

FLUENT

Holiday

Shopping Insights: A Closer Look at Gen Z

Gen Z's shopping habits are changing the way marketers approach the holidays. We've asked all the important questions to help your business drive positive ROAS this holiday season. Unwrap our key insights below.

LAST-MINUTE SHOPPING PLANS

When They Plan to Shop

Last-minute shopping habits leave more time for holiday promotions.



Are planning to save holiday shopping for **December**.



Don't yet know when they'll shop.

Actions for Marketers:

Allocate marketing budget to the latter half of December to drive awareness for special sales events (like Super Saturday) that take place in the weeks following Black Friday.

HOLIDAY SHOPPING PRIORITIES

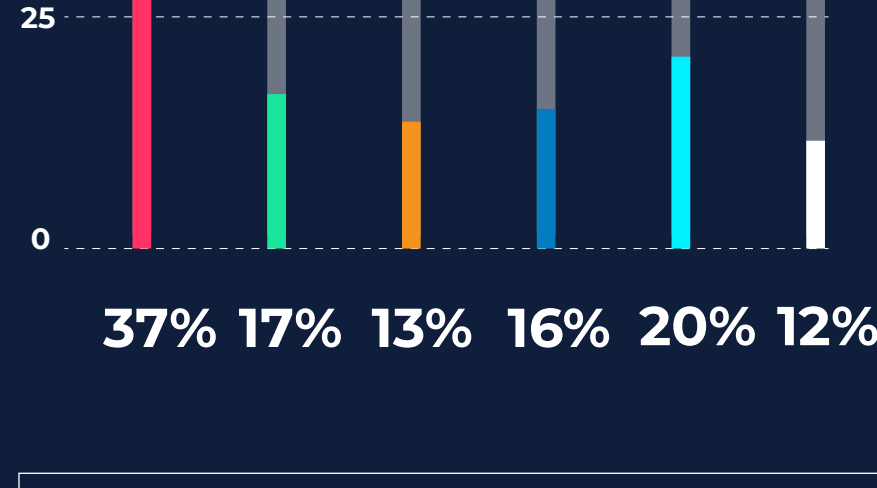
What they care about

Gen Z values good bargains and flexible payment options.

Top Holiday Shopping Priorities

Deals & Discounts Product Availability Reliable Customer Service Timely Delivery

In-store Safety Measures Buy Online Pick Up In-Store (BOPIS)



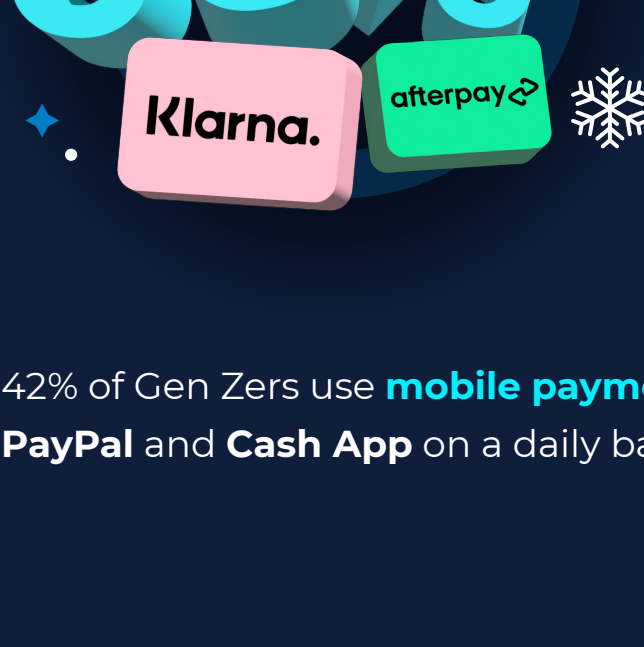
Gen Zers are over **2x more likely to care about deals and discounts** versus factors like timely delivery or product availability.

HOT TIP: It's important to offer shoppers the right type of discount. We found that Gen Zers are more likely to share their email address with a brand in exchange for dollar and percentage-off discounts (35%) versus rewards points (7%) and free gifts (10%).

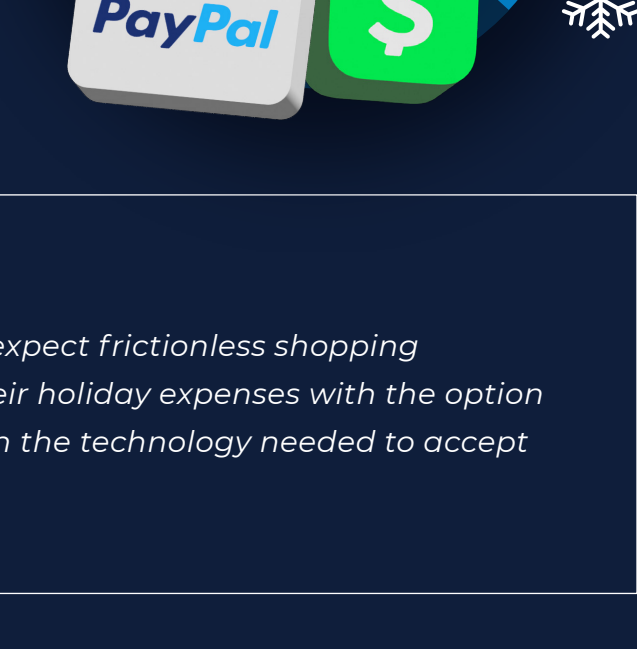
Actions for Marketers:

Offer exclusive discounts as an incentive for Gen Zers to join your email list. Not only do consumers benefit from the savings, but you can grow your email database to help support lifecycle marketing initiatives.

Attitudes Toward Flexible Payment Options



42% of Gen Zers use **mobile payment apps** like PayPal and Cash App on a daily basis.



Actions for Marketers:

As a technically savvy and budget-conscious cohort, Gen Zers expect frictionless shopping experiences and flexibility from brands. Help them manage their holiday expenses with the option to buy now, pay later at checkout, and equip your business with the technology needed to accept alternative payment methods.

PRODUCT DISCOVERY

How they're influenced

Beyond entertainment, Gen Z turns to social for product discovery.

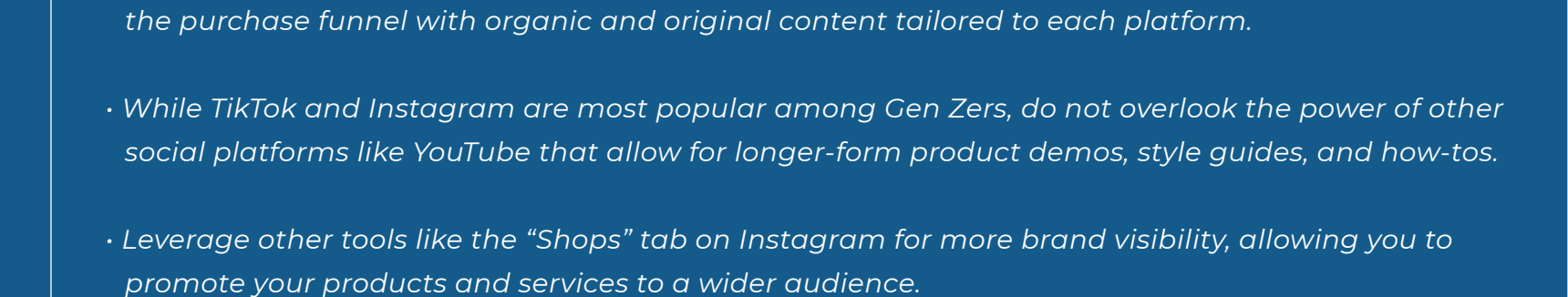
Top 3 Ways Gen Zers Learn About Retail Sales



Actions for Marketers:

Leverage the channels where Gen Zers are most active to promote special deals this holiday season. For example, while TV can be useful to advertise ongoing savings events, email and social are better suited for limited-time offers and flash sales.

Favorite Social Platforms for Gift Inspiration



Actions for Marketers:

Gen Z is a visual generation that values authenticity. Keep them engaged and move them through the purchase funnel with organic and original content tailored to each platform.

While TikTok and Instagram are most popular among Gen Zers, do not overlook the power of other social platforms like YouTube that allow for longer-form product demos, style guides, and how-tos.

Leverage your tools like the "Shops" tab on Instagram for more brand visibility, allowing you to promote other products and services to a wider audience.

Impact of Influencers on Purchase Decisions



of Gen Zers have purchased a gift based on a social media **influencer's recommendation**. Compared to other generations, they are **41% more likely** to do so.

