



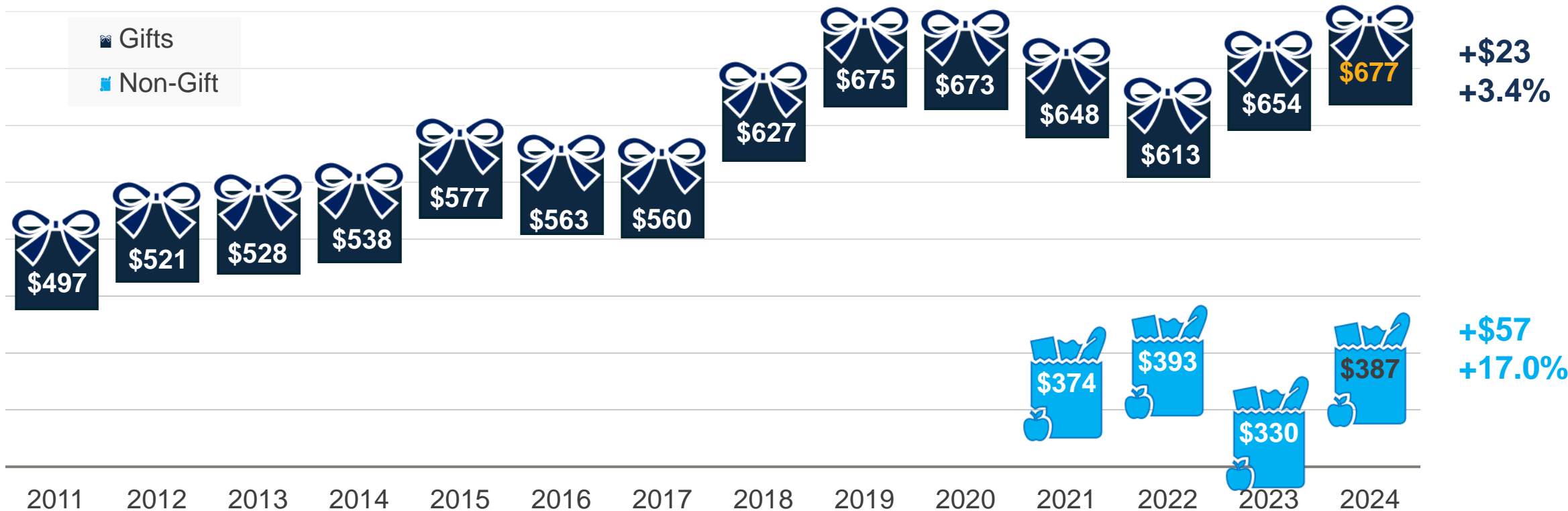
The Conference Board *Holiday Spending Survey*

