



A PIXABILITY REPORT

HOLIDAY SHOPPING BEHAVIOR AND YOUTUBE



TABLE OF CONTENTS

3 Executive Summary

4 Top Line Highlights

5 Holiday Shopping Overview

11 The Customer Shopping Journey on YouTube

16 YouTube & Holiday Shopping Trends

26 Using YouTube to Enhance Your Shopping Strategy



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 | YouTube is the most trusted social media platform for finding and purchasing products in the US (2022)
- 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



HOLIDAY SHOPPING OVERVIEW



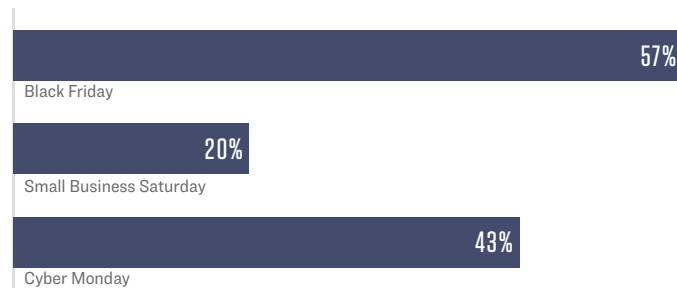
HOLIDAY SHOPPING OVERVIEW

Consumers shopping during November & December gravitate toward major sales events

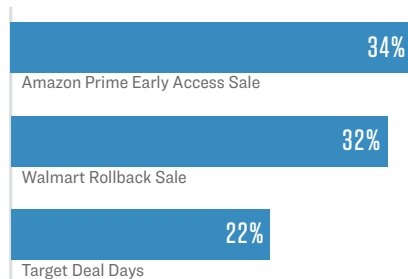
Brands should be targeting YouTube viewers before these major shopping events to create brand awareness in time for when these events happen

YouTube search volume for [Black Friday](#) begins to increase as early as the end of October.

November and December events



October events



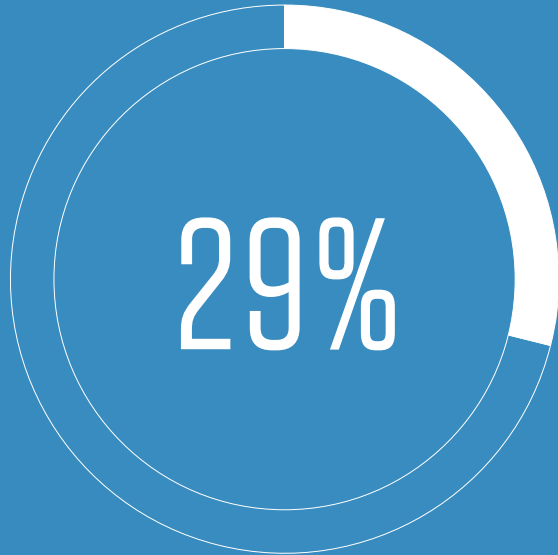
*respondents could select more than one option.

Source: [Jungle Scout Q4 2022 trends](#)



Holiday Shopping Behavior
and YouTube

HOLIDAY SHOPPING OVERVIEW



of Americans are finished with their holiday shopping by the end of October.



