



A PIXABILITY REPORT

# Holiday Shopping Behavior And YouTube

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## EXECUTIVE SUMMARY

YouTube plays a pivotal role in holiday shopping, emerging as a dynamic and influential platform that profoundly impacts consumer behavior and purchasing decisions.

The platform transforms holiday shopping from a transactional experience into an immersive journey, where individuals find inspiration, make well-informed selections, and feel a sense of camaraderie, thereby elevating its importance as a catalyst for successful holiday commerce.

It is imperative that brands invest in YouTube strategy given its importance in the customer journey.

## TOP LINE HIGHLIGHTS

- 1 29% of Americans are finished with their holiday shopping by the end of October and it is important to get in front of consumers ahead of their holiday shopping.
- 2 87% of viewers say that when they're shopping or browsing on YouTube, they feel like they can make a purchase decision faster.
- 3 "Gift guide" and "wish list" are seasonally-relevant keywords on YouTube. Gift guides can be uploaded by both brands and creators to target specific stores or demographics.
- 4 YouTube Shorts is the #1 short-form video platform for viewers discovering new products and brands in Europe, the Middle East, and Africa (EMEA).
- 5 Different geos prioritize different concepts when online shopping (deals vs. sustainability).
- 6 More than half of online shoppers worldwide use their mobile phones to make online purchases – it is important to consider VAC campaigns which runs predominantly on mobile and shows high CTR.

