Shopper personas

PwC Holiday Outlook 2024

Learn more about the expected shopping behaviors and preferences of these distinct shopper personas.

Gen Z: The connected shoppers

Profile

65%
earn less than $65K

43%
live in the South / 50% live in a suburban community of a larger city

75%
have an Amazon Prime membership

61%
plan to travel this holiday (US and international)

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Spending

29%
plan to shop on Black Friday
(vs. 22% overall)

56%
plan to buy electronics as gifts for themselves
(vs. 49% overall)

61%
plan to buy apparel as gifts for others
(vs. 56% overall)

33%
are more likely to buy experience gifts (excursions, classes) for themselves
(39% vs. 29% overall)

Shopping preferences

60%
plan to visit the stores in person when discovering what items to gift
(vs. 55% overall)

50%
plan to use generative AI queries to research more info about an item
(vs. 42% overall)

37%
plan to use social media to compare items
(vs. 31% overall)

34%
plan to use brand apps on iPhone/Android to purchase items
(vs. 27% overall)

Relationship builders

72%
find it important to have self-checkout technology during holiday shopping
(vs. 55% overall)

64%
prefer to buy a gift that supports a cause for social good, even if the gifts can't be returned
(vs. 55% overall)

40%
say celebrity/influencer endorsement is important to them when holiday shopping
(vs. 28% overall)

69%
say unique and personalized offerings
(customizable gifts, tailored shopping) are important to them when holiday shopping
(vs. 59% overall)

Opportunity

By integrating more digital tools that facilitate easy product discovery and seamless purchase processes, brands can enhance the shopping experience for Gen Z. Emphasizing social good and personalization in products can also help capture their loyalty and increase engagement.

In-store digital experience hunters: The tech-forward shoppers

Profile

28%
live in metropolitan/large city areas

47%
are able to pay monthly bills and have enough left over for savings, holidays and extras

30%
plan to spending more this holiday season

35%
say their financial situation is better than 12 months ago

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Spending

17%
plan to complete all of their holiday shopping in-store
(vs. 14% overall)

33%
plan to buy experience gifts (excursions, classes) for themselves
(vs. 29% overall)

63%
seek out products with the latest technological features
(vs. 57% overall)

62%
seek out local brands when purchasing gifts
(vs. 54% overall)

Shopping preferences

54%
say they can be last minute shoppers to ensure they have everything they need
(vs. 46% overall)

39%
prefer personalized shopping services when researching more about items
(vs. 33% overall)

31%
say they use generative AI inquiries when comparing items
(vs. 25% overall)

66%
say family/personal traditions drive their plans on when to shop
(vs. 58% overall)

Relationship builders

67%
say loyalty programs and rewards are important factors when shopping this holiday season
(vs. 63% overall)

58%
say it's important to have a virtual experience of products through augmented reality technology
(vs. 36% overall)

56%
say it's important to have digital assistance in the fitting room
(vs. 39% overall)

50%
use the Prime gaming service as part of their Amazon Prime membership
(vs. 37% overall)

Opportunity

Brands can attract these tech-savvy shoppers by creating unique in-store digital experiences, such as AR/VR integrations and interactive displays, that blend the digital and physical shopping realms. Promoting loyalty programs and exclusive rewards for in-store digital interactions could further incentivize repeat visits.

Discount shoppers:
The savvy savers

Profile

60%
female

73%
earn less than $65K

64%
struggle to pay monthly bills or have very little/ nothing left over for savings, holidays and extras

64%
less likely to have an Amazon Prime membership (vs. 68% overall)

View more shoppers

Spending

47%
are likely to primarily shop in-store
(vs. 40% overall)

70%
prefer to use a debit card and 66% prefer to use cash as their payment method

46%
plan to buy beauty and cosmetics gifts for themselves
(vs. 43% overall)

27%
less likely to buy experience gifts (excursions, classes)
(vs. 29% overall)

Shopping preferences

80%
are more likely to shop for gifts with a flexible or extended returns time frame
(vs. 78% overall)

44%
want the ability to purchase items on site
(vs. 40% overall)

59%
are more likely to visit the stores in-person when discovering what items to gift
(vs. 55% overall)

64%
are more likely to visit the stores in-person when purchasing items
(vs. 60% overall)

Relationship builders

84%
say that promotions, discounts and sales are important to them when holiday shopping
(vs. 82% overall)

71%
anticipate deeper discounts of out-of-season products post-holiday season this year
(vs. 68% overall)

49%
plan to shop more for resale, upcycled or used products this year compared to 2023
(vs. 45% overall)

30%
plan to use brand apps on iPhone/Android when discovering what items to gift
(vs. 28% overall)

Opportunity

Offering exclusive in-store promotions and deeper post-holiday discounts could effectively attract discount shoppers. Implementing flexible return policies and highlighting the affordability of upcycled or used products can also appeal to their budget-conscious nature.

The economically conscious travelers

Profile

95%
plan to travel within the US (vs. 43% overall)

40%
earn over $65K (vs. 35% overall)

78%
plan to travel for leisure only activities (vs. 65% overall)

80%
plan to travel by car to get to their destination this holiday season (vs. 73% overall)

View more shoppers

Spending

31%
plan to spend more this holiday season compared to last year
(vs. 26% overall)

60%
cutting back on dining out or home delivery/takeout (e.g., Uber Eats, DoorDash, Grubhub)
(vs. 55% overall)

79%
are concerned around higher travel prices
(vs. 61% overall) including gasoline prices (79% vs. 58% overall) and rising hotel costs (63% vs. 54% overall)

48%
say that cost of utilities is a factor that will most likely impact holiday spending this year spending this year
(vs. 42% overall)

Travel preferences

80%
planning to travel by car this holiday season
(vs. 73% overall)

8%
plan to stay at an all-inclusive facility this holiday season
(vs. 12% overall)

46%
plan to use brand apps on iPhone/Android when comparing items during holiday shopping
(vs. 38% overall)

50%
prefer to contact a customer agent over the phone if they experience any issues or disruptions with their holiday travel
(vs. 43% overall)

Relationship builders

45%
say sustainable and green travel options are important for their travel booking experience
(vs. 62% overall)

27%
are more likely to use Apple Pay/Android Pay
(vs. 22% overall)

62%
say new or innovative brands or products (e.g., latest trends, technological features, greater functionality) is an important factor when holiday shopping
(vs. 57% overall)

75%
say that the price of their items is a very important factor when holiday shopping
(vs. 69% overall)

Opportunity

Travel brands should focus on offering budget-friendly travel options and transparent pricing to appeal to economically conscious travelers. Promoting sustainable and green travel choices could also resonate with their preferences, potentially enhancing brand loyalty and consumer trust.

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