HOLIDAY SHOPPING OVERVIEW

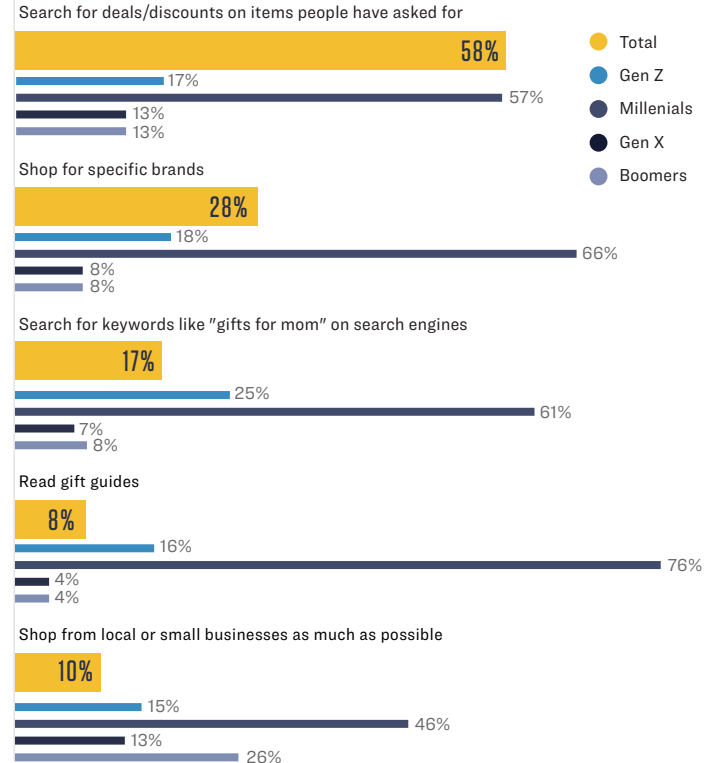
Majority of consumers look for deals while they shop for holiday gifts, followed by specific brands

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 Q4 2022 trends



HOLIDAY SHOPPING OVERVIEW

Holiday 2022 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. This is likely due to post-pandemic increase in entertaining family and friends. In comparison, a trend Health & Personal care sales came from the low-budget beauty products and the growing trend of “affordable luxury.”

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

Category	Ecommerce Growth	Total Retail Growth
Food & Beverage	25.6%	13.4%
Toys & Hobby	9.4%	6.4%
Office Equipment & Supplies	6.0%	6.0%
Apparel & Accessories	12.7%	4.2%
Health & Personal Care	17.0%	2.8%
Auto & Parts	7.3%	2.5%
Books, Music & Video	7.4%	1.1%
Furniture & Home Furnishings	5.8%	-0.5%
Computer & Consumer Electronics	-0.1%	-4.5%
Other	8.7%	5.7%



|||||

SECTION 02

THE CUSTOMER SHOPPING JOURNEY ON YOUTUBE



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

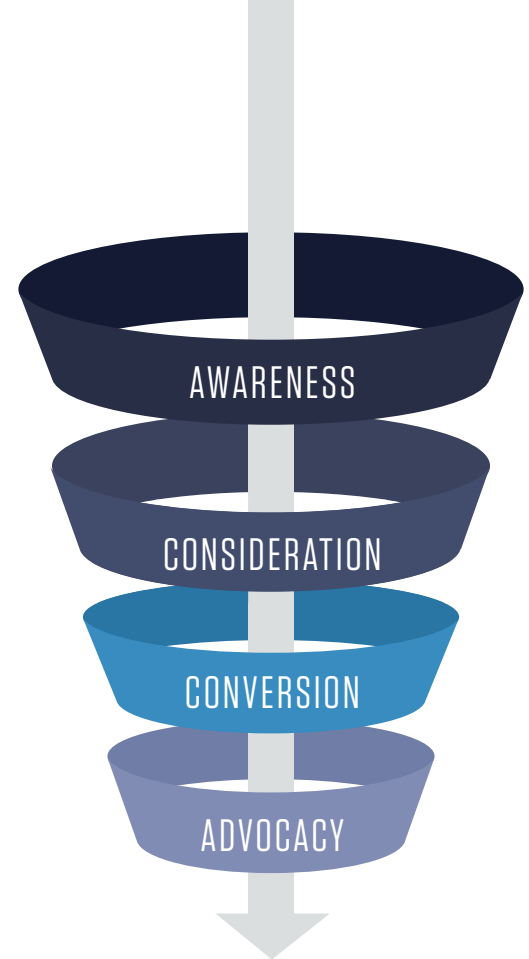
PixTip: Test creative elements such as gift guides, product comparisons, product reviews, or Q&As to drive consumers down the funnel

