



# 2022: Top Holiday Shopper Trends

Trends across the US, UK, DE & AU



# What's on the shopper's wish list?

The holiday season in 2022 is shaping up to be different than years past, once again. While we saw a rise in ecommerce sales in the earlier half of the year, the ever-fluctuating economic situation has left many wondering what is in store for this holiday season.

For the second year in a row, Fluent Commerce surveyed consumers on their holiday shopping plans.

This year, the scope was widened.

**In September 2022, Fluent Commerce surveyed 1,000 shoppers on their holiday plans in the United States, United Kingdom, Germany and Australia.**

It turns out early shopping (before November) is still trending, and over a third of Millennials and Gen-Z plan to spend more on their holiday shopping this year.

What else is trending? Accurate inventory. Shoppers across the globe said before going to a physical store, they first check online to see if a product is in stock—and if it is, they expect it to be there.

What else is trending, and how does it compare to last year?

**Let's take a look at the details.**



## Holiday shopping kicks off in October

Plan on some holiday shopping alongside picking out your Halloween costume.

While nearly a quarter of shoppers globally start before October, **nearly 60% will start before or around Black Friday.**

This rings true across all locations, but shoppers in Germany are the least likely to start their shopping before November, compared to their fellow shoppers across the US, UK and Australia.



# Globally

## 23%

plan to start their holiday shopping before November

## 59%

plan to start by Black Friday

# Holiday shopping kicks off in October

Germany and Australia have the highest percentage of people who start their shopping in early December—**22% and 21%** respectively, compared to the US and UK, which both stated only 14% of shoppers start then.

## Shoppers who plan to start their holiday shopping before November:

UNITED STATES

25%

UNITED KINGDOM

26%

GERMANY

18%

AUSTRALIA

23%

## 2022 vs. 2021

Shoppers who plan to start before November:

UNITED STATES

↓ 3%

UNITED KINGDOM

↑ 5%

# Shoppers plan to spend more—but not as many as last year

Last year, consumers were ready to spend. While we do see a small dip in consumers who plan to spend more in 2022 vs. 2021, **2 in 5 plan to spend the same as last year.**

Is the current economic climate impacting their spending habits? Yes, but as you'll see, not by as much as you'd think.