November 2024



US consumers are budgeting more for gifts and non-gift items in current dollars

Average Spending Intentions for Holiday Gifts & Non-Gift Items

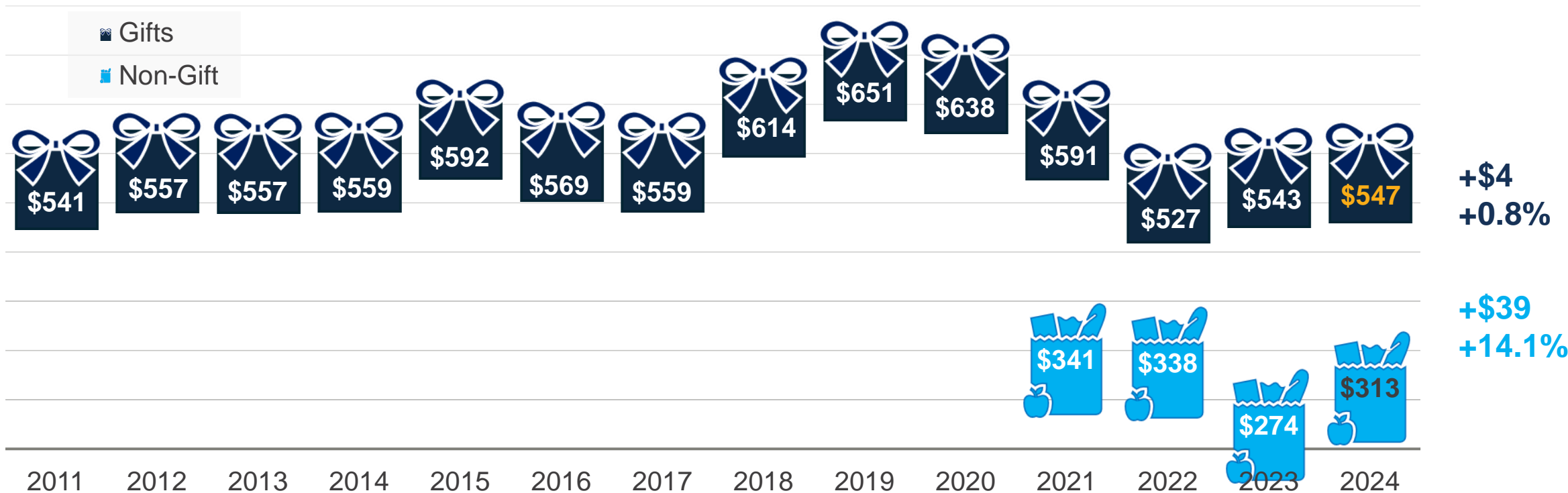


Based on households intending to purchase holiday gifts and non-gift items.
 Non-gifts items include food, decorations, wrapping paper, etc. for the holidays, excluding Thanksgiving.
 Source: The Conference Board



Once adjusted for inflation, consumers' holiday budgets are still up, but the levels remain low

Average Spending Intentions for Holiday Gifts & Non-Gift Items Adjusted for Inflation



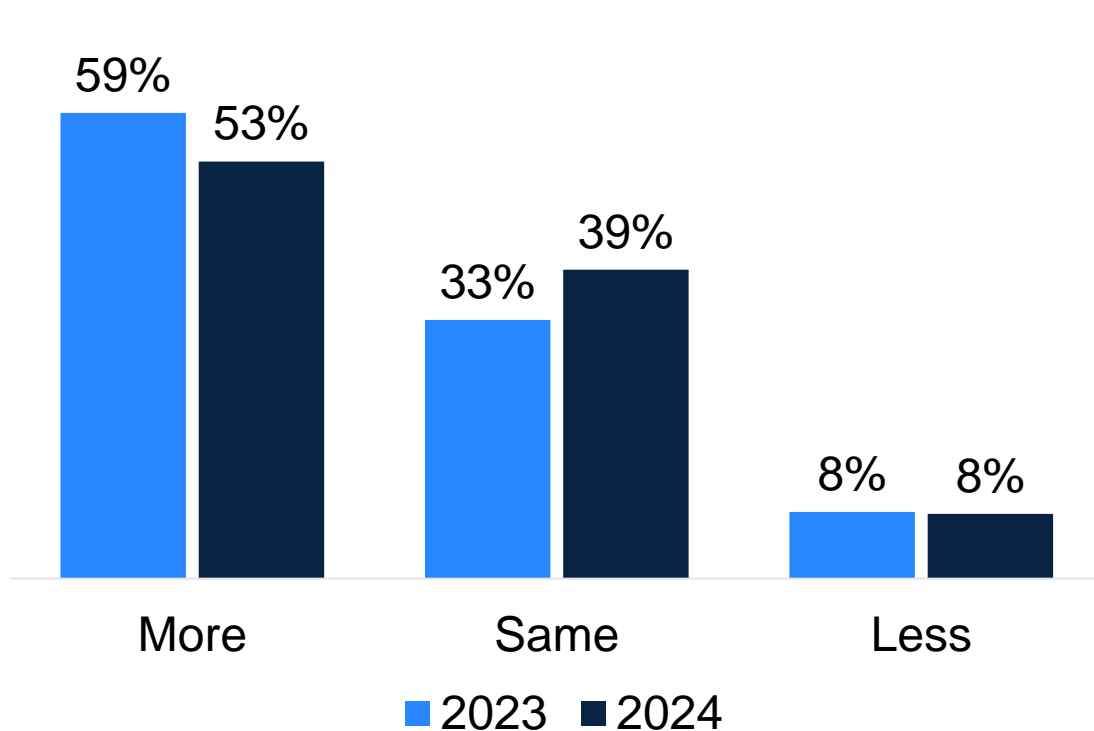
Based on households intending to purchase holiday gifts and non-gift items, adjusted for PCE Index excluding energy in September of each year
Non-gifts items include food, decorations, wrapping paper, etc. for the holidays, excluding Thanksgiving.
Source: The Conference Board