SECTION 01

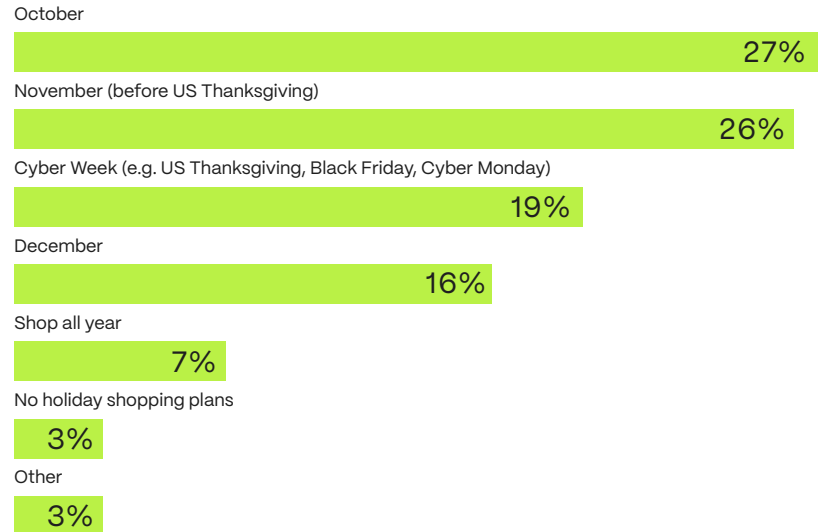
# Holiday Shopping Overview

# Most US/UK holiday shoppers will start before Thanksgiving this year

53%

of UK/US adults plan to start holiday shopping before Thanksgiving

## Timeframe when UK and US adults plan to start holiday shopping, April 2024 (% of respondents)



## HOLIDAY SHOPPING OVERVIEW

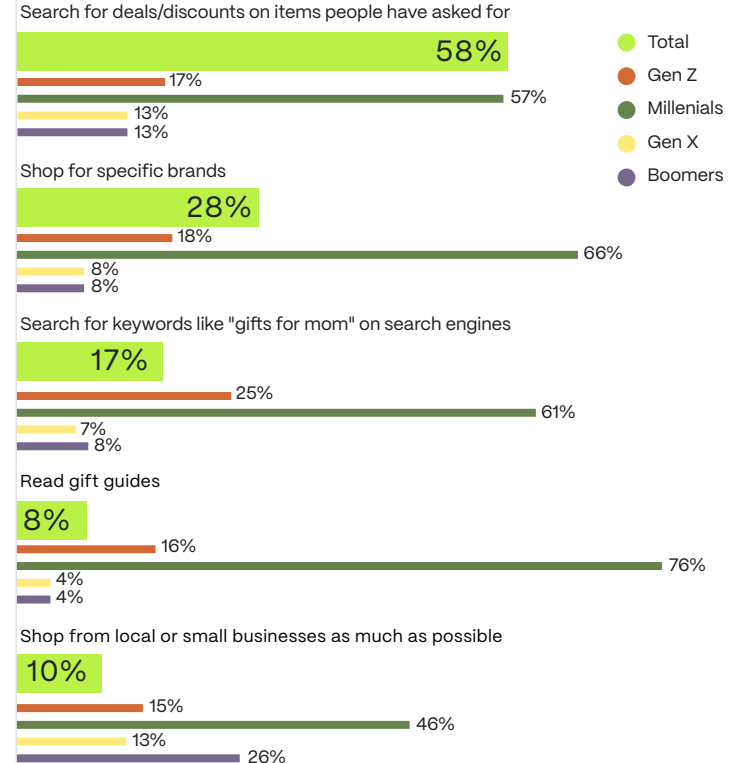
# Majority of consumers look for deals while they shop for holiday gifts, followed by specific brands

Make sure to build demand for your brand ahead of the holiday season so your brand is part of the consumer's consideration set when they start their shopping.

Then featuring a deal/discount during holiday season is a winning combination.

## Popular gift shopping strategies\*

\*Respondents could select multiple options



Source Jungle Scout

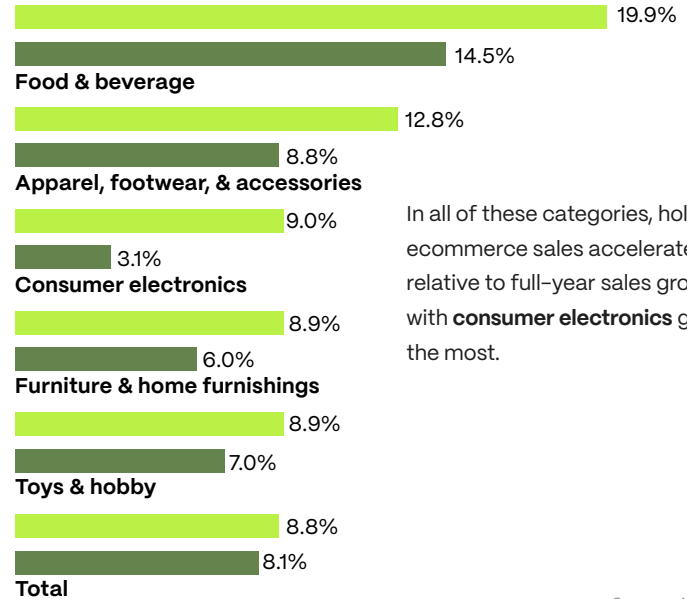
# Holiday sales spanned beyond gift-giving categories

eMarketer reported the ecommerce sales growth in household essentials during the holiday season, like Food & Beverage, grew more than other traditional holiday categories.

In all of these categories, holiday ecommerce sales accelerated relative to full-year sales growth, with consumer electronics gaining the most.

The growth shows that brands not typically associated to holiday gifting have the opportunity to be as, if not more, competitive during prime-time holiday season.

**Five of our top-line product categories had holiday ecommerce sales growth above the 8.8% average**  
% change in US holiday season\* vs. full-year ecommerce sales, by category, 2023



In all of these categories, holiday ecommerce sales accelerated relative to full-year sales growth, with **consumer electronics** gaining the most.

Source: [eMarketer](#)



## SECTION 02

# The Customer Shopping Journey on YouTube

# Consumers leverage YouTube at every stage of their holiday shopping journey

## 90% of people say they discover new products on YouTube

PixTip: Leverage brand assets or partner with Creators to help reach the right consumer with your message

## Over 50% of people say online video has helped them decide which product or brand to buy

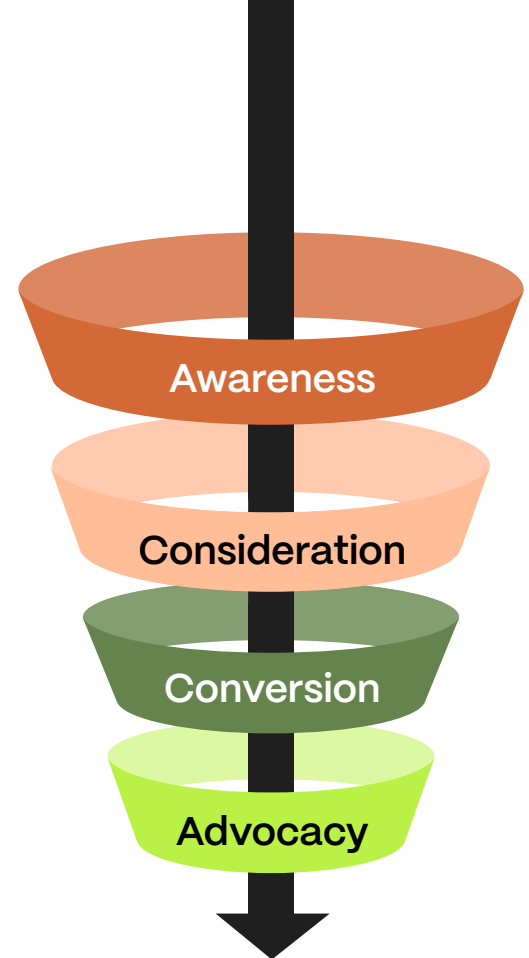
PixTip: Test creative elements such as gift guides, product comparisons, product reviews, or Q&As to drive consumers down the funnel

## 70% of people say they bought a brand as a result of seeing it on YouTube

PixTip: Leverage shoppable ad formats targeted on mobile devices to prompt immediate action during major sales periods

## 81% of consumers say content from influencers drives interest in an item or service

PixTip: Encourage fans of your brand to engage with your sponsored content, create their own reviews, and share affiliate links to drive incremental sales



## THE CUSTOMER SHOPPING JOURNEY ON YOUTUBE

# YouTube prompts consumers to take immediate action in November and December

**75%** of viewers say YouTube enhances the traditional shopping journey by delivering unexpected inspiration.

**+60%** Advertisers who add product feeds to their Video Action Campaigns achieve 60% more conversions at a lower cost.

**70%** of shoppers say YouTube helps ensure they "feel good about the purchase they made."

Source: Google, Talk Shoppe



## SECTION 03

# YouTube & Holiday Shopping Trends

## YOUTUBE & HOLIDAY SHOPPING TRENDS

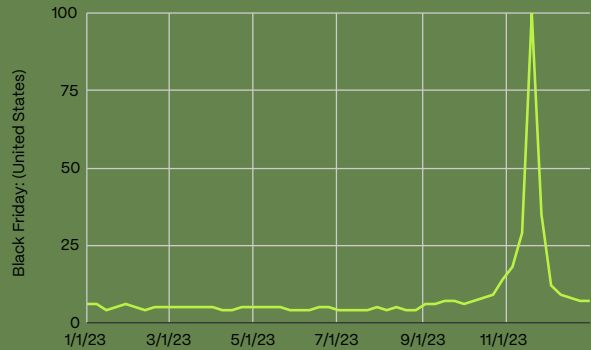
# Black Friday Shoppers on YouTube plan further ahead than Cyber Monday shoppers

YouTube searches for "black friday" began to see upticks in volume starting between the last week in October and the first week in November. These searches begin weeks ahead of Black Friday.

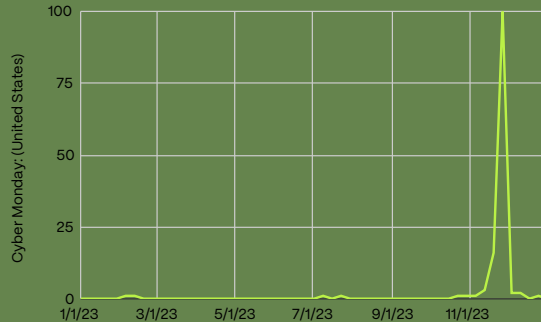
In contrast, YouTube search volume for "cyber monday" does not see an uptick until the week of Thanksgiving, just days before Cyber Monday.

Cyber 5, the days between Thanksgiving and Cyber Monday accounted for 16.2% of all U.S. holiday retail ecommerce sales in 2023. Cyber Monday alone delivered \$13.2B in ecommerce sales and shopping videos across YouTube earned 66% higher views on the day as shoppers considered their options before making a final purchase.

### Black Friday



### Cyber Monday



Source: Google Trends - 2023


# Shoppers turn to YouTube for multiple research methods

According to [Think with Google](#), online ratings, reviews, and price comparisons are among the top resources for people looking to feel confident in large purchases ahead of advice from family and friends.

YouTube serves as a primary navigation point of research for these types of questions that shoppers want answers to. Brands are encouraged to create their own shopping-related content to make their products stand out or consider influencer partnerships for the holiday season. These tactics boost brand awareness and engagement.





**Meta Quest 3 Vs PlayStation VR 2 | What Headset Should You Buy? Review & Comparison**

 **Rhys Da King VR**  
46.2K subscribers

[Join](#) [Subscribe](#)



**Should you buy AirPods Max in 2024? My BIG test!**

 **Mark Ellis Reviews**   
159K subscribers

[Subscribe](#)

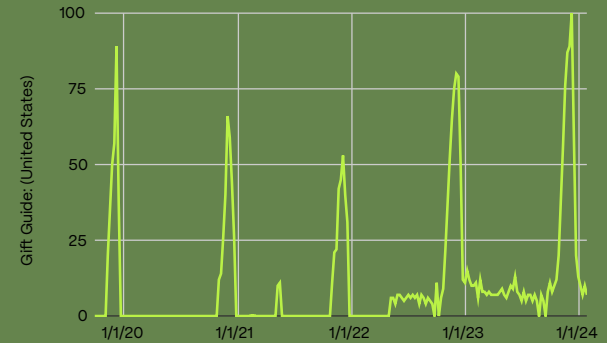
## YOUTUBE & HOLIDAY SHOPPING TRENDS

# Seasonal trending searches have the opportunity to span across different categories

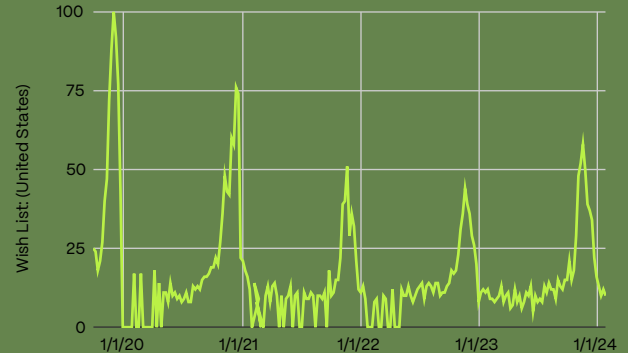
It's no secret that holiday shoppers turn to YouTube for inspiration on 1) what to purchase for other people and 2) what to ask for from other people in regards to holiday gifting.

Brands in the holiday shopping market should consider uploading gifting-related content (ex: "Top 10 Items to Purchase for Gen Z"), collaborations with other YouTube creators to gain visibility on these high-trending videos, or run advertisements on these kinds of videos.

### Gift Guide



### Wish List



Source: Google Trends - 2019 - 2024

## YOUTUBE & HOLIDAY SHOPPING TRENDS

# Brands and creators can participate in gift guide and wishlist content to inspire shoppers

Gift guides serve as a form of inspiration to YouTube viewers who need help finding gifts for others during the holiday season. These can be uploaded by both brands and creators and be specific in what their gift guides are for. Store-specific guides can show viewers top products that they should be shopping for while demographic-specific guides are tailored to who the viewers are shopping for. Both kinds of gift guides can successfully drive performance.

From a targeting perspective, brands can target shoppers on guide content to direct them to a shopping browse page or another direct line of conversion.

### Store-Specific (Brand)



Sony Holiday Gift Guide 2023 on The Lowdown!

**654K Views**

**0.01% Engagement Rate**

### Store-Specific (Brand)

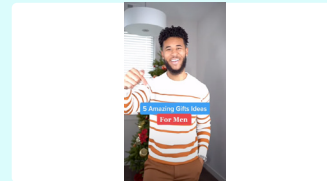


100+ CHRISTMAS GIFT IDEAS for TEEN GIRLS! \*Our Christmas wishlist/teen gift guide 2023\*

**682K Views**

**2.66% Engagement Rate**

### Demographic-Specific



5 AMAZING GIFT IDEAS FOR MEN | Christmas Gift Ideas

**432K Views**

**2.14% Engagement Rate**

Source: PixabilityOne and YouTube API public data | August 2022 – January 2023



## YOUTUBE & HOLIDAY SHOPPING TRENDS

# YouTube holidays hauls have grown 22% YoY

Holiday hauls earned 22% more views in 2023 than they did in 2022.

These videos are posted both leading up to the holidays, as people share what they're gifting to others, and after the holidays, as people showcase what they've received.

Many viewers use hauls to get inspired for their shopping trips, with 2M views on holiday hauls in October and November of last year. Others watch hauls after the holidays, curious about what other people received. This is evident from the 4.3M views on Team2Moms' haul posted last Christmas.

Brands are encouraged to consider their holiday YouTube strategy in the fall to ensure they maximize their audience reach as soon as holiday shopping begins.

[🎄 My Christmas Gifts Haul 🎄 #shorts](#)



## YOUTUBE & HOLIDAY SHOPPING TRENDS

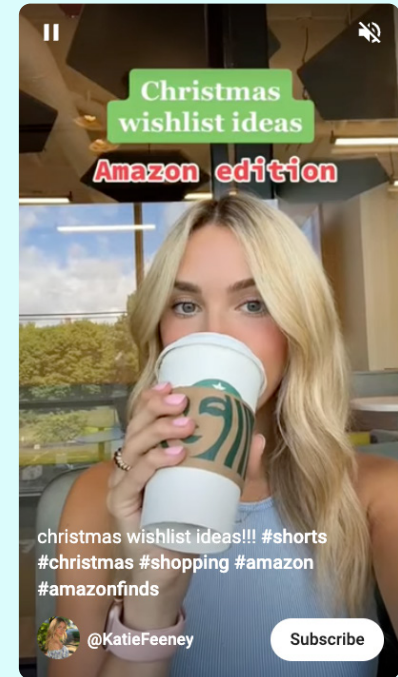
# YouTube Shorts is the #1 short-form video platform for viewers discovering new products and brands in Europe, the Middle East, and Africa (EMEA)

Viewers then turn to long-form YouTube content for additional information

EMEA YouTube viewers already turn to YouTube shorts for their shopping inspiration, so it is important to drive shoppers with YouTube shorts ahead of the holiday season.

Google research also shows that viewers will turn to long-form content on YouTube to conduct further research about new purchases. 59% of Gen Z YouTube viewers also watch longer versions of videos they discover on short-form video apps.

Brands should consider uploading a mix of YouTube shorts and long-form content to their YouTube channels to 1) gain maximum visibility from YouTube shorts and 2) provide in-depth information about their products from long form content.



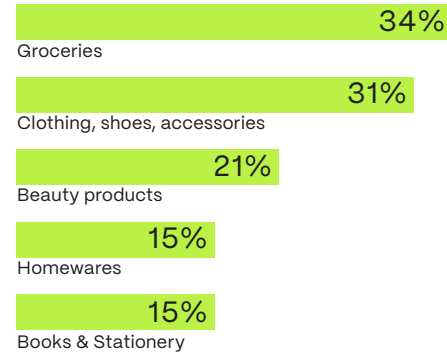
Source: [Think with Google](#) and [Think with Google](#)

# Australia online shopping: 56% of people would wait longer for deliveries to reduce their environmental impact

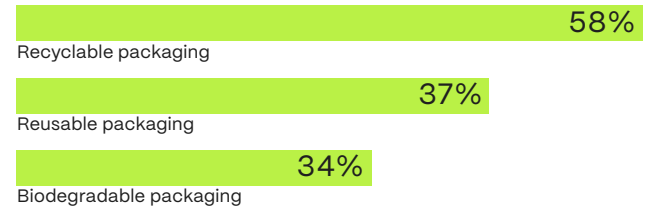
Australia is prioritizing sustainability in online shopping across varying categories from groceries to beauty products. The largest consideration for sustainability is recyclable packaging.

Brands that prioritize sustainability messaging will create positive brand awareness during the holiday shopping season.

## Categories shoppers are most likely to buy sustainable options



## Biggest sustainability consideration when shopping online



Source: [Australia Post](#)

## SECTION 04

# Using YouTube to enhance your shopping strategy

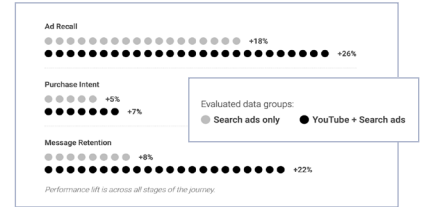
# Adding video to your mix impacts the customer journey

# 55%

of people search for a product on Google, and then learn more by going to YouTube before they buy it



The ad impact of search was stronger when video was added

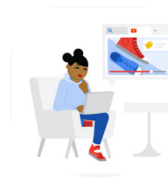


Improve search performance

**+8%**  
conversions

**+3%**  
conversion rate

**-4%**  
lower CPAs



# 80%

of people say they typically switch between online search and video when researching products to buy



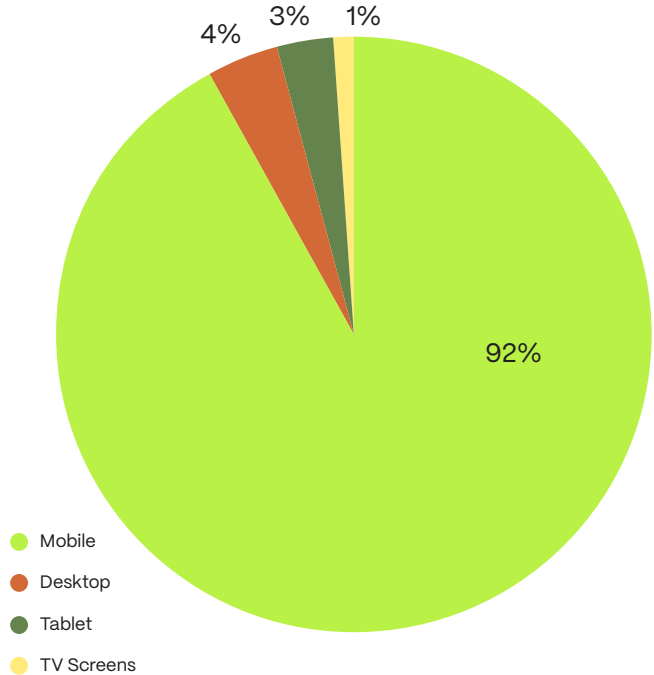
More than half of online shoppers worldwide use their mobile phones to make online purchases.

Source: [DataReportal](#)

# Pixability data shows roughly 92% of VAC Impressions are served on Mobile

700M VAC impressions were served on Mobile devices from Q1 2023 through Q2 2024, equating to 92% of the impression share. Desktop had about 4% share and Tablet had about 3% share. TV screens ranked last with 1% of impressions.