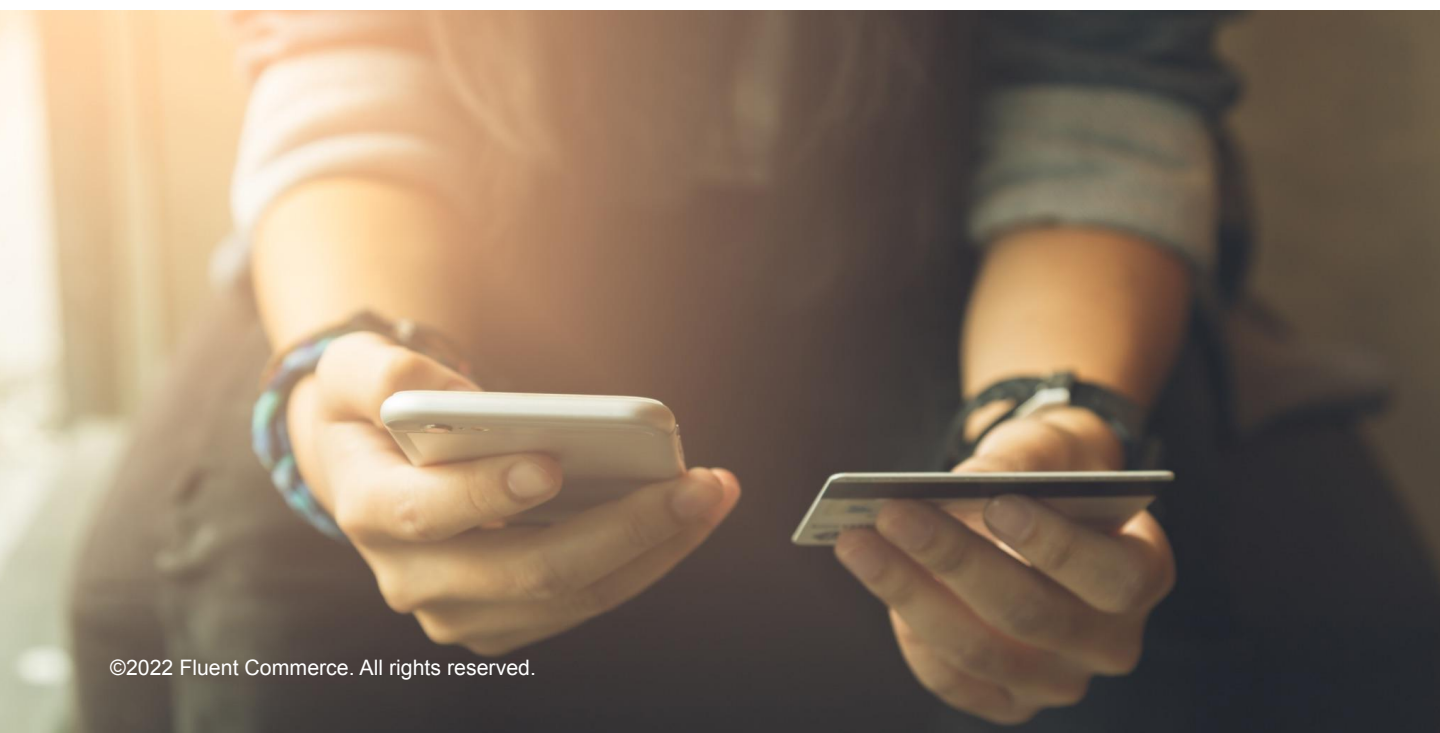
## Globally

**23%**

plan to spend more when compared to 2021

**59%**

plan to spend about the same



# Holiday spending plans

Consumers in the US are ready to spend more than any other country surveyed.

## UNITED STATES

**27%** plan to spend more

**41%** plan to spend about the same

## UNITED KINGDOM

**18%** plan to spend more

**36%** plan to spend about the same

## GERMANY

**18%** plan to spend more

**43%** plan to spend about the same

## AUSTRALIA

**22%** plan to spend more

**49%** plan to spend about the same

## 2022 vs. 2021: Shoppers who plan to spend more

How does holiday spending compare in 2022 to 2021? It's down, but not by as much as expected.

## UNITED STATES

↓ **5%**

## UNITED KINGDOM

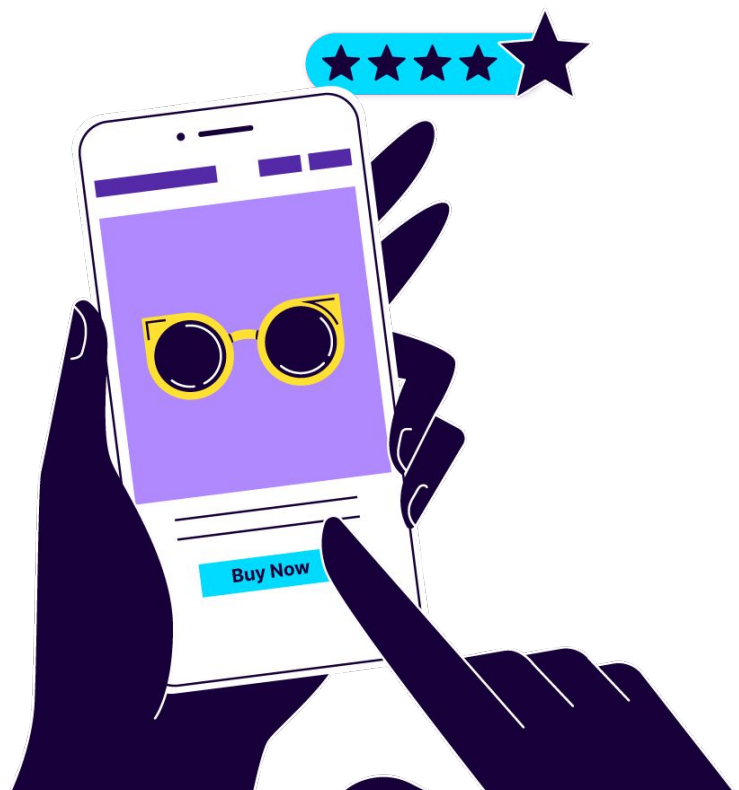
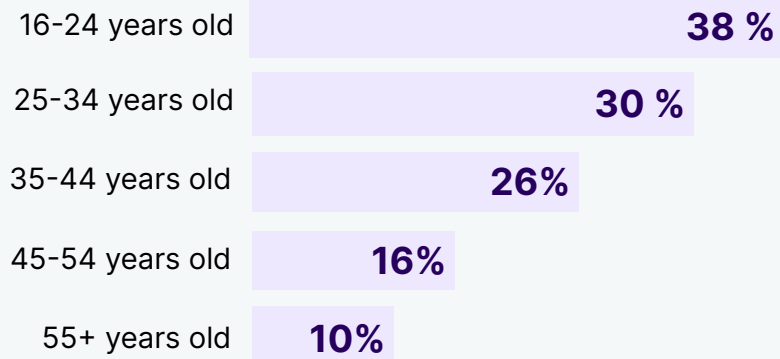
↓ **4%**