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

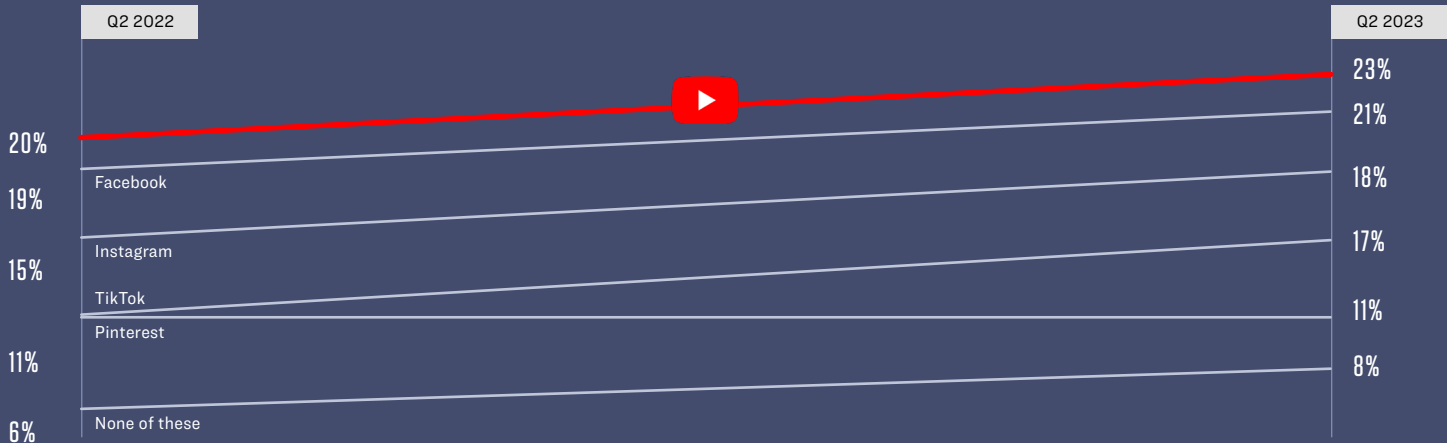
81% of consumers say content from influencers drives interest in an item or service

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



Consumers go to YouTube as the first video platform when searching for a product online

When consumers shop for a product online, where do they start their search? (video platforms only)



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

THE CUSTOMER SHOPPING JOURNEY ON YOUTUBE

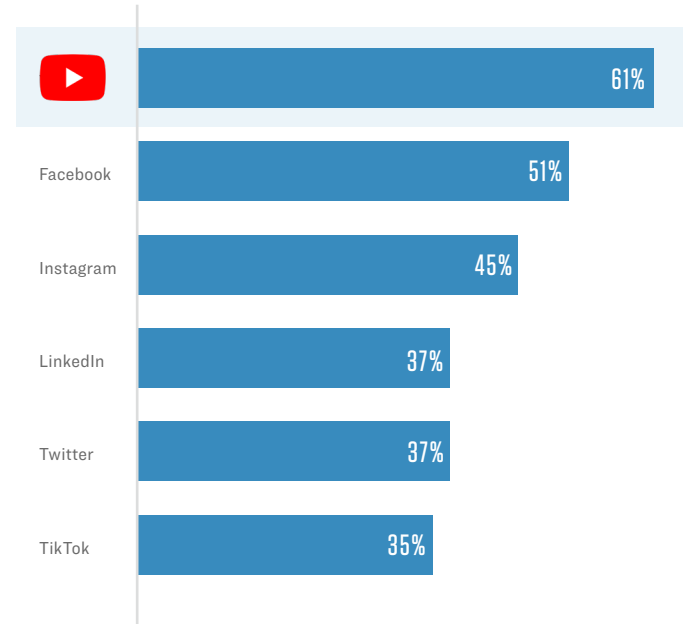
YouTube is the most trusted social media platform for finding & purchasing products in the US (2022)

YouTube is the one-stop-shop for finding products to buy.

Additionally, [Think with Google](#) reports that 87% of holiday shoppers report using Google properties (which includes YouTube).

Brands should be investing in YouTube strategy above other social platforms before and during the holiday shopping season.