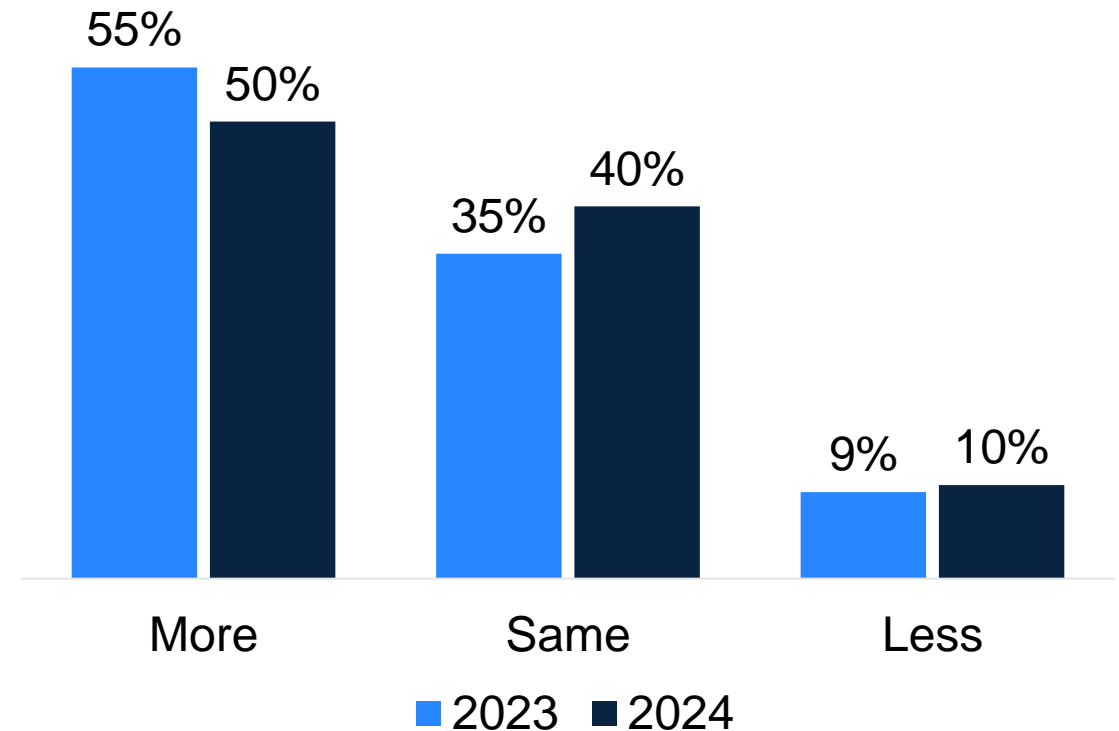
Most consumers expect the costs for holiday gifts and food to be higher than last year, but slightly a higher share expects price to be stable

Compared with last year, do you anticipate the **cost of holiday gifts/food** will be:

Gifts



Food

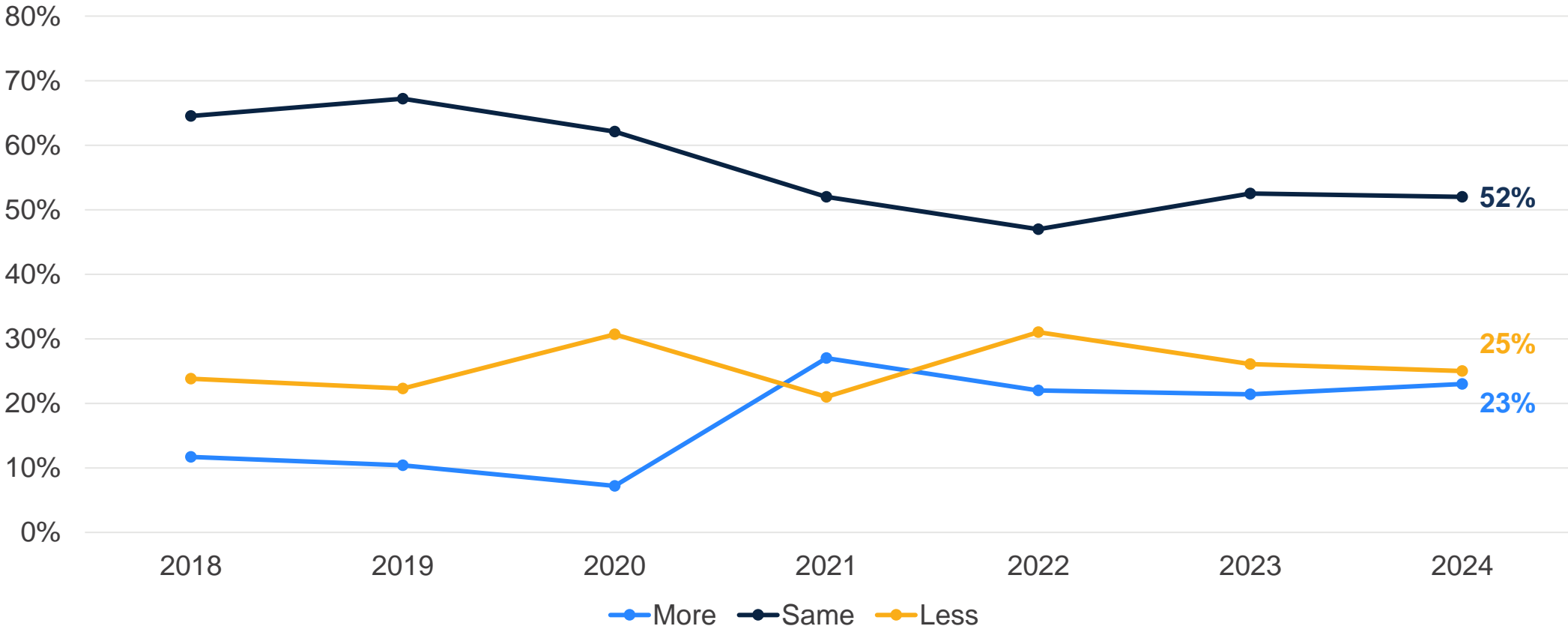


Source: The Conference Board



The gift spending increase has a relatively narrow base

Compared with last year, do you plan to spend more, less or the same on holiday gifts?

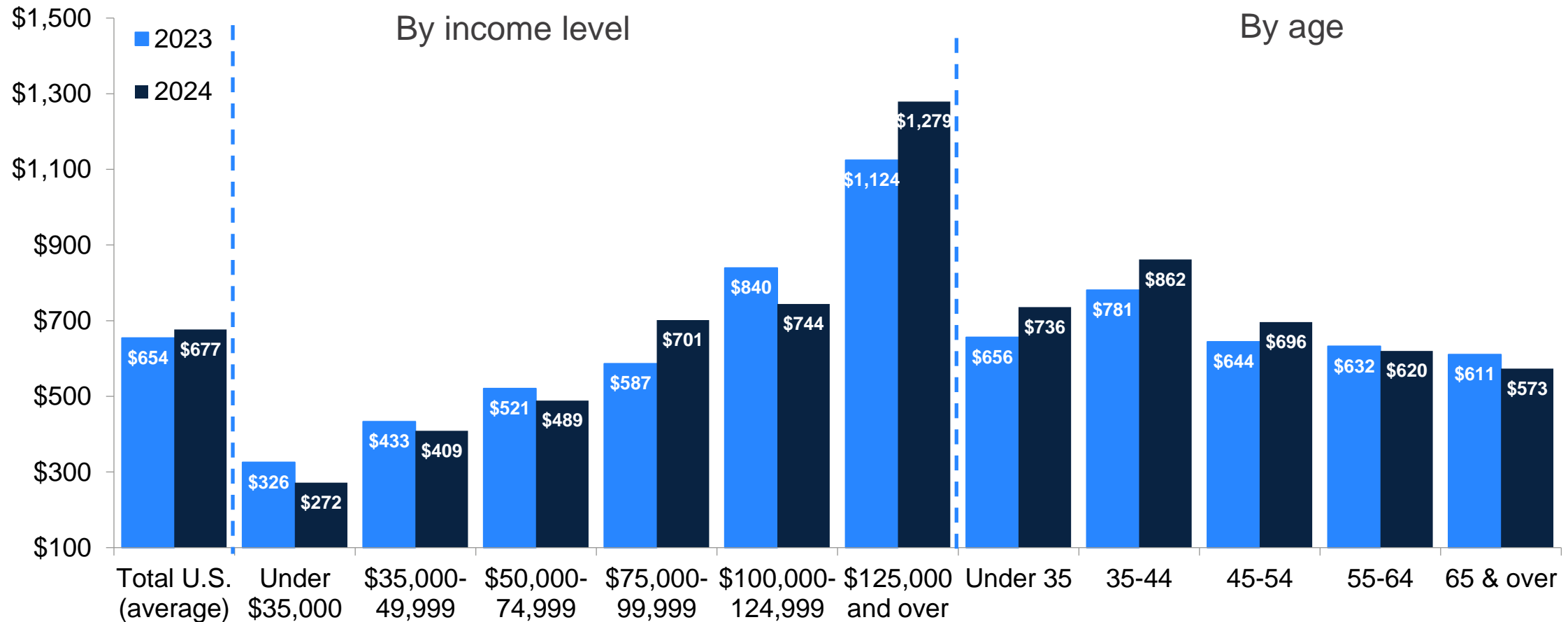


Source: The Conference Board



Wealthier and younger consumers are planning to spend more than other groups

"How much will you be *spending on gifts* this holiday season?" Average Intended Expenditure*