# The younger you are, the more you plan to spend

Similar to last year's findings, the younger generations plan to spend the most, when compared to 2021. This is true across the US, UK, Germany and Australia.

As you progress into the older age ranges, their plans to spend more on their 2022 holiday shopping, when compared to 2021, steadily decrease.

## GLOBALLY



## In-Store vs Online

Once again, it's good news for stores hoping to get those impulse buys. Nearly 1 in 5 shoppers plan to do **all** their holiday shopping in-store only, and that number increased year over year in both the US and UK.

But online shopping dominates. Globally, **78% of shoppers plan to do at least some of their shopping online**, with over a third planning to shop solely online.

# Globally

**32%** plan to shop only online

**46%** plan to shop both online and in-store

**18%** plan to shop in-store only

Notably, shoppers in Australia are more likely to only shop in-store, with nearly a third stating that as their preference.

**Australia also has the least amount of consumers shopping only online, at 23%.**





# Where consumers plan to shop, by country

## UNITED STATES

**28%** plan to shop only online

**45%** plan to shop both online and in-store

**20%** plan to shop in-store only

## UNITED KINGDOM

**39%** plan to shop only online

**44%** plan to shop both online and in-store

**12%** plan to shop in-store only

## GERMANY

**39%** plan to shop only online

**46%** plan to shop both online and in-store

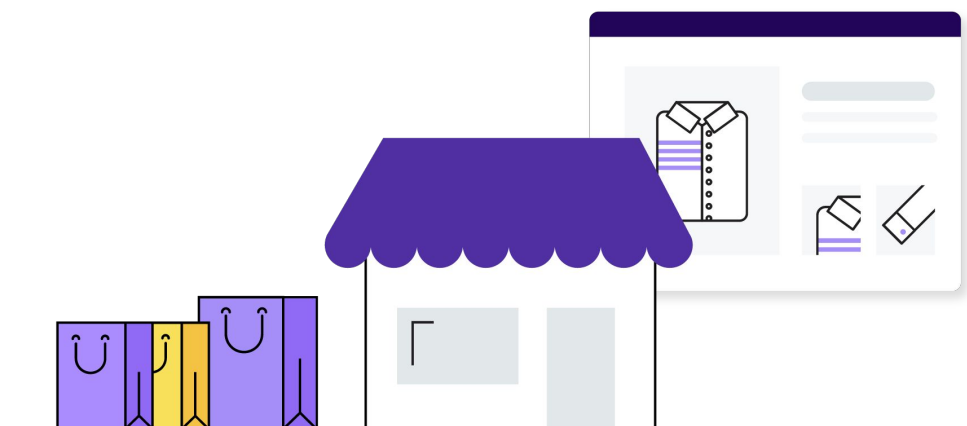
**12%** plan to shop in-store only

## AUSTRALIA

**23%** plan to shop only online

**47%** plan to shop both online and in-store

**28%** plan to shop in-store only



## Delivery options are important

When consumers choose to shop one retailer over another, it turns out **delivery options count**.

### Free delivery is essential

For the second year in a row the results were clear—free shipping reigns supreme. If you don't offer free shipping, you're putting sales at risk.

**Globally, 75%, or nearly 4 in 5 consumers**, said that free shipping is important when choosing to shop one retailer over another.

We saw a small uptick in these results in the US, up 3% from last year to 73%, but the biggest increase came from the UK: **16% more said free delivery is important in 2022**, at 79% vs. 63% in 2021.

### What do shoppers say in Germany and Australia?

No difference in preference here: 75%, or nearly 4 in 5 agree with their counterparts across the globe.

### Fast shipping is important — but not how you think

Where is the delivery-speed sweet spot? Survey respondents globally agreed that **2-day delivery is the most important**, when compared to next-day, 3-5 day and even 1-2 *hour* delivery.

But **1 in 5** globally say overall, **delivery time doesn't really matter**. So, how does that all break down by country?

