



Holiday 2022 Shopping Predictions

Early holiday shopper insights to help your brand BE MORE successful in a shifting market

Holiday shopper study

This summarizes key findings related to:

Two important national studies conducted by LTK: LTK Holiday Shopper Study and LTK Inflationary Shopper Study.

Methodology

Holiday survey conducted on July 26, 2022 with 1,056 participants and Inflation survey on May 20, 2022 with 1,052 participants.

Both studies were conducted **using online panels reflective of the US population with 97% confidence.**

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



@lilypadcottage



Where is the market going into holiday?

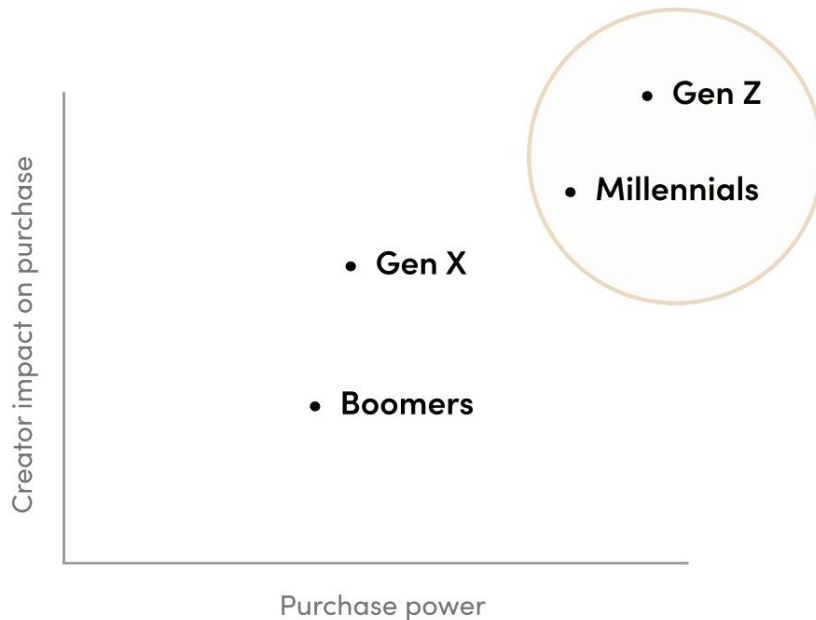
Inflationary Times

70% of Americans believe a recession is coming (CNBC)

92% of Americans are concerned about inflation (The New York Times)

82% of all consumers report their household income has stayed the same or increased, while buying power has decreased by 52% (LTK Holiday Shopper Study)

Gen Z and Millennials are least impacted by inflation and most engaged with Creator Commerce™



Inflation impact on buying power from past six months

MOST IMPACTED

Households with less than \$50K income

LOW IMPACT

Millennials and households with more than \$100K income

MOST IMPROVED

Gen Z buying power

Buying power has stayed the same or increased

62% Gen Z

55% Millennials

48% General population

Intend to spend more or the same on holiday 2022

53% General population

75% of those with the same or increased buying power

Consumers shifting habits in a Pivoting Market

How shoppers are curbing inflation

LTK National Shopper Study Summer 2022

- Shopping price first, convenience second
- Mobile/Social Shopping Creators
- Considering brands with best price
- Still splurging in key categories
- Driving less



**Shopping for sales
and deals is #1**

when looking to save
money this holiday season

70% of consumers

Plan to shop holiday deals
and sales to help save
money

Majority of shopping online and on phone

How consumers intend to shop for holiday 2022

53% majority of shopping online

96% some shopping online

86% shopping on phones

Shopping social media

Some shopping originated from social media

72% General population

81% Millennials

83% Gen Z

The majority of people shop on social channels through Influencers, with Instagram, Facebook and YouTube being the most popular

Top social platforms for shopping Creators

General population



01



02



03

53%

of General population shops from influencers on social media

Gen Z



01



02



03

71%

of Gen Z shops from influencers on social media

Creators are the most influential on social media

- 1st** Social influencers
- 2nd** Sponsored ads
- 3rd** Celebrity posts

Key Insight

Creators are 4X more influential to consumers than celebrity posts and also ranked above social ads.

