

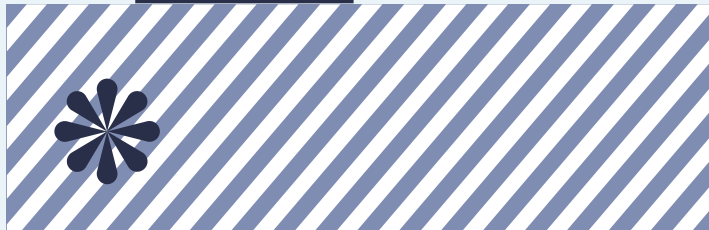
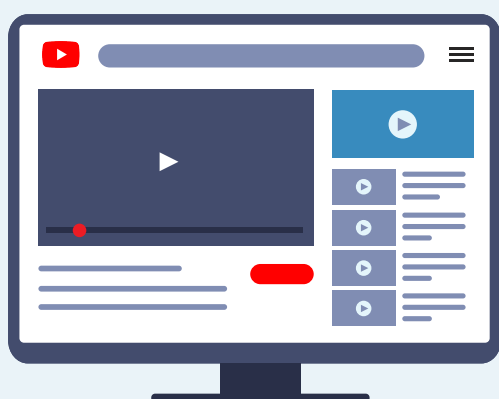
2023 Holiday Viewing Trends



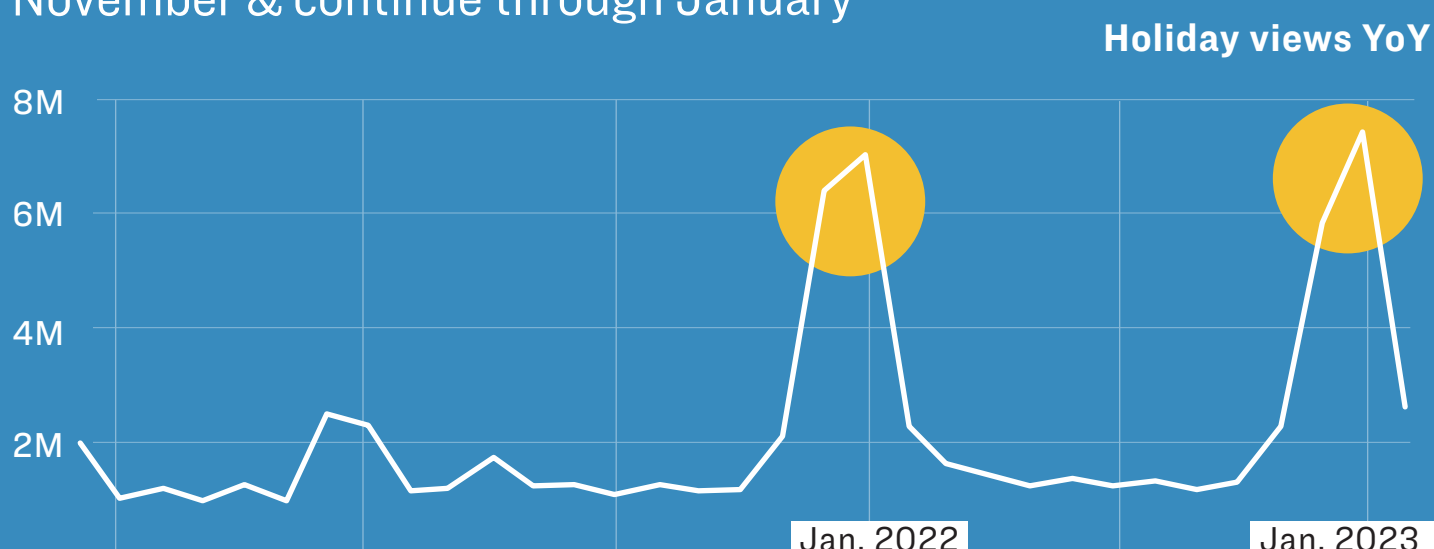
YouTube is the

#1 VIDEO PLATFORM

Users turn to when doing their holiday shopping



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



Source: PixabilityOne and YouTube API public data | 2021-2023

There were

68 BILLION



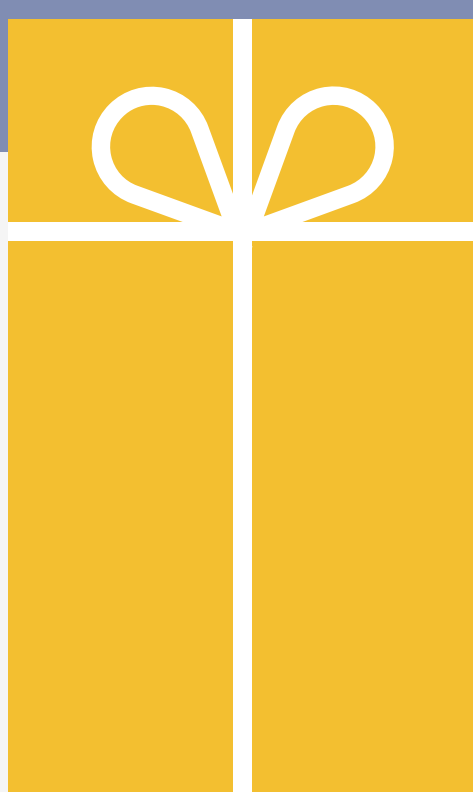
Total Holiday Views on YouTube in the 2022 Holiday season



66%

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

(source: Hubspot)



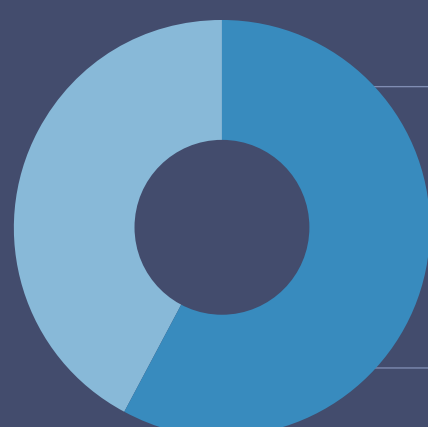
HOBBIES & MUSIC

had the most holiday views in 2022

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

Let's chat about how we can help you reach your goals
Reach out to info@pixability.com