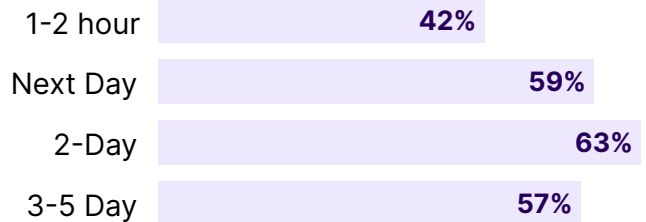
# Globally

**75%** of shoppers said free delivery is important when choosing to shop one retailer over another

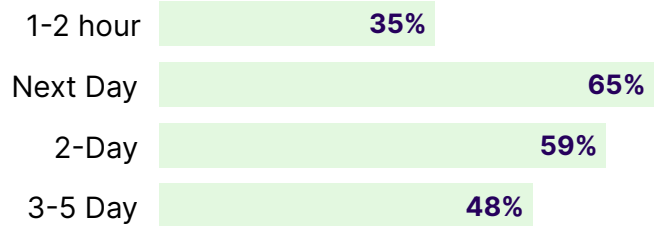
# What delivery options are important when choosing to shop one retailer over another?



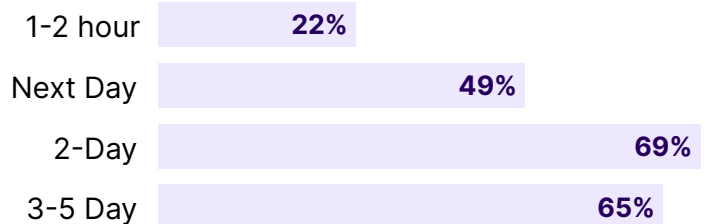
## UNITED STATES



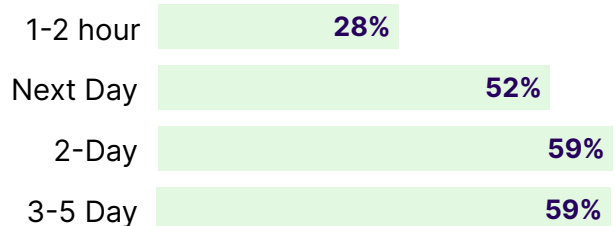
## UNITED KINGDOM



## GERMANY



## AUSTRALIA

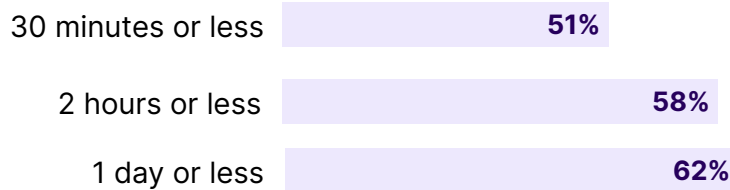


# And how does in-store compare?

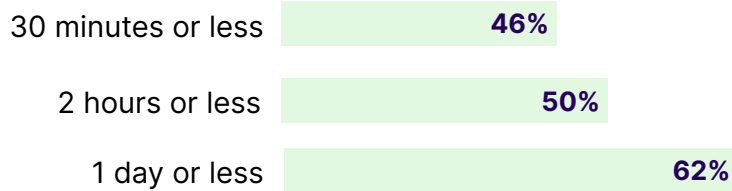
When picking up an online order from a store, **51% of shoppers globally** feel that having a turnaround time when ordering online is important.

What reigns supreme in each region?

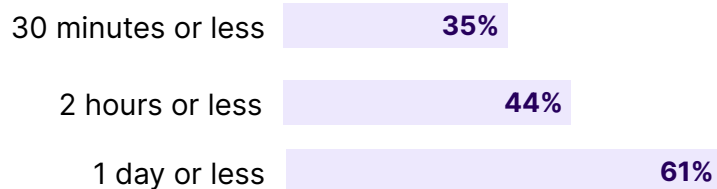
## UNITED STATES



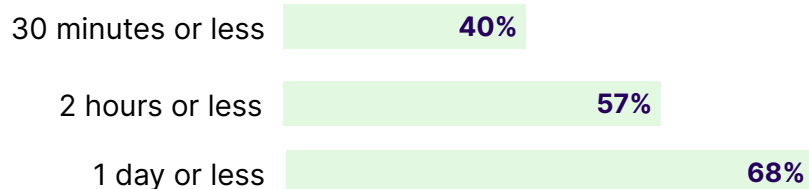
## UNITED KINGDOM



## GERMANY



## AUSTRALIA



# Show them local stock

Accurate store stock is hard. We know. But customers expect to see products in store when you say it will be there.

