

Consumer plans for Holiday 2023

Consumers are prioritizing what's important to them



Essentials:

Essential categories of spend – like back-to-school – are spiking



Experiences:

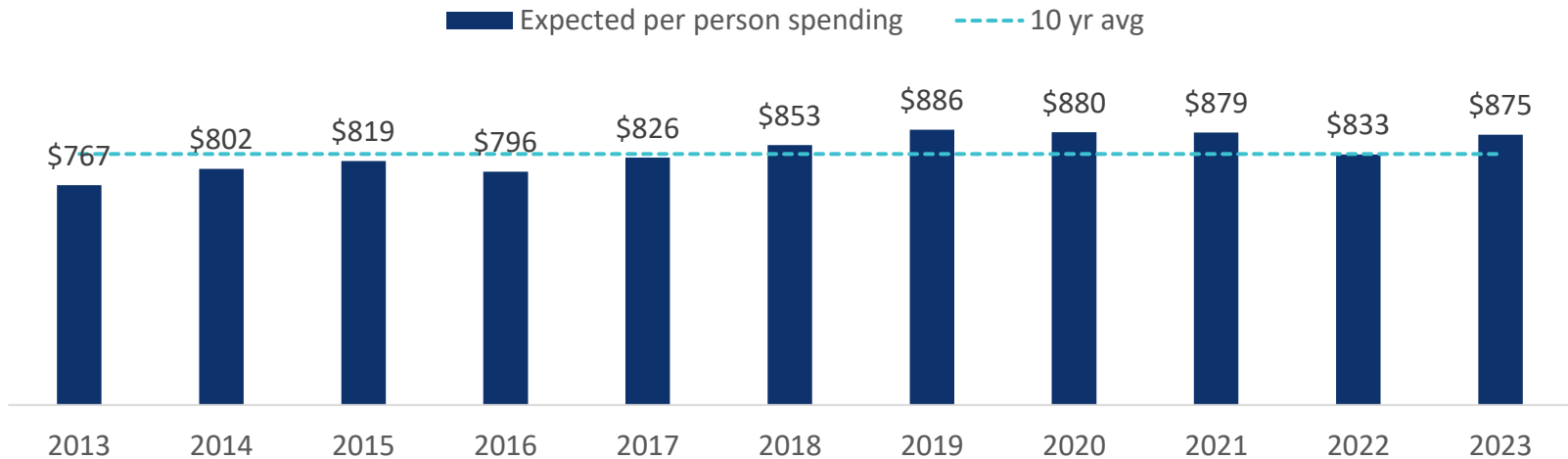
The share of discretionary spending going to services vs goods is back to pre-pandemic levels



Events:

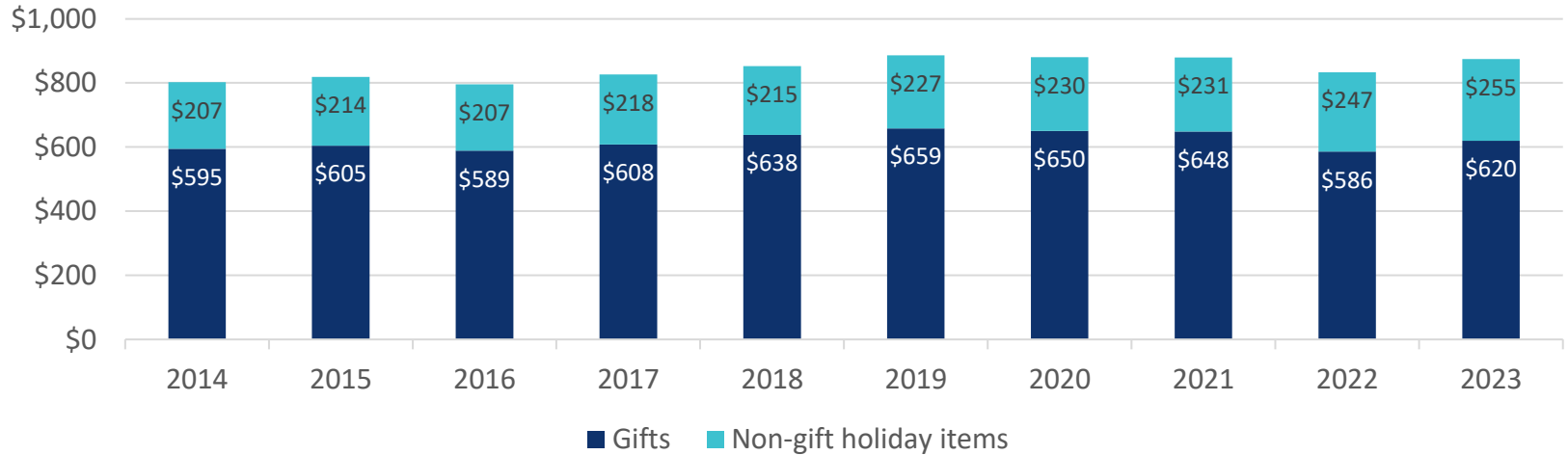
Total spending on nearly every holiday and celebration this year has exceeded previous records