Most Trusted Social Networks To Find And Buy Products In The U.S. 2022



Source - [Statista](#)



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.”



|||||

SECTION 03

YOUTUBE & HOLIDAY SHOPPING TRENDS



YOUTUBE & HOLIDAY SHOPPING TRENDS

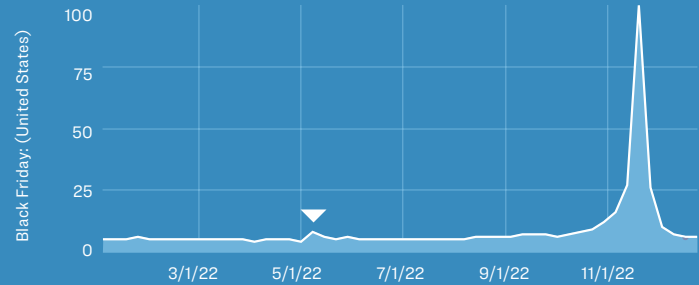
Black Friday Shoppers on YouTube plan further ahead than Cyber Monday shoppers

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.

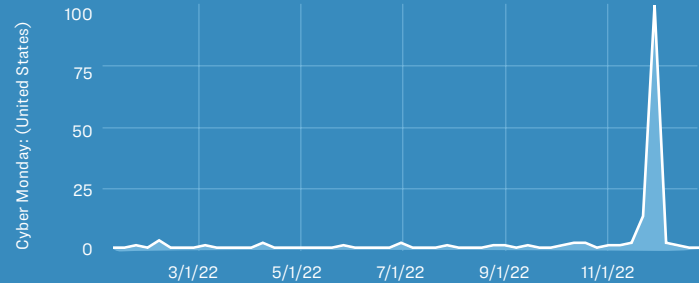
In contrast, YouTube search volume for “cyber monday” does not see an uptick until the week of Thanksgiving, just days before Cyber Monday.

Cyber 5, the days from Thanksgiving to Cyber Monday, saw a record breaking number of consumers in 2022. It is imperative that brands understand when their shoppers are participating in holiday shopping in order to get in front of their consumers at the right time.

Black Friday



Cyber Monday



Source: Google Trends - 2022



YOUTUBE & HOLIDAY SHOPPING TRENDS

Shoppers turn to YouTube for multiple research methods

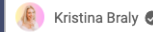
According to [Think with Google](#), online ratings, reviews, and price comparisons are among the top resources for people looking to feel confident in large purchases ahead of advice from family and friends.

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.

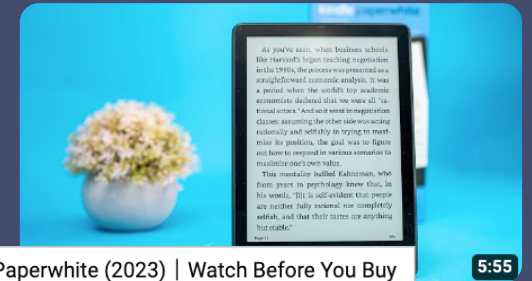


Which Kindle Should YOU Buy in 2023?

48K views • 1 month ago



Kristina Braly



Kindle Paperwhite (2023) | Watch Before You Buy

65K views • 4 months ago



The Product Lab

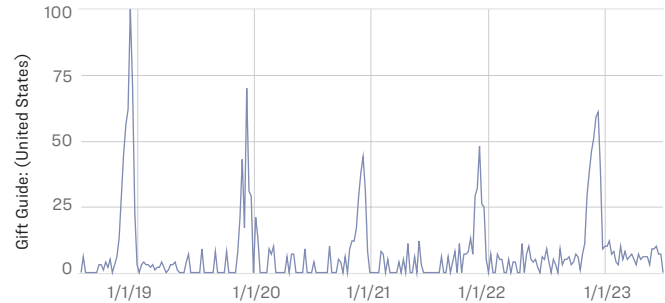
YOUTUBE & HOLIDAY SHOPPING TRENDS

Seasonal trending searches have the opportunity to span across different categories

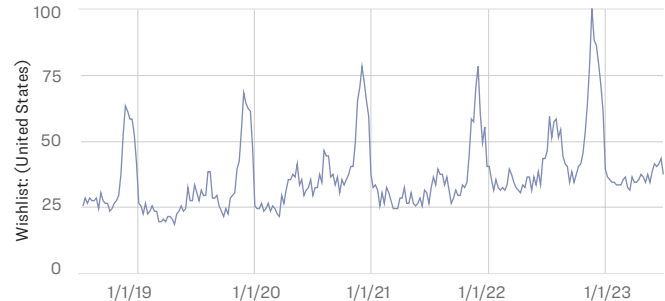
It's no secret that holiday shoppers turn to YouTube for inspiration on 1) what to purchase for other people and 2) what to ask for from other people in regards to holiday gifting.

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 - 2023



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)



[Our 2022 Gift Guide is here!](#)

1.4M Views

0% Engagement*

*Paid media advertisement with comments turned off

Store-Specific (Brand)



[Ultimate Amazon Gift Guide Under \\$30 | 2 Hours Of Gift Ideas | *New* Amazon Must Have Gadgets 2022](#)

435K Views

3.97% Engagement Rate

Demographic-Specific



[150+ Christmas Gift Ideas for TEEN BOYS 2022 II teen gift guide](#)

338K Views

4.75% Engagement Rate



YOUTUBE & HOLIDAY SHOPPING TRENDS

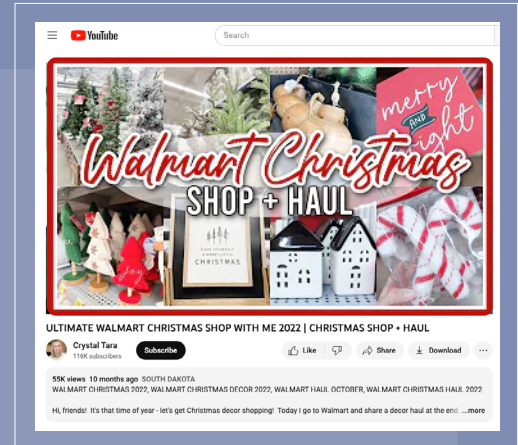
YouTube “Shop with Me” content has grown 35% YoY

The number of “shop with me” videos grew 35% in 2022.

This type of content is typically vlog-style and personal to creators. Viewers see what creators are buying, along with their thoughts and opinions, while making shopping fun to watch. While shop with me content is popular all year, viewers particularly enjoy watching during the holidays.

Viewers are shopping for holiday material early, as [this shop with me from Crystal Tara](#) video was uploaded in early October.

Brands are encouraged to consider their holiday YouTube strategy in the fall to ensure that they are maximizing their audiences as soon as holiday shopping begins.



POSTED: OCTOBER 4, 2022

Headed to Walmart tomrw, this video is perfect timing! Bring on the Holiday vibes ❤️

👍 🗨️ Reply

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.



YOUTUBE & HOLIDAY SHOPPING TRENDS

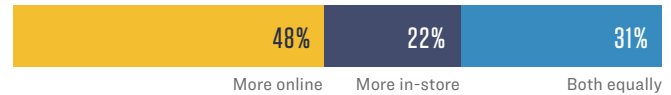
UK Consumers planned to shop more online in 2022, prioritizing early discounts and deals

Shoppers in the UK are prioritizing online shopping exclusively online, with 48% of consumers planning to shop more online than anywhere else for the 2022 holiday season.

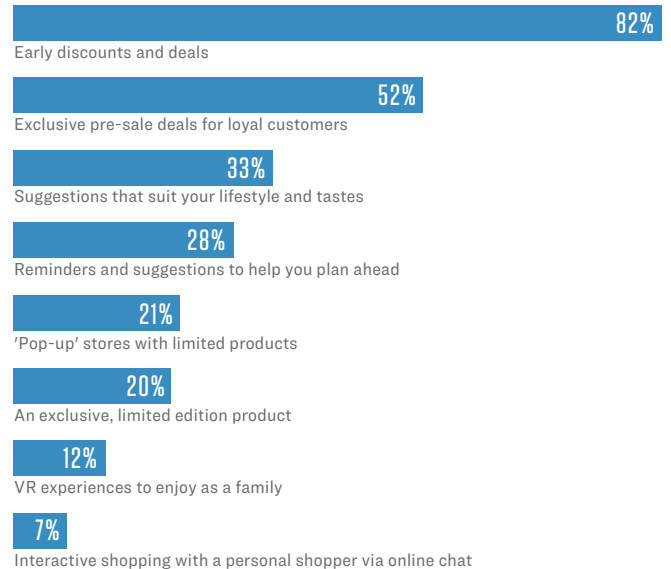
Early discounts and deals were also a priority for 2022 shoppers, accounting for 82% of consumers.

