

**momentum**

# #TUESDAYTALK

**Let's talk holiday  
shopper trends**





# 01

**41% of 13—39-year-olds plan to use pay-in-installment services to shop for the holidays so they can buy what they want.**

(Source: YPulse)

# 02

**The majority (63%) of regular luxury buyers worldwide prefer to buy high-end items in-store.**

(Source: GWI)



# 03

**78% of small businesses say 2021 holiday sales will impact their ability to keep their doors open in 2022.**

(Source: American Express)



# 04

**40% of consumers are starting holiday shopping earlier this year mostly due to heightened media coverage about supply chain issues.**

(Source: Klarna)



# 05

**28% of consumers plan to use social media to assist with their holiday shopping, primarily for researching products.**

(Source: Deloitte)

For more information, contact: [info@momentumww.com](mailto:info@momentumww.com)  
Don't forget to follow us on social!