Expected average spending on gifts and other holiday essentials



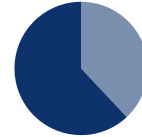
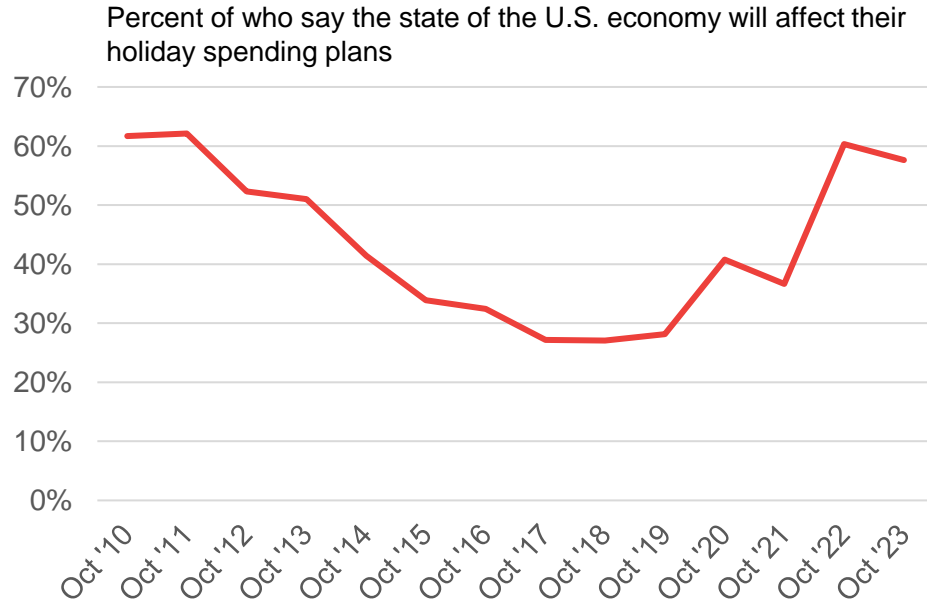
Source: NRF and Prosper Insights & Analytics, October 2023 Holiday Survey

