dynata™

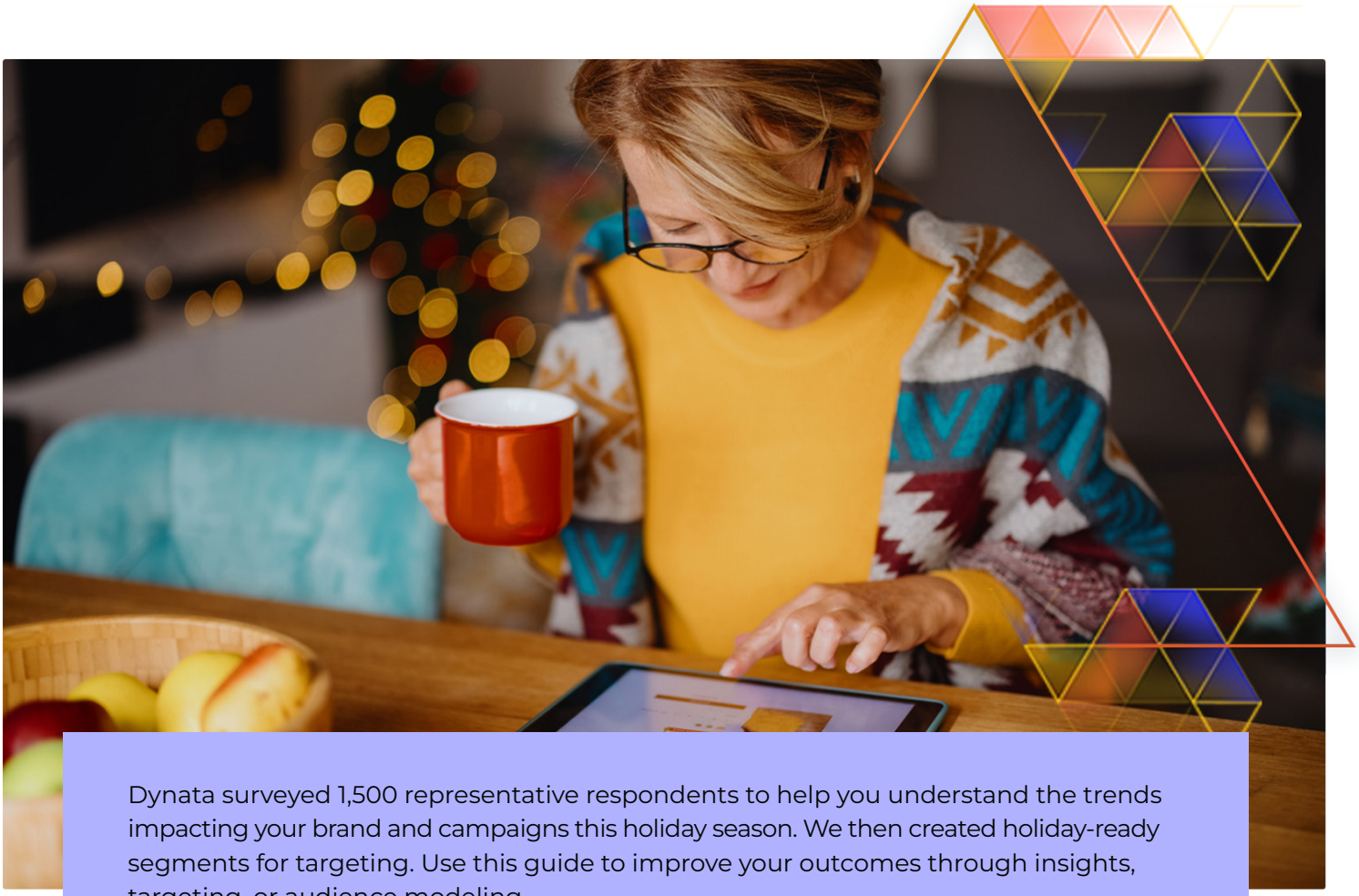
2025

Holiday Trends

AUDIENCE ACTIVATION GUIDE

This year has brought one of the most puzzling economic landscapes in recent memory. Headlines that once shook stock markets now hardly move the needle, while key indicators including employment and inflation suggest a resilient consumer despite rapid and significant geopolitical change.

As we approach the all-important holiday season, brands are wondering how consumers will behave, and how to reach them effectively.



Dynata surveyed 1,500 representative respondents to help you understand the trends impacting your brand and campaigns this holiday season. We then created holiday-ready segments for targeting. Use this guide to improve your outcomes through insights, targeting, or audience modeling.

Reach out to us today to learn more.

This report highlights **key trends shaping the 2025 holiday season** and shows how to turn those insights into action by reaching a wide range of target audiences directly.

