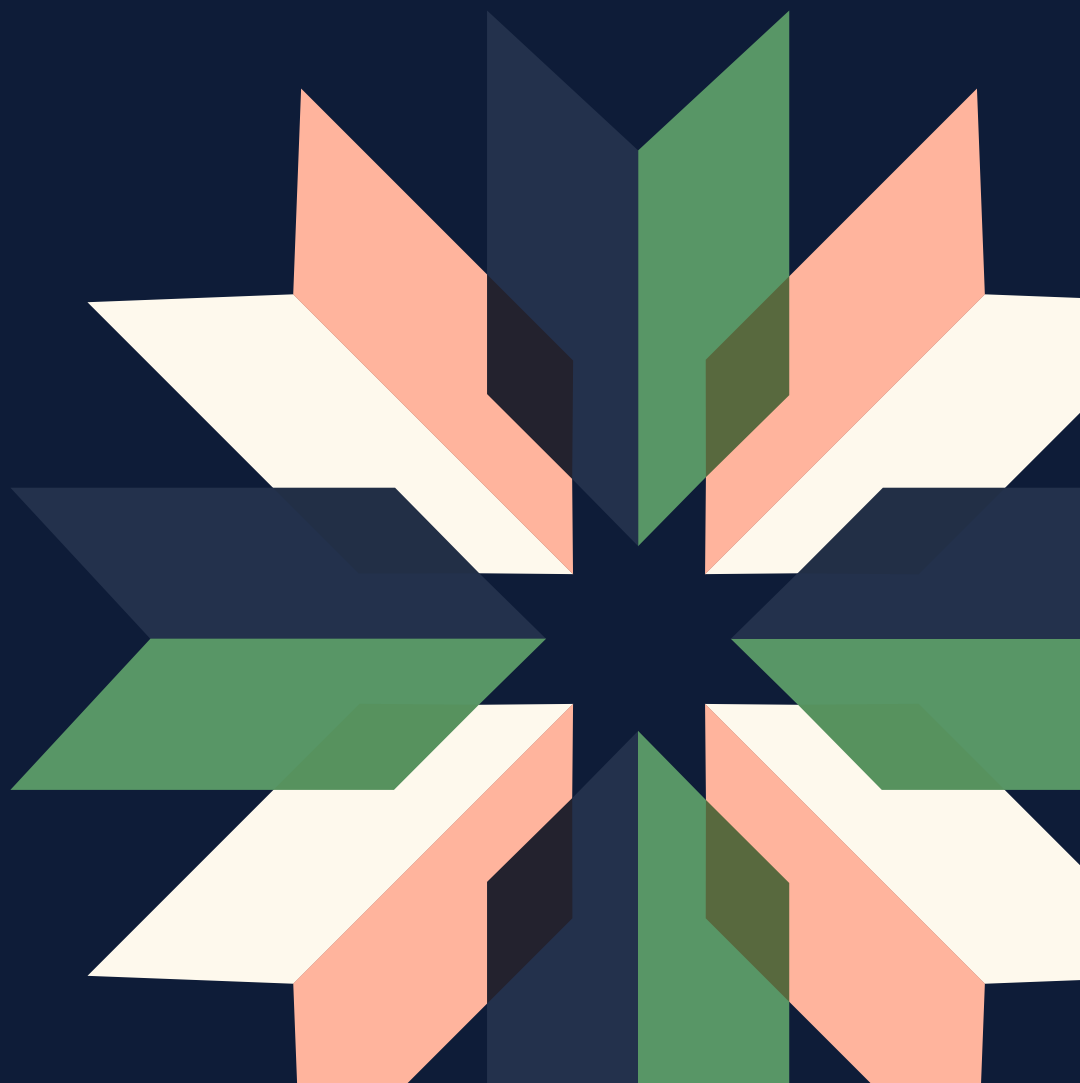


ActiveCampaign >

# Holiday Consumer Shopping Trends

2023



# How the 2023 holiday season has changed

The tactics for "making the sale" have changed. Instead of making your brand or shop as attractive as possible to draw in customers, shopping has become more focused on a business being wherever your customers want it to be. But where should you focus your efforts?