Consumer holiday spending by category

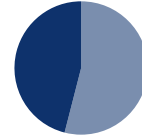


Source: NRF and Prosper Insights & Analytics, October 2023 Holiday Survey

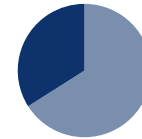
A value-minded shopper



62% say sales are more important to them this year compared to last year



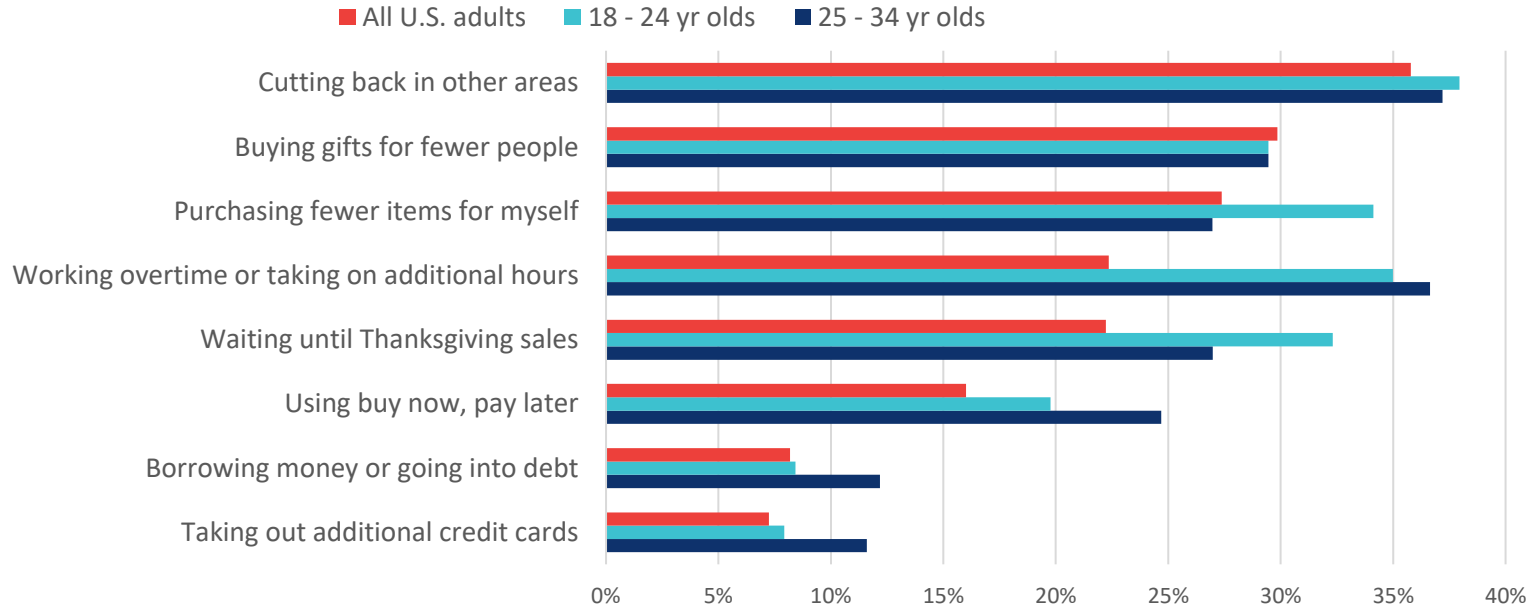
46% are shopping for sales more often



34% doing more comparative shopping online

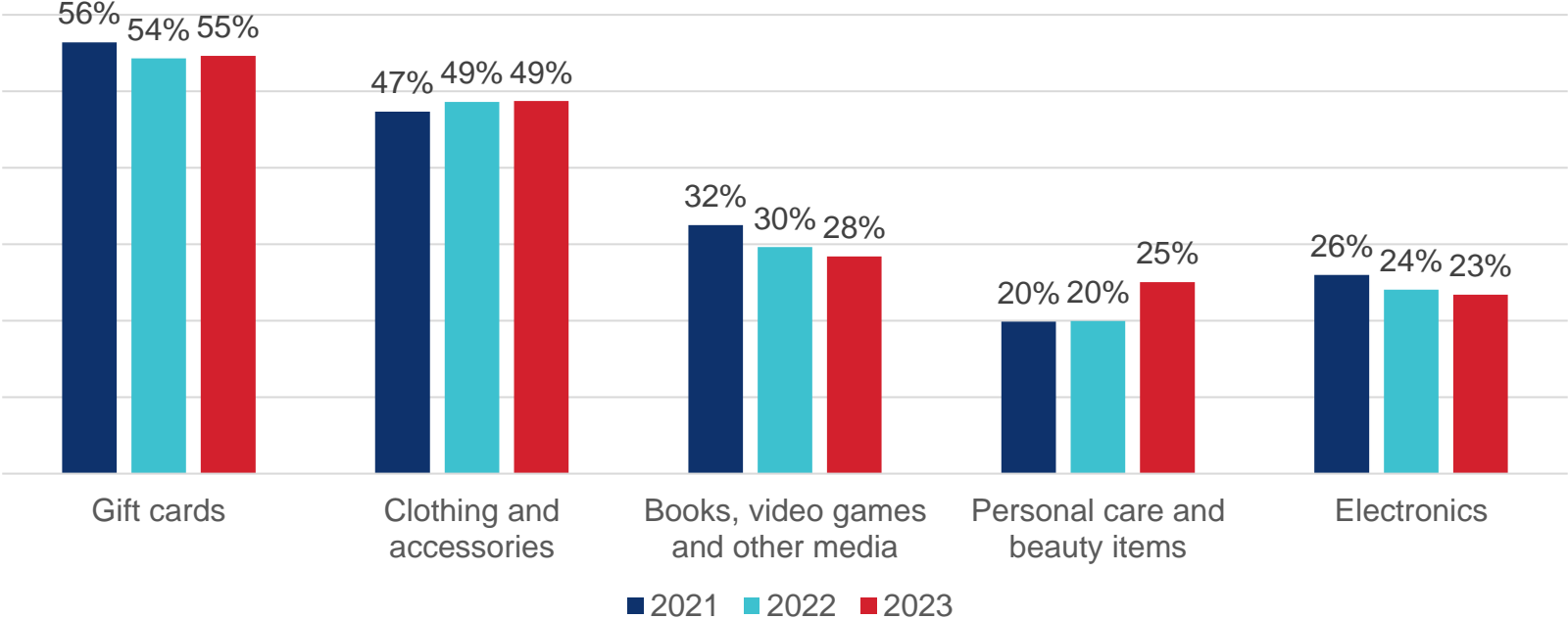
Source: NRF and Prosper Insights & Analytics, October 2023 Holiday Survey