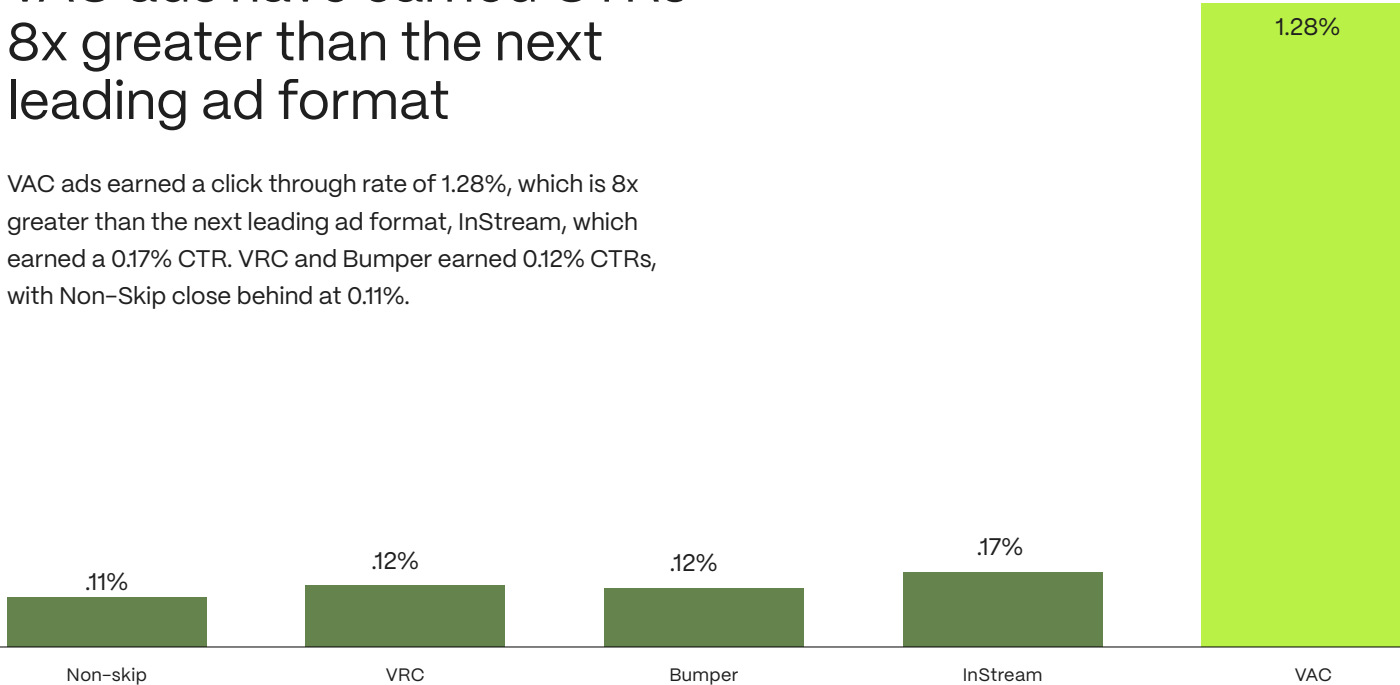
% Share Of VAC Impressions By Device



PixabilityOne and Pixability client data | Date: Jan 2023 - June 2024

# VAC ads have earned CTRs 8x greater than the next leading ad format

VAC ads earned a click through rate of 1.28%, which is 8x greater than the next leading ad format, InStream, which earned a 0.17% CTR. VRC and Bumper earned 0.12% CTRs, with Non-Skip close behind at 0.11%.



PixabilityOne and Pixability client data  
Date: Jan 2023 – Jun 2024



# Optimizing your YouTube strategy for holiday shopping

## Start your holiday content strategy early

- 29% of Americans are finished with their holiday shopping by the end of October
- Creating campaigns before major holiday shopping events will establish brand awareness for when the events actually occur

## Understand YouTube's position within the customer journey

- Consumers go to YouTube as the first video platform when searching for a product online
- Gift guides, wish lists, and shop with me content are popular shopping content types that give viewers shopping inspiration
- Consider what your target audience is prioritizing (deals and savings, sustainability, etc)

## Run VAC campaigns on mobile devices to drive conversions

- We see that 92% of VAC impressions are delivered on mobile devices.
- The Gen Z audience is more likely to click through on mobile devices.
- Brands should consider running vertical video creatives to maximize impact on mobile devices and drive stronger performance against their VCR & CTR KPIs.

