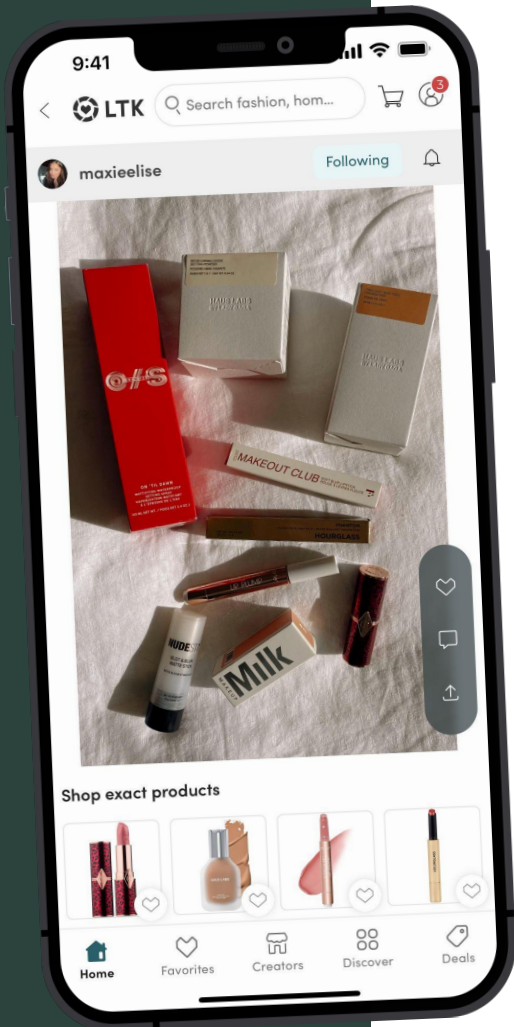
*Pinterest +
Millennials*

Pinterest #1 growth for
Millennials following Creators

*YouTube +
Gen Z*

YouTube growing quickest
in usage for Gen Z

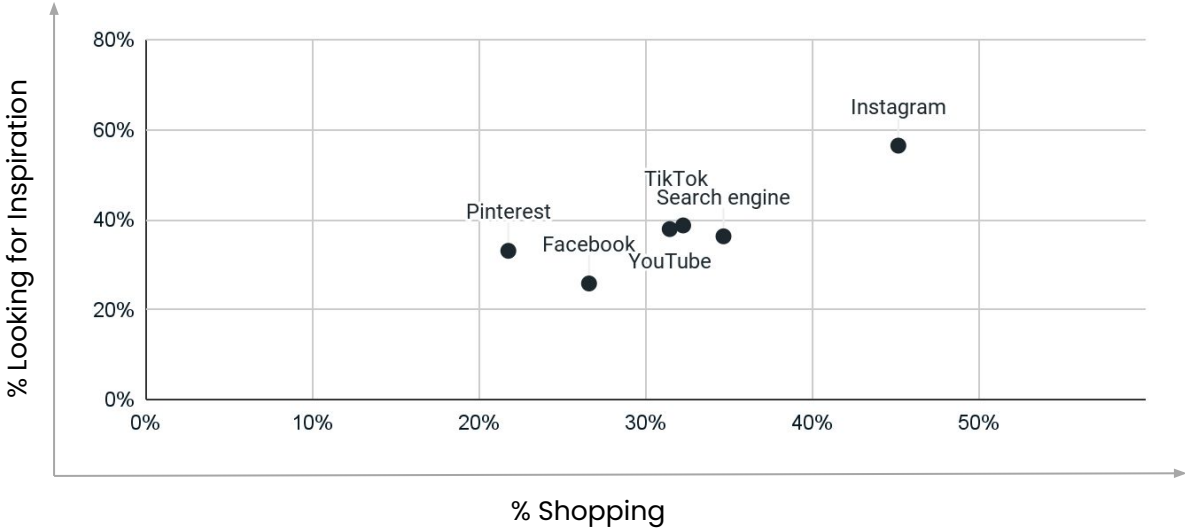


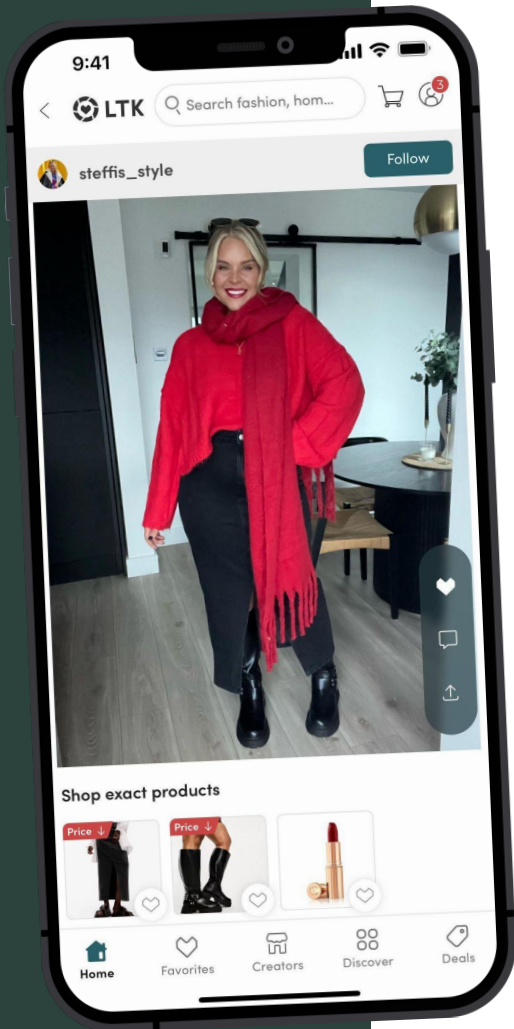


GEN Z

Where they're inspired and shopping

Gen Z holiday behaviors by channel

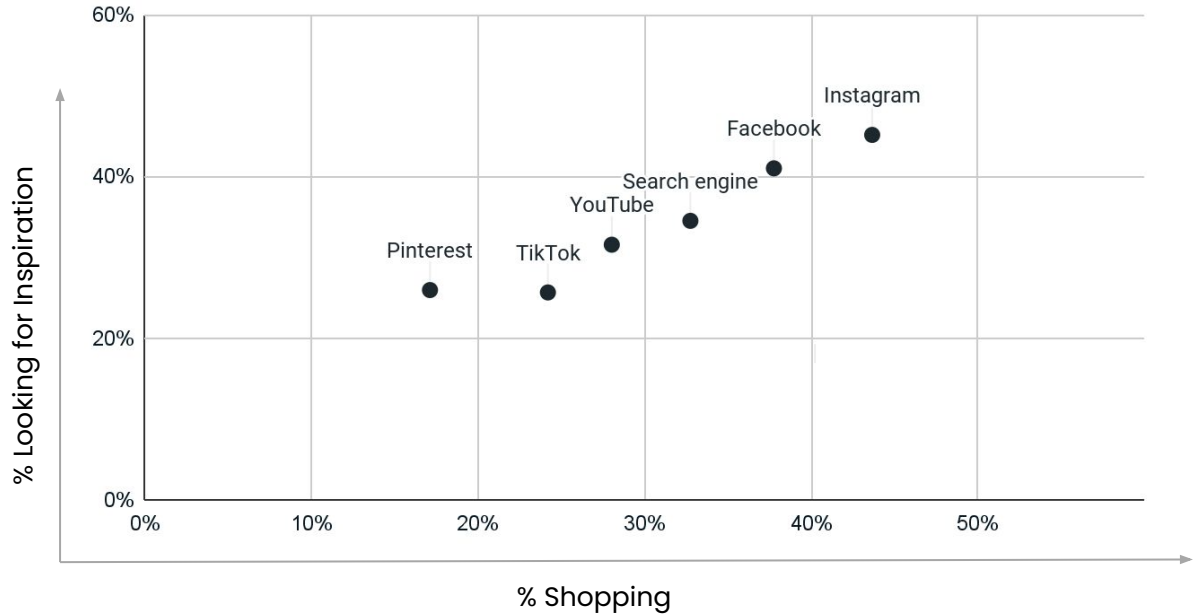




MILLENNIALS

Where they're inspired and shopping

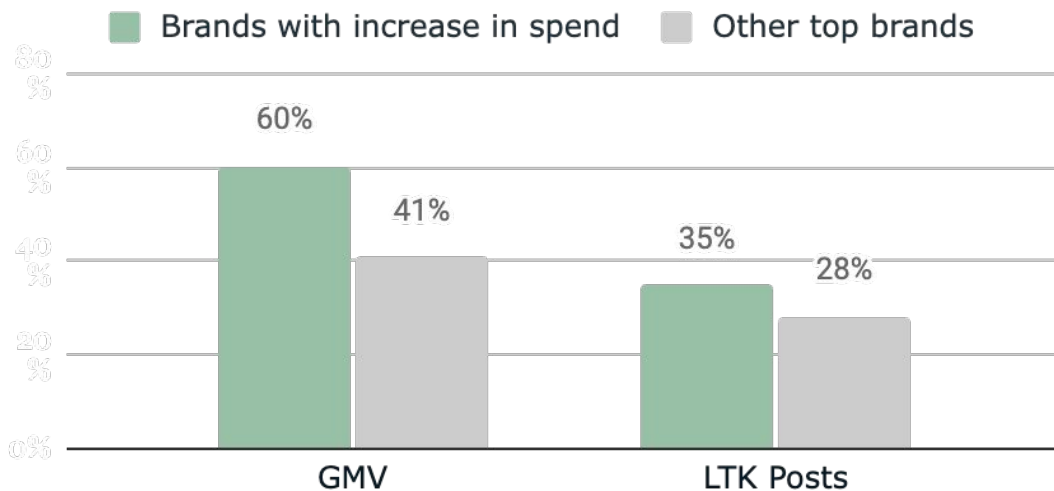
Millennials holiday behaviors by channel



CASE STUDY

Brands who grew holiday strategy & spend in 2023 experienced higher growth

YoY growth of key LTK brands during holiday season





@noelledowning

Summary

LTK Holiday Shopper Study shows:

- 01** The majority of shoppers are making online and in-store purchases from Creators.
- 02** Creators drive intent. 31% of general population intend to search on LTK for holiday content.
- 03** LTK Shoppers prioritize availability and brand, which indicates the need for retailers to keep items well stocked.
- 04** LTK shopper buying power up 38% for holiday 2024, Gen Pop down 8%.
- 05** Early shopping continues with LTK Shoppers shopping even earlier than last year. While Gen Z shoppers tend to start later.
- 06** Purchase intent up for LTK Shoppers across key holiday categories and purchase intent down for the General Population.
- 07** Brands who grew holiday strategy & spend in 2023 experienced higher growth.



Thank you

Festive Forecast: 2024 Holiday Shopper Study

For additional research and insights:

LTK Brand Central

@ltkbrandcentral