Steps shoppers are taking to cover the cost of holiday items



Source: NRF and Prosper Insights & Analytics, October 2023 Holiday Survey

Top five gifts shoppers would like to receive

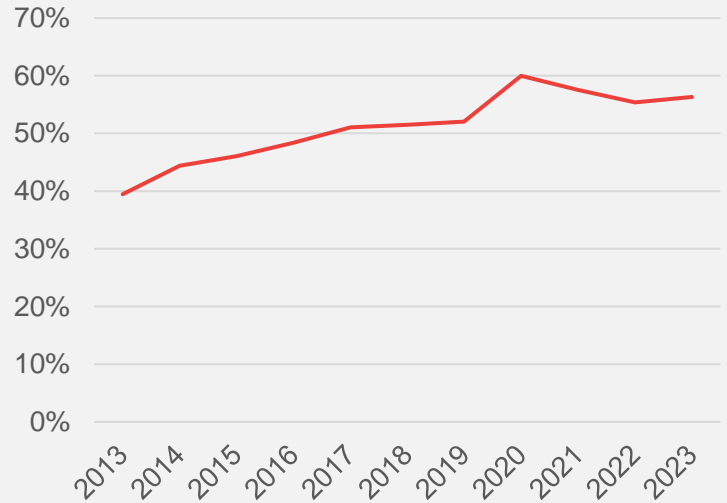


Top five holiday shopping destinations

- Online
- Department stores
- Discount stores
- Grocery stores
- Clothing or accessories stores

Percent of holiday shopping planned online

Percent of holiday shopping consumers plan to conduct online on average



Source: NRF and Prosper Insights & Analytics, October 2023 Holiday Survey



Back-to-school starts in June:
55% of started shopping for back-to-class
by early July, up from 44% in 2019



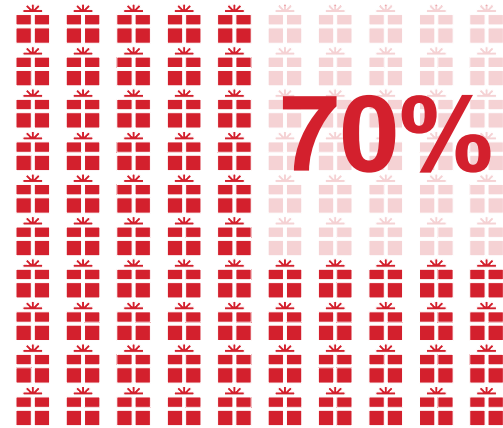
Halloween is underway in September:
47% of started shopping for Halloween
before October, up from 36% in 2017



**Holiday shopping has shifted to
October:** 43% of holiday shoppers
generally start before November up from
39% in 2019.

Source: NRF and Prosper Insights & Analytics

And early sales may move holiday shopping up even earlier



Of consumers considered taking advantage
of early October sales to pick up gifts and
other holiday items

Thank you!