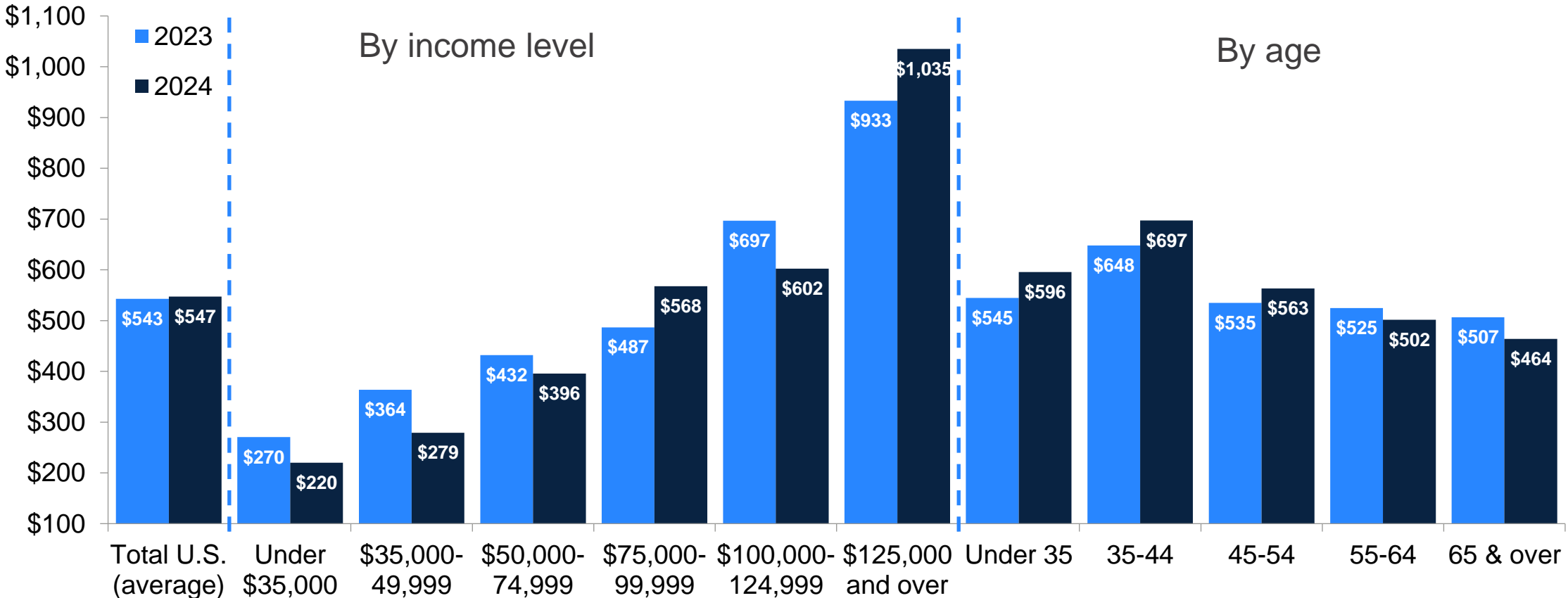


*Average planned household expenditures for holiday gifts. Based on households intending to purchase holiday gifts.
Source: The Conference Board



Wealthier and younger consumers are planning to spend more than other groups

"How much will you be *spending on gifts* this holiday season?" Average Intended Expenditure* Adjusted for inflation

