

An

# *Omnichannel* **CHRISTMAS**

2020 Holiday Insights Report

Your Pickup  
Order is Ready!



Presented by

**FIELD AGENT®**



# A Holiday Season Like No Other

Once again, Christmastime is in the air.

Though for many, it still feels like March.

The COVID-19 pandemic has upended norms and transformed shopper habits. Will holiday mainstays be available for purchase? When is the safest time to shop? Will anything about this holiday season be normal? These questions and more are on the lips of retailers and shoppers alike.

Yet some things remain familiar. Even as everyday people wear masks outside, social distance from their friends, and work from home, many are still planning to make this holiday season a special respite from the stress and confusion of 2020.

So for this 2020 edition of Field Agent's annual Holiday Report, we examine the normal and unusual, and explore insights from two studies of 2,020 shoppers each (see what we did there?)

In this report, we will answer the following questions, and many more:

- Which brands and categories are at the top of this year's holiday wish lists?
- How do shoppers plan to alter their holiday shopping habits?
- What festive foods and beverages will be included in holiday feasts this year?
- What are the top concerns facing shoppers during the pandemic?

Are you ready? Read on to dive into the data of a holiday season like no other.





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### About Field Agent

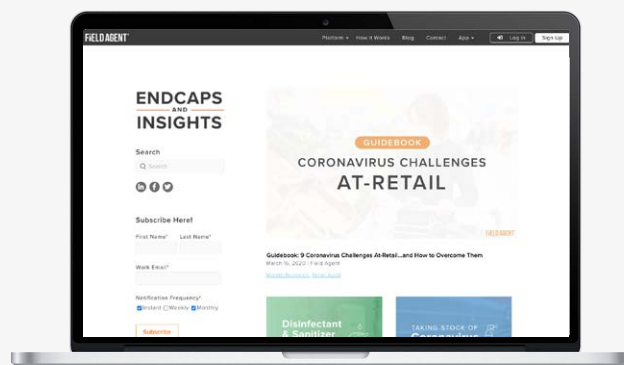
Field Agent is an on-demand platform that crowdