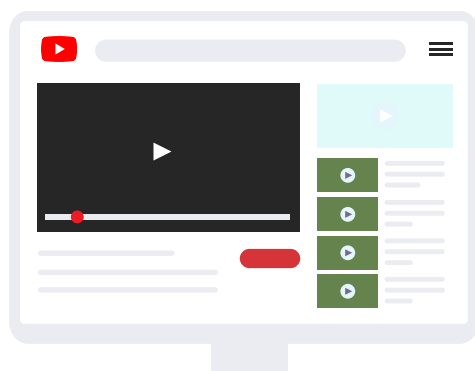


2024 Holiday Viewing Trends



75%

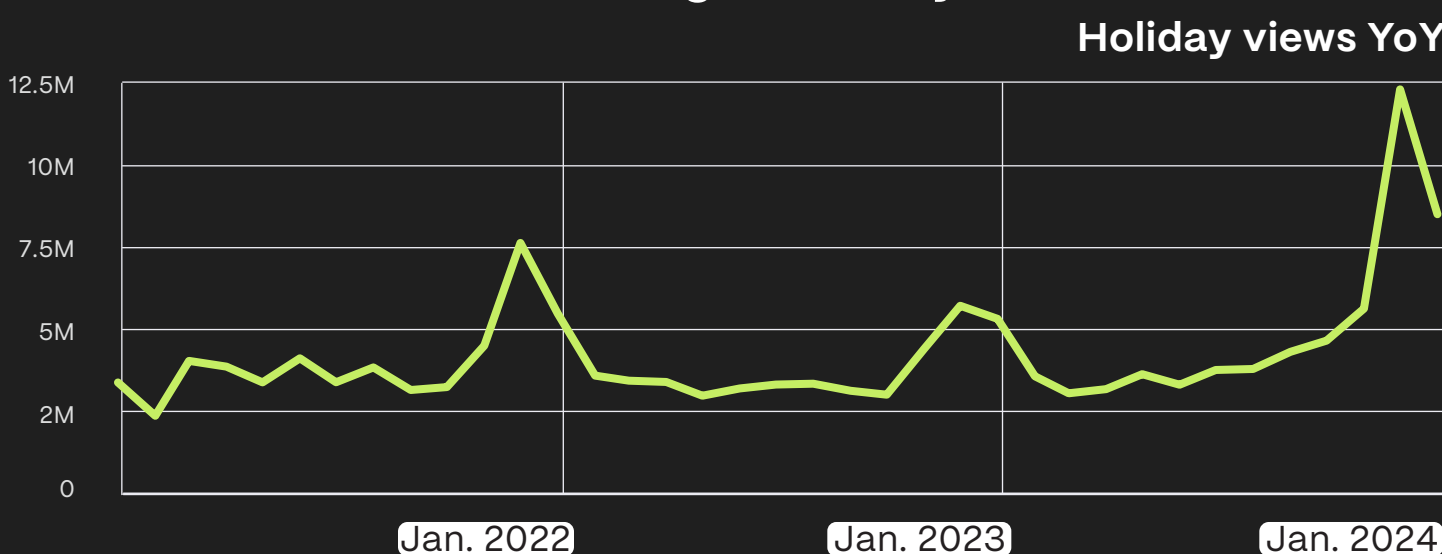
of viewers say YouTube enhances the traditional shopping journey by delivering unexpected inspiration.



Source: Google, Talk Shoppe



Holiday views on YouTube start to rise in November & continue through January



There were

23 Billion

Total Holiday Views on YouTube in the 2023 Holiday season

66%

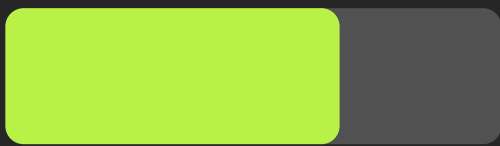
of buyers have said that they watch YouTube videos to get ideas and inspiration before making purchasing decisions

Source: Hubspot

Hobbies & Music

had the most holiday views in 2023

70%



of viewers have made a purchase after seeing a brand on YouTube



58%

of shoppers search for deals/discounts on items people have asked for

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