## These 4 trends can shed some light:

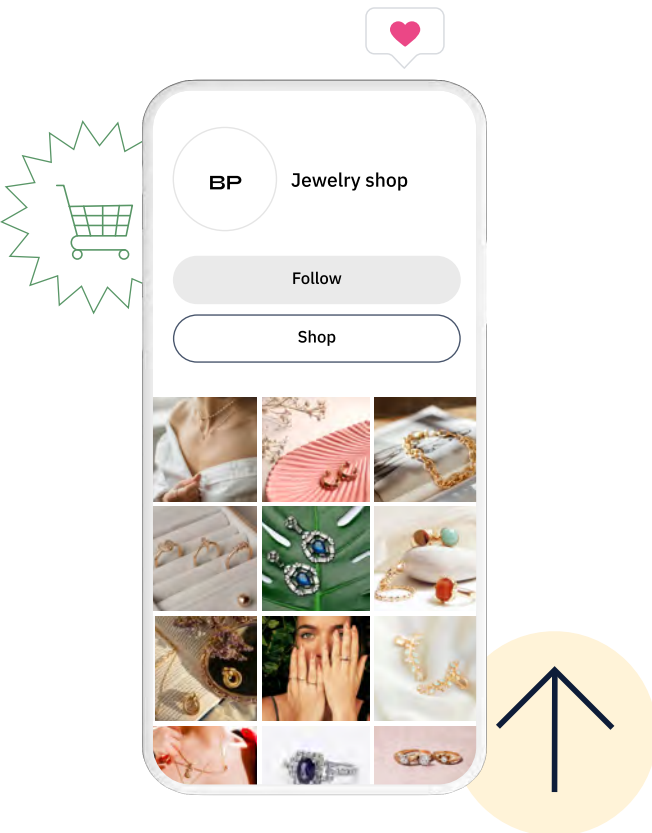
- Shoppers are planning to shop small
- Social media shops are valuable brand-boosters
- Mobile commerce is almost half of online sales
- In-person shopping is making a comeback

## TREND 01

## Shoppers are planning to shop small

Thanks to movements such as Small Business Saturday and SMB Week throughout the year, shoppers are prioritizing small businesses more than ever before. In fact, [84% of consumers](#) plan to “shop small” during the holiday season this year.

On top of that, over half of consumers are willing to pay more for local small business products. So, if you’re a small business, use that in your marketing. Personal connections with customers often build more brand loyalty, so make sure to tout your SMB status in your marketing efforts.



## TREND 02

## Social media shops are valuable brand-boosters

Especially for younger generations, online shopping—particularly “shops” on social media—is incredibly important for introducing new customers to your brands.