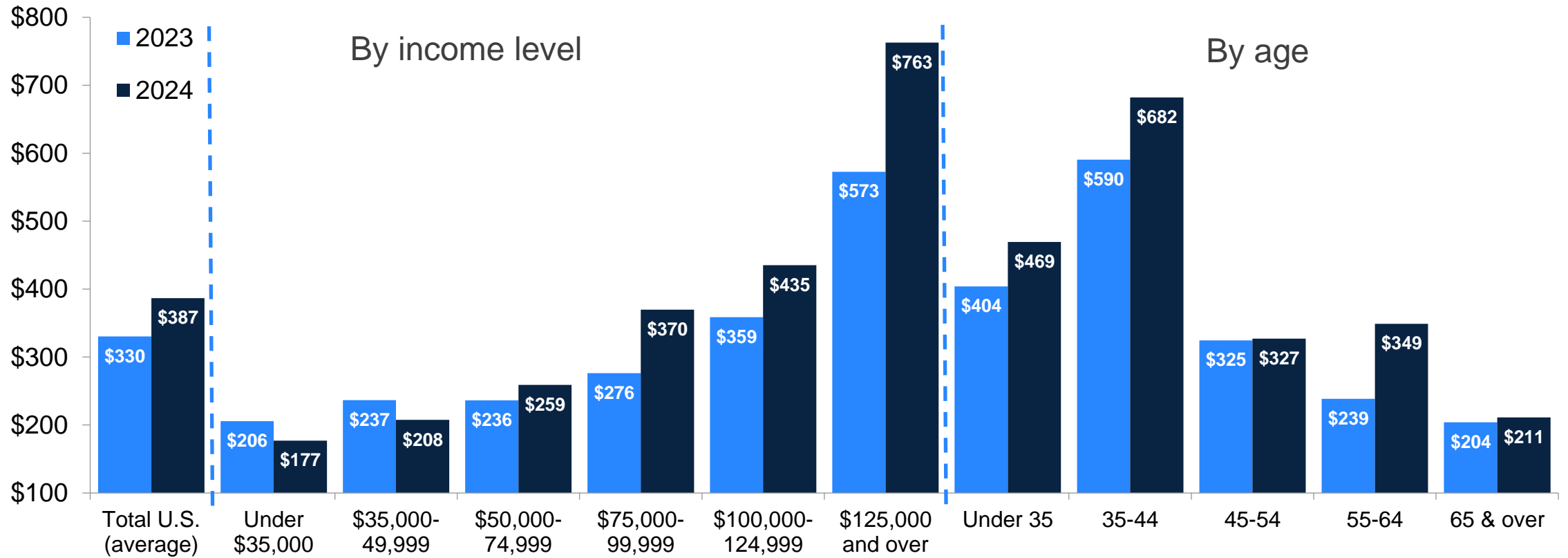


*Average planned household expenditures for holiday gifts. Based on households intending to purchase holiday gifts. Adjusted for PCE Index excluding energy in September of each year
 Source: The Conference Board



Non-gift Items: All groups, but the lowest income earners, have higher budgets for non-gift items in 2024 than in 2023

"How much will you be spending on *non-gifts* this holiday season?" Average Intended Expenditure*

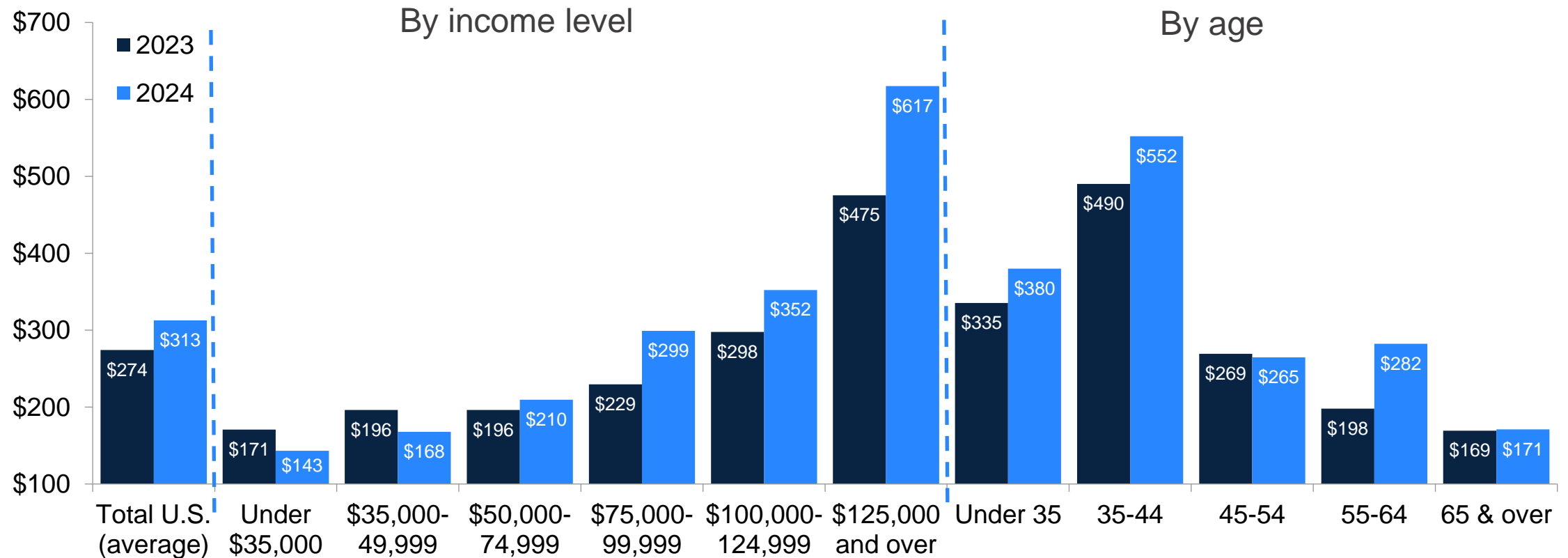


*Average planned household expenditures for holiday gifts. Based on households intending to purchase holiday gifts.
Source: The Conference Board



All groups, but the lowest income earners and those aged 45-54, have higher budgets for non-gift items in 2024 than in 2023

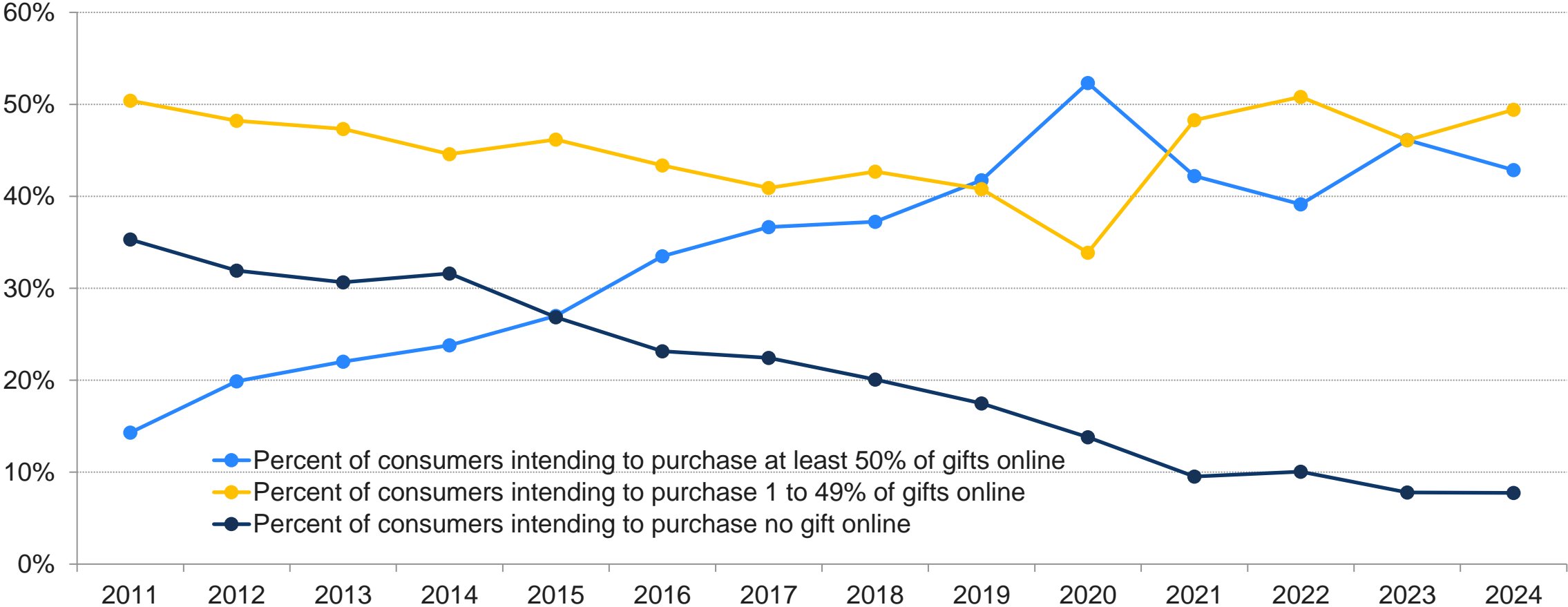
"How much will you be spending on **non-gifts** this holiday season?" Average Intended Expenditure*
Adjusted for inflation



*Average planned household expenditures for holiday gifts. Based on households intending to purchase holiday gifts. Adjusted for PCE Index excluding energy in September of each year
Source: The Conference Board



Buying gifts online has become common but the share of consumers planning to do most of their gift-shopping online declined slightly in 2024

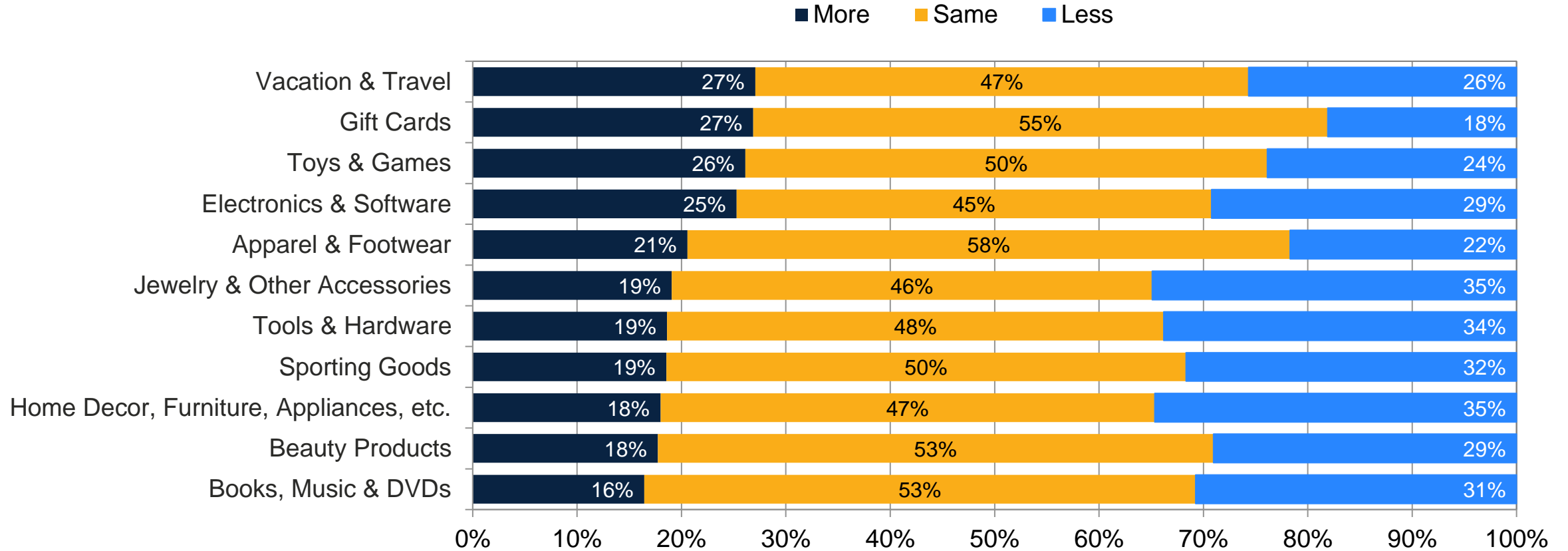


Based on households intending to purchase holiday gifts.
Source: The Conference Board



Consumers continue to prefer buying vacation and travel, gift cards, and toys and games, while books/music/DVDs, beauty products, and home decor are increasingly less popular

"Compared with last year, how much will you spend on holiday gift purchases this year?"

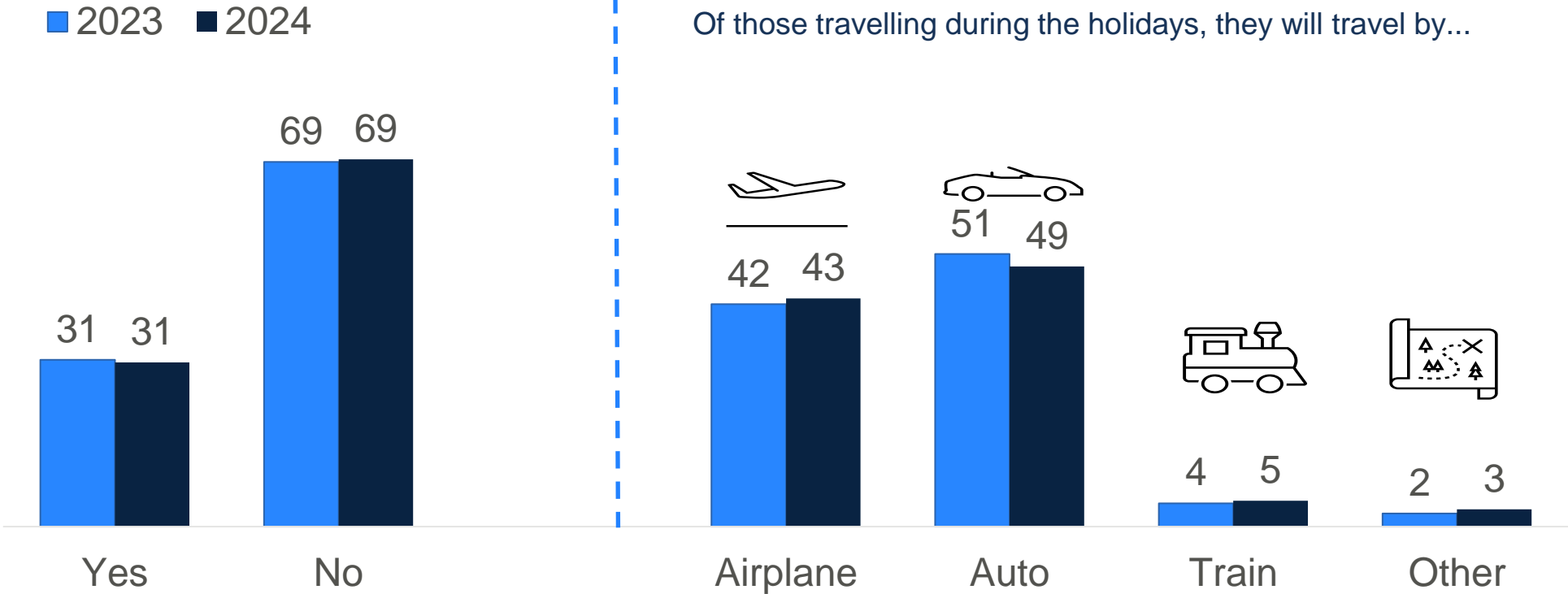


Based on households intending to purchase holiday gifts.
Source: The Conference Board



Most consumers are planning to celebrate the holidays at home or near home

Percent of Consumers Planning to Travel for the Holidays



Based on households intending to travel and includes Thanksgiving.
Source: The Conference Board