Brands targeting UK holiday shoppers should prioritize YouTube strategy for their online shopping market early in the season to gain maximum exposure.

Where Planning to Shop



Priorities for Purchases



Source: [Sitecore 2022 Holiday Trends](#)

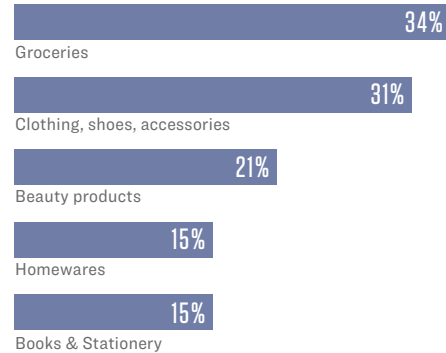
YOUTUBE & HOLIDAY SHOPPING TRENDS

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

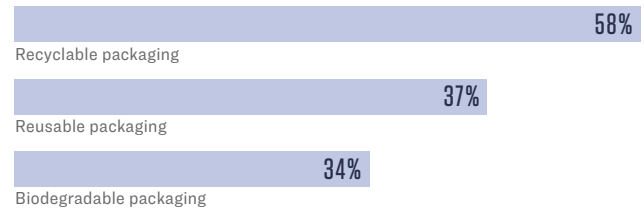
Australia is prioritizing sustainability in online shopping across varying categories from groceries to beauty products. The largest consideration for sustainability is recyclable packaging.

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](#)



Holiday Shopping Behavior
and YouTube

83%

of surveyors in Australia and

78%

in New Zealand

say they feel like they get the highest-quality information about products when shopping or browsing on YouTube.



|||||

SECTION 04

USING YOUTUBE TO ENHANCE YOUR SHOPPING STRATEGY



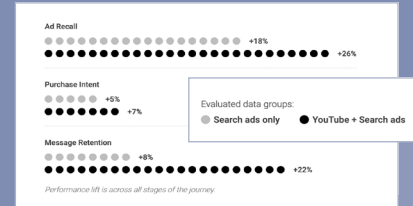
Adding video to your mix impacts the customer journey

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



USING YOUTUBE TO ENHANCE YOUR SHOPPING STRATEGY



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

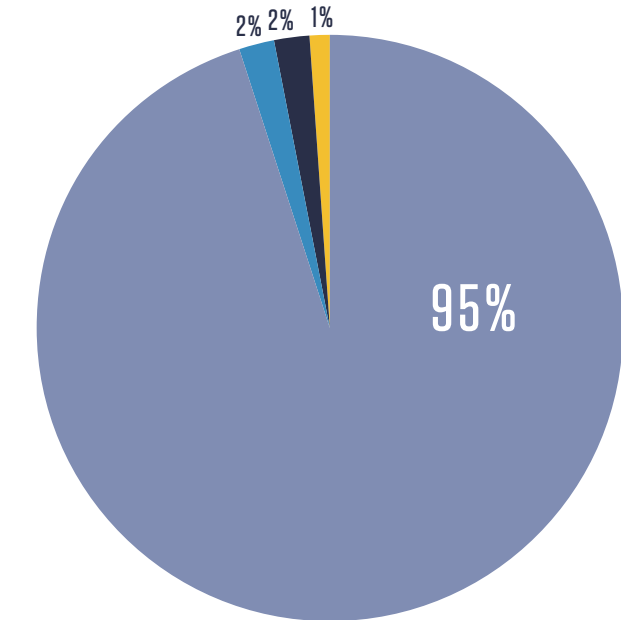


USING YOUTUBE TO ENHANCE YOUR SHOPPING STRATEGY

Pixability data shows roughly 95% of VAC Impressions are served on Mobile

1B impressions VAC impressions were served on Mobile devices from Q1 2022 through Q1 2023, equating to 95% of the impressions share. Desktop and Tablet were about even with 2% of share each. TV screens ranked last with 1% of impressions.

