

2023 Holiday Viewing Trends



YouTube is the

#1 VIDEO PLATFORM

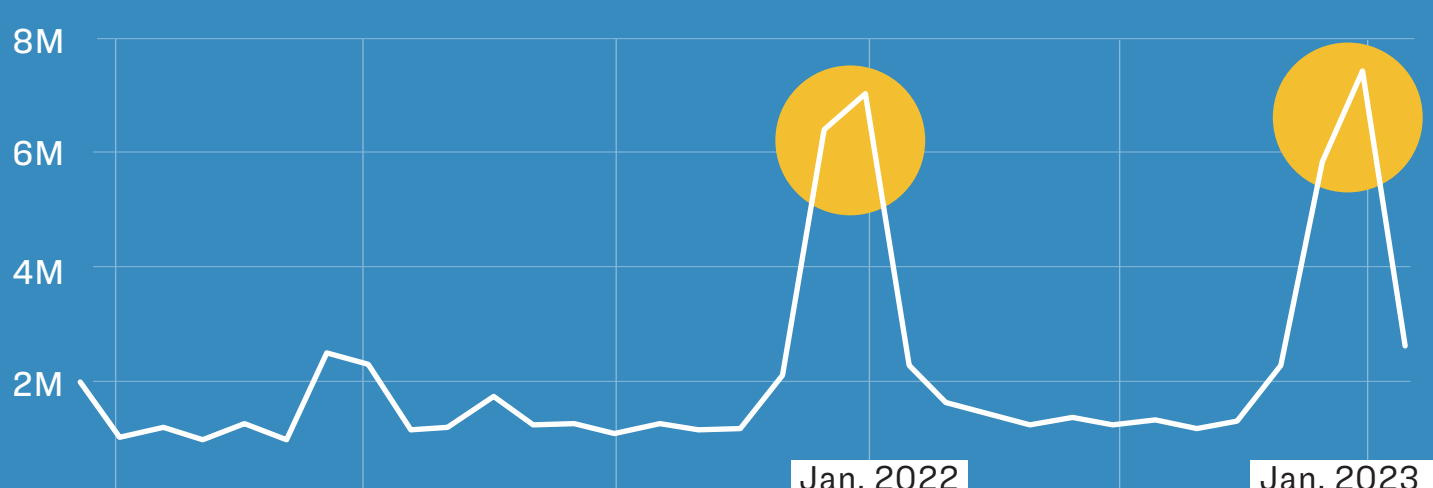
Users turn to when doing their holiday shopping



Source: Jungle Scout Q2 2023. Non-video platforms also mentioned in the survey include: Amazon, search engine, and walmart.com)

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

Holiday views YoY



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

There were

68 BILLION



Total Holiday Views on YouTube in the 2022 Holiday season

Source: PixabilityOne and YouTube API public data



66%

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

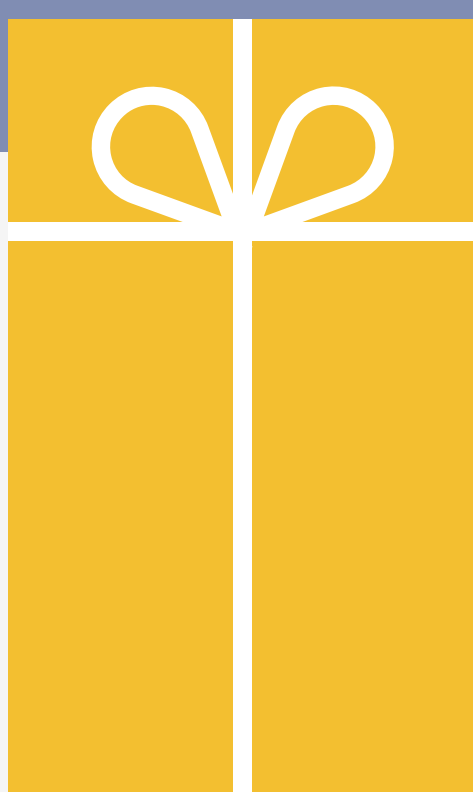
Source: Hubspot



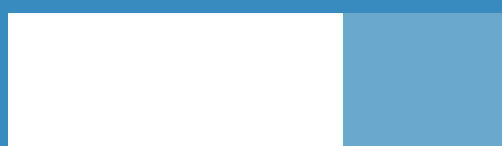
HOBBIES & MUSIC

had the most holiday views in 2022

Source: PixabilityOne and YouTube API public data

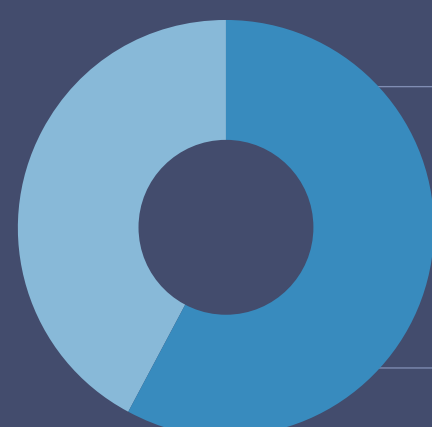


70%



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

Source: Think with Google



58%

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

Source: Jungle Scout Q4 2022 trends

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