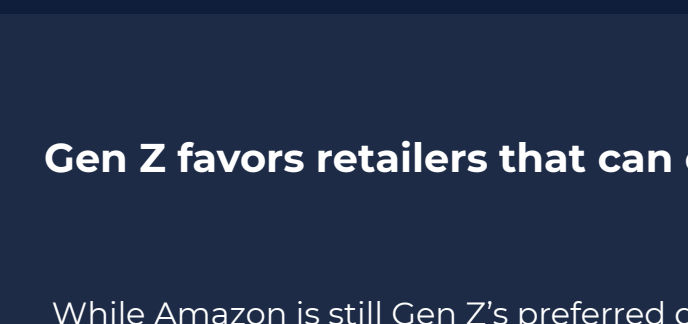
Actions for Marketers:

Gen Zers are comfortable with influencers - especially those whose interests and values align with their own. Choose an influencer who has built trust with their audience over a traditional celebrity.

ONLINE SHOPPING TRENDS

Where they plan to shop

Desktop holds its own in an increasingly mobile world.



Nearly **50%** will be purchasing gifts on their **mobile devices**, with another **27%** planning to do their online shopping via **desktop**. Compared to other generations, Gen Zers are 69% more likely to make most of their purchases on desktop.

Actions for Marketers:

While we may perceive Gen Z to be a generation on the move, they're less likely than Millennials and Gen X to purchase gifts on their phones. Make sure to optimize your website and campaigns for both desktop and mobile to ensure a positive UX across devices.

Gen Z favors retailers that can offer the best deal.

While Amazon is still Gen Z's preferred destination for online holiday shopping, the number of those purchasing gifts at Walmart.com **increased by +26%** in the past year - likely due to the launch of Walmart + (the big box retailers' competitive offering to Amazon Prime) and Gen Zers' preference for the best deals, no matter the brand.



Actions for Marketers:

Retailers offering memberships with exclusive perks (like free shipping) are poised for success this holiday season. Look to larger online retailers for inspiration as you close out Q4, replicating perks and rewards programs on a scale that makes sense for your business.

Social commerce enables Gen Z to shop where they scroll.

32% of Gen Zers are likely to purchase gifts directly from a **social media platform**. Compared to other generations, Gen Zers are 42% more likely to do so.



Actions for Marketers:

Prioritize a seamless experience from discovery to purchase, making sure to remove any "barriers" that will complicate the checkout process.

Leverage TikTok's new Shopify integration (US only) or other live stream shopping capabilities from Pinterest, Facebook, and Amazon, to drive in-app purchases on Gen Zers' favorite social and marketplace platforms.

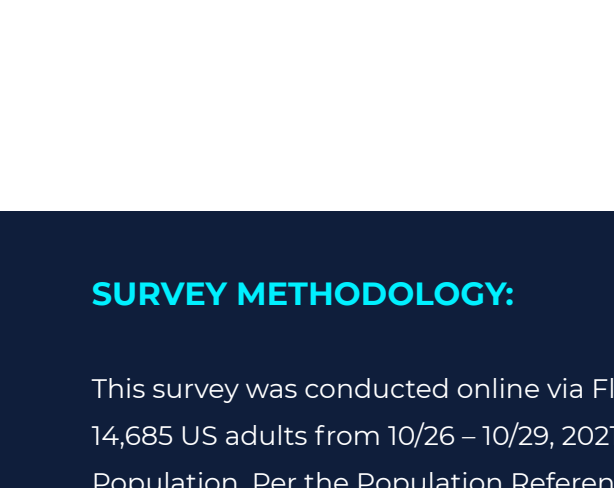
SUBSCRIPTION SERVICES SPOTLIGHT

What they plan to buy

Gen Z gets creative with subscription gifts that keep on giving.

1 in 4 Gen Zers is planning to **gift a subscription service** this holiday season. Compared to other generations, they are nearly **80% more likely** to do so.

Gen Zers are more likely to gift a music streaming service, like **Apple Music** or **Spotify**, than a video streaming service, like Netflix or Hulu.



Actions for Marketers:

Promote free trial offers and bundled deals to encourage subscription signups - especially in the media and entertainment space.

SURVEY METHODOLOGY:

This survey was conducted online via Fluent's portfolio of owned and operated media properties. Data was self-reported by 14,685 US adults from 10/26 - 10/29, 2021. Results are specific to the Fluent audience and not reflective of the general US Population. Per the Population Reference Bureau, Generation Z is defined as individuals born between 1997 and 2012.