Who is this guide for:

Those wishing to understand and proactively capitalize on trends shaping consumer behavior, including:

MARKETERS

STRATEGISTS

MEDIA PLANNERS

MEDIA BUYERS

What You'll Get from this Guide

- Consumer sentiment and spending plans to help you plan your 2025 holiday strategy
- A competitive advantage via insights derived from Dynata's robust, proprietary consumer survey data
- Suggested off-the-shelf audiences aligned with key findings, reachable via Dynata's audience activation solution
- Custom audience solutions for tailored targeting in addition to hundreds of pre-packaged audiences

Let's dive in.

Holiday budgets are under pressure, but consumers still plan to spend

Consumers are feeling price pressure this holiday season; **51% are concerned about costs,** especially on gifts. But that won't stop them from spending. Even though budgets are top of mind, **85% plan to shop for the holidays over the next six months**, and **21% plan to spend over $1,000.**

Among Christmas shoppers, **97% plan to buy gifts.** The most popular items on their shopping lists? **Clothing & accessories (79%), toys & games (58%), and food & beverages (51%)**.

CONSIDER THE FOLLOWING AUDIENCES:

- Plans to spend $1,000+ on holiday gifts
- Purchases clothing & accessories gifts
- Purchases toys & games gifts
- Purchases food & beverage gifts

The holiday rush happens earlier than you think

Ahead-of-schedule shoppers will be out and about this coming season: **45% plan to purchase their holiday gifts by Thanksgiving**, and **42% expect to finish shopping before December.**

Purchases will take place both online and in-person, with **77% of respondents doing at least some of their shopping on Amazon** and **74% doing so in-store**. Opportunities abound to reach these early birds, but doing so will require getting on their radar before it's too late.

CONSIDER THE FOLLOWING AUDIENCES:

- Purchases items Thanksgiving Week/Pre-Black Friday Sales
- Purchases holiday items in November
- Purchases gifts on Amazon

Holiday travel will continue, though plenty will cozy up at home

Lots of homebodies will be hunkering down this holiday season, as **55% of people plan to skip out on the rush and avoid travel**. Many others will be on the move, however, as **32% plan to travel for Christmas** and **28% for Thanksgiving**.

Whether at home or in transit, the holidays are an opportune time to help consumers enjoy what they love about the festive season, whether that's taking trips or indulging in the comforts of home.

CONSIDER THE FOLLOWING AUDIENCES:

- Travels for Christmas
- Frequently travel on domestic airlines for leisure
- Frequently stay in hotels for leisure travel

Sports fans are ready to play and to pay

Holidays aren't the only focus for consumers as 2025 winds down; sports are top of mind for many, and these fans plan to get in on the games in a variety of ways. Over the next six months, **43% plan to attend a live sporting event**, while **19% will go for their own form of glory by playing fantasy sports.**

With the World Series around the corner in October, right around the start of the NBA, NFL and NHL seasons, sports fans of all allegiances are getting pumped. The excitement of a possible championship or the sweet renewed hope that accompanies a new season comes around only once a year.

CONSIDER THE FOLLOWING AUDIENCES:

- Plans to attend an NFL/NBA/NHL game
- Watches the World Series
- Participates in fantasy sports or betting

Introducing Dynata's 2025 holiday audience segments

Reach the right shoppers at the right moment with pre-built audiences specifically designed for maximizing the holiday season.

From Halloween decorators to last-minute Christmas buyers, Dynata's holiday-specific audience segments help you reach real consumers with real intent, across every major moment of the season.

Want the full list or help choosing the best-fit audience?

Let's Talk.

Want more precision? Explore custom audiences

Sometimes even a selection of over 1,600 off-the-shelf, activation-ready audiences merits some fine-tuning. Dynata's custom audience generation offers the flexibility and precision to reach exactly who you need.

- Curate hyper-specific audience profiles tailored to your business and campaign goals
- Activate audiences seamlessly across advertisement platforms and demand-side platform (DSP) applications
- Reach real people – not lookalikes or proxies – and maintain consistency across channels

Ready to maximize your campaigns?

Whether you're targeting holiday shoppers, travelers, sports fans, or a tailored audience, Dynata offers the precision you need with the ease of reaching them directly. By combining our catalog of syndicated audiences with bespoke custom solutions, you can boost your high-value reach, engagement, and ROI through Dynata's highly efficient and effective toolkit.

Data sources:
First-party data from real consumers.

Find us on:

/LiveRamp CADENT Google Display & Video 360 theTradeDesk .... and MORE

Ad platform compatibility:
Available for activation across 400+ DSPs and media channels.

Industry certified:

Neutronian iab. TECH LAB NAI

Ready to connect with your best audience and skip the guesswork?

Contact Dynata today

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