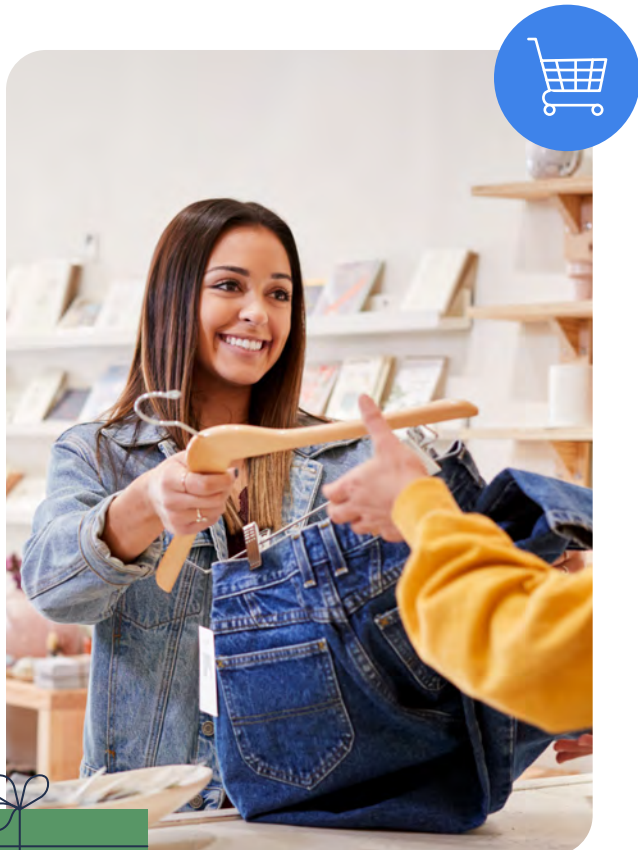
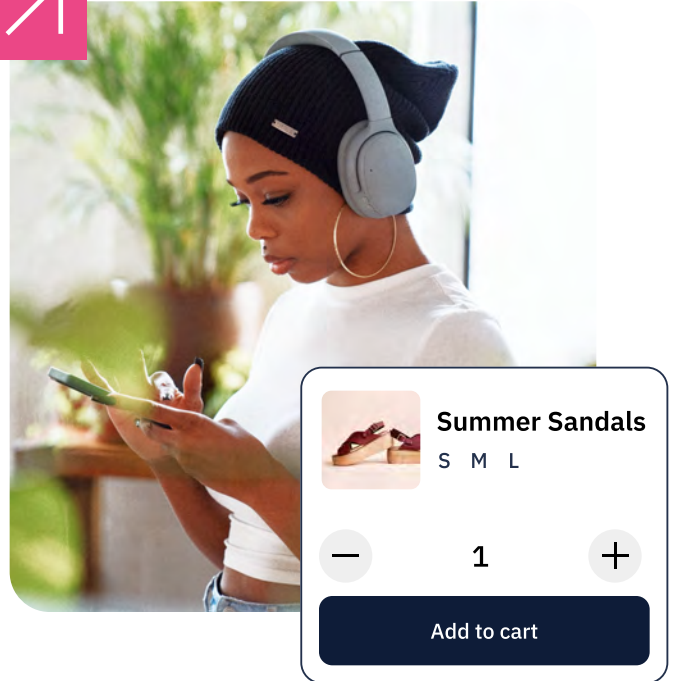
In fact, 82% of Millennials and 76% of those in Generation Z have found new brands through social media shops, according to [our recent survey](#). If your business targets younger generations, the research shows opening a social media shop for your brand well ahead of the holiday season will be vital to drawing in new business.

## TREND 03

## Mobile commerce is almost half of online sales

With the rise in social media shopping, it should be no surprise that mobile commerce continues to be a significant portion of overall ecommerce sales. In fact, according to [Insider Intelligence](#), mcommerce (or mobile commerce) will reach nearly \$4.5 trillion—69.9% of total ecommerce sales.

Mobile-first selling channels, like social media, will be key to your success this holiday season. Even Google has placed mobile-first design as a key part of how they rank your site. Implementing ways to serve your mobile audience better must be at the forefront of your strategy this holiday season.



## TREND 04

## In-person shopping is making a comeback

2022 turned a corner in a lot of ways, not least of which with in-person selling. Our survey found that 57% of people plan to shop in-person this year, while nearly as many, 54%, said they would shop online. Meaning, if you have a brick-and-mortar store, investing in [local SEO tactics](#) and bridging the gap between [in-person and online sales](#) will be critical.

## KEY TAKEAWAY

# Omnichannel selling is the path forward

The way to success is clear, and it's omnichannel selling. Meeting your customers where they want to shop, whether in-person, on their phone, or on social media, you must participate in omnichannel selling. Otherwise, you run the risk of missing out on business.

But don't fret; running an omnichannel business isn't as difficult as it once was.

## OMNICHANNEL BUSINESS

**Where to  
shop**

**in-person  
shopping**

**mobile  
shopping**



**social  
media**



**&  
more**