Efficient Beyond Just a Click

Creators drive shoppers in-store too

Percentage of people who shop in-store from influencer recommendations

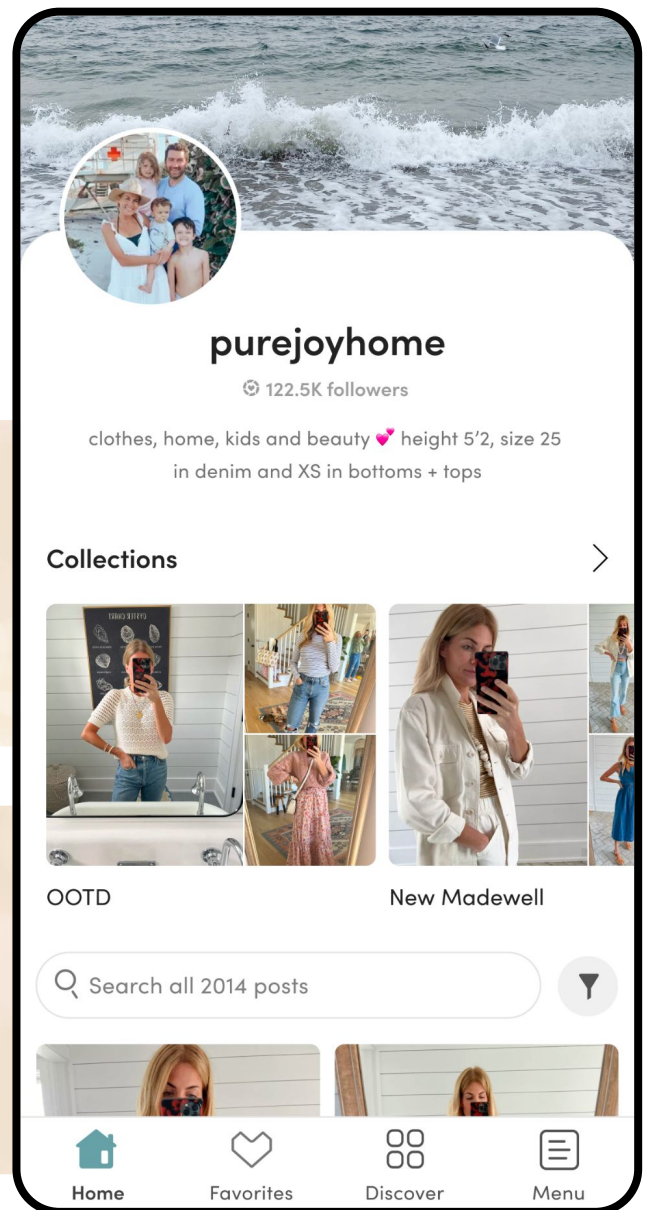
34% General population

45% Millennials

42% Gen Z

Monthly LTK app users have **grown in the double digits** per month when comparing 1H 2021 to 1H 2022

LTK shoppers are loyal and **order conversion** has held **steady** in spite of inflationary headwinds when comparing 1H 2021 to 1H 2022



Holiday shopping windows are expanding into September

When consumers intend to shop for holiday 2022

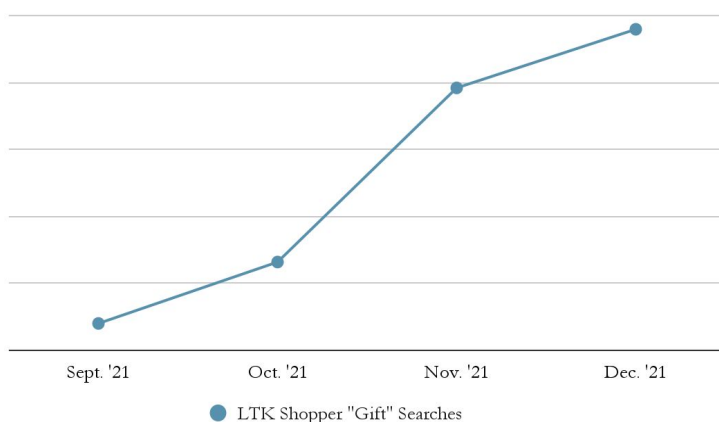
47% September through Mid-October

36% shopping earlier this year

Key Insight

Shopping windows are expanding. While consumers plan to shop earlier, we still see planned heavy shopping in November and December.

LTK Shopper "Gift" related searches in the LTK App



When consumers intend to start shopping for holiday 2022

232% growth

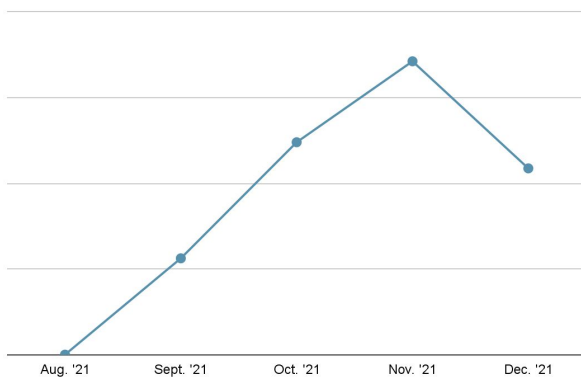
in gift-related LTK app searches from September 2021 to October 2021

Gifting is still the main priority but 61% of consumers anticipate to spend more or the same on shopping for themselves and their home for holiday 2022

Sample of top search terms in the LTK app

November 2021	December 2021	BF/CM 2021
Christmas Decor	Gift Guide	Christmas Decor
Christmas Tree	New Years Eve Outfit	Cyber Monday
Thanksgiving Outfit	Men's Gift Guide	Gift Guide
Christmas	Holiday Outfit	Christmas Tree
Gift Guide	Christmas Outfit	Black Friday
Boots	Stocking Stuffers	Boots
Holiday Dress	Gifts for Him	Men's Gift Guide
	Boots	Holiday Dress

Similar posting behavior from the Creator side



Holiday gifting mentions spike in late November (Black Friday/Cyber Monday), but still continue strong through December

Creators **start talking about "holiday gifting" in October** to prepare for peak consumer shopping moments in the LTK app

Summary

Holiday and Inflation Studies Show

- Gen Z and Millennials are **least impacted by inflation** and are the most engaged in Creator Commerce™
- Consumers shopping **shifting to price first** vs. convenience first
- Majority shopping **holidays online and on phone**
- The majority of people **shop on social channels through influencers** who are most influential compared to ads and celebrities
- Influencers drive traffic **online and in-store**
- Holiday shopping windows are expanding into September, with **36% of population intending to shop earlier than last year**
- Consumers shop for others, but are **shopping for themselves and their homes** at a high rate as well



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LTK Brand Platform



LTK Optimize

Turnkey Creator campaigns managed by LTK experts.



LTK Connect

Self-serve for brands who want to engage Creators for paid content with end-to-end campaigns.



LTK Launch **commissionable links**

Driving referral traffic.



LTK Benchmark

Competitive influencer benchmark analysis from 11 years of data.



LTK app

Augment reach and impressions through 8M monthly shoppers.



LTK Boost

Scale Creator reach with targeted media boosting from inside Creator's posts for more authentic reach.

CONTACT US

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Holidays are booking up early this year. Don't miss out!

Contact us to discuss your holiday influencer marketing strategy and how to get started before it's too late!

CONTACT US