**Globally, two-thirds of shoppers, or 68%**, say they are likely to check online to see if an item is in stock before they visit your store.

So, fine-tune your safety stock levels. You don't want to disappoint your customers. But also make sure you have a plan B.

## Save the Sale

Let's say they come to the store and the shelf is bare. Can your staff find the item for them? It turns out, if you can, you might be able to save the sale.

**74% of consumers globally** in all regions surveyed said they'd be likely to purchase that out-of-stock item if you can find it and ship it to them. Talk about a holiday miracle!

## How does that look across regions?

Nearly all agree—consumers in the US and Australia came in at 76%, with Germany and the UK coming in at 72% and 71%, respectively.

But the change from 2021 is noteworthy. While the US rose 4% year-over-year, consumers in the UK have noted the biggest change: **a jump of 11%, from 60% in 2021 to 71% in 2022!**

## 2022 vs. 2021

UNITED STATES

↑ 4%

UNITED KINGDOM

↑ 11%

# Experience matters when it comes to how shoppers view your brand

Unsurprisingly, if an item is out of stock when shopping in-store, the majority of consumers say they will look for that item at your competitor.

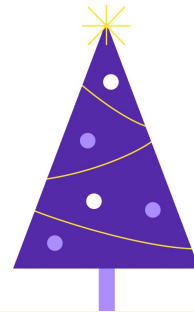
## Are you showing accurate inventory?

But what if you told your customer that the item *was* in stock at your store—and they arrived to find it is not?

If they checked product inventory online first before coming to your

store, only to arrive to find it was actually NOT in stock—well, that would damage their view of your brand.

Having a product in stock—when you said it was—is **important to two-thirds of shoppers surveyed.**



# Globally

## 76%

are likely to shop your competitor to find an item that is out-of-stock at your store

## 69%

say it would damage their view of your brand if the item was out of stock—when you told them it was online

## Don't Delay

Whether it's a home delivery order or pickup, no one likes delays. And this is especially important for the holidays.

### Delivery delays DO impact brand loyalty

In fact, **40%, or 2 in 5 consumers globally**, said that delivery delays would negatively impact future purchases. Ouch.

### But wait: 2 in 5 say it doesn't matter

What's more, another 40% globally say they don't mind either way if their order is delayed. Consumers might be getting used to delays, with US consumers 15% less likely this year to take the same action.

So while you don't need to fret too much if an order is delayed, don't press your luck.

Shoppers who are not likely to shop with a retailer in the future if their order is delayed:

UNITED STATES

41%

UNITED KINGDOM

43%

GERMANY

37%

AUSTRALIA

38%

## Get your return policy in order

Globally, 69% of shoppers consider it important that they can return an online order to a physical store. And note that this includes “online only” items, too.

So, if you're short on stores, consider working with a third party

returns service or developing new returns partnerships. And make sure your return policy is clear to your customers.

German shoppers, however, find this less important than their counterparts.

### Shoppers who say it is important to be able to return their online purchase to a physical store:

UNITED STATES

72%

UNITED KINGDOM

70%

GERMANY

57%

AUSTRALIA

76%

### 2022 vs. 2021:

Shoppers who consider it important to be able to return an online order to a physical store.

UNITED STATES

↓ 5%

UNITED KINGDOM

↑ 5%



## Summary

Consumers are again starting their holiday shopping earlier, so make sure your business is ready for them. Don't let legacy systems impact your ability to offer a seamless and outstanding customer experience.

### **Accurate stock is more important than ever**

It's clear that shoppers are checking online and expect what they see to be accurate—especially if they are then going to a physical store to get their items.

If you don't have a near real-time view of your inventory, you're likely missing the mark. Make sure your Order Management System (OMS) allows for a single view of inventory, especially if you sell in multiple regions, across multiple channels or divisions.

### **What else should a flexible OMS do?**

Manage sourcing rules—so you



can optimize fulfillment and get items to your customers faster. And support your in-store pick and pack strategy as the holiday season progresses. With **Fluent Order Management**, you can do all of this—and more.

**Talk about a happy holiday season and the greatest gift of all: merry customers!**

# Create a profitable omnichannel strategy.

## See it in Action!

To learn more about how Fluent Order Management can support your holiday needs—and beyond—talk to an expert today.

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