% Share Of VAC Impressions By Device



- Mobile
- Desktop
- Tablet
- TV Screens

PixabilityOne and Pixability client data | Date: Jan 2022 - March 2023

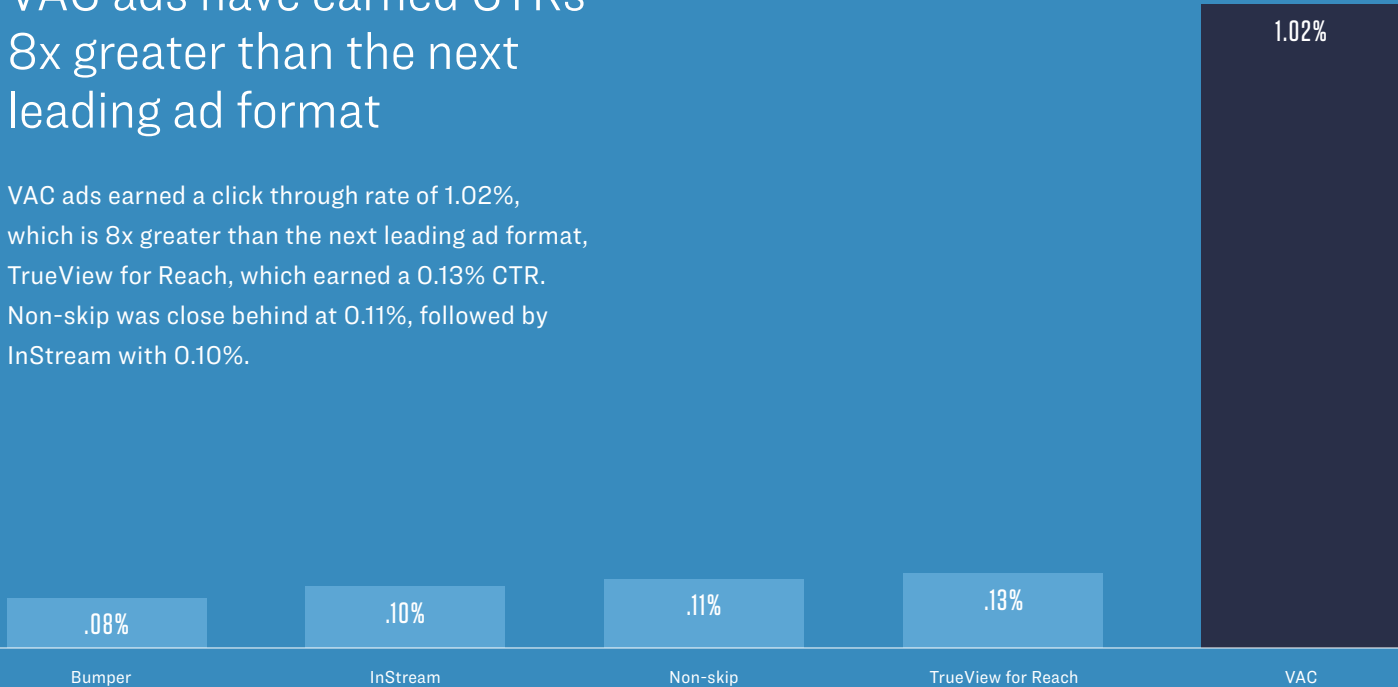


USING YOUTUBE TO ENHANCE YOUR SHOPPING STRATEGY

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

VAC ads earned a click through rate of 1.02%, which is 8x greater than the next leading ad format, TrueView for Reach, which earned a 0.13% CTR. Non-skip was close behind at 0.11%, followed by InStream with 0.10%.

Click Through Rate By Ad Format



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 95% 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.
- Click Through Rates on VAC campaigns have increased +154% Higher YoY



