



5 Holiday Shopping Trends to Watch in 2015

Last year, holiday shopping started early (like, Halloween early). Given the holiday creep, will you be ready for the moments that matter—when they still matter? To help you prepare, we looked at Google data and research from the 2014 holiday season. Here's our list of trends to watch. Be sure to check it twice.



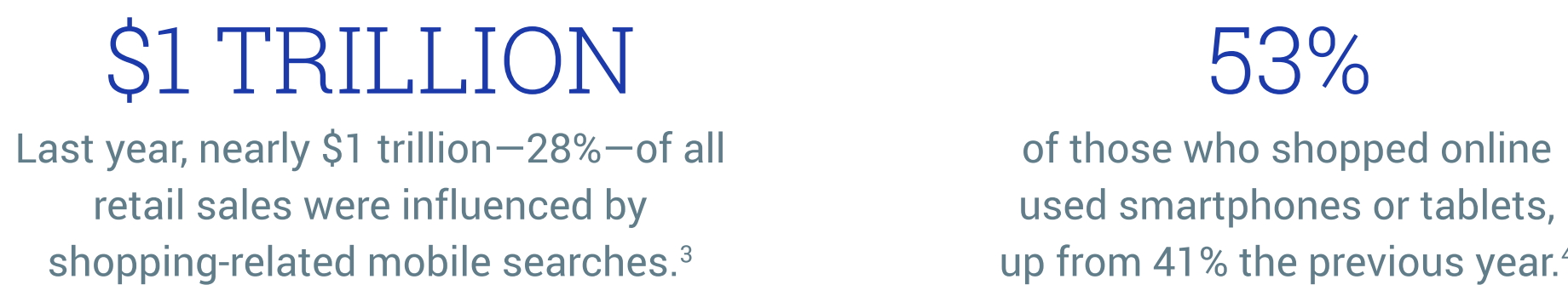
1

The most connected holiday shopping season—ever
Shoppers reported spending more time researching and purchasing online than they did in years past.



2

Big money was spent through small screens
People searched and purchased on their smartphones in many I-want-to-buy moments throughout the day and night.



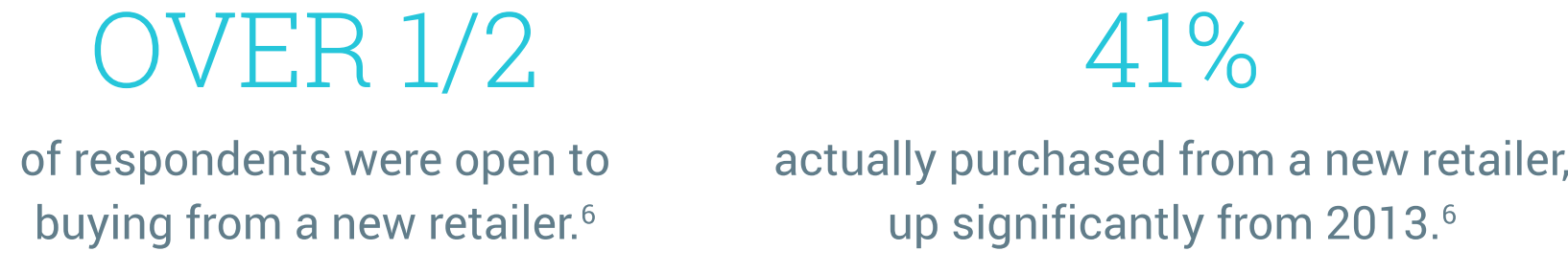
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Holiday shopping began long before Black Friday
Rather than wait for a single sale day, people started shopping before Halloween, and nearly half did most of their shopping on or prior to Cyber Monday.



4

Brand loyalties were up for grabs
Consumers were open to change, often looking to new stores and brands for their holiday purchases.



5

Holiday shoppers turned to YouTube videos
Peers were the biggest influencers in video. Their reviews held more sway than those from experts.

Of people who watched online videos to help with holiday



SOURCES

- 1 Ipsos MediaCT, Google Post Holiday Shopping Intentions Study, January 2015, n=1,500.
- 2 Ipsos MediaCT, Google Post Holiday Shopping Intentions Study, January 2015, n=1,167.
- 3 Deloitte, “Navigating the New Digital Divide: Capitalizing on Digital Influence in Retail,” May 2015.
- 4 Ipsos MediaCT, Google Post Holiday Shopping Intentions Study, January 2015, n=1,167, January 2014, n=1,077.
- 5 Ipsos MediaCT, Google Post Holiday Shopping Intentions Study, January 2015, n=1,500, January 2014, n=1,500.
- 6 Ipsos MediaCT, Google Post Holiday Shopping Intentions Study, January 2015, n=1,500.
- 7 Ipsos MediaCT, Google Post Holiday Shopping Intentions Study, January 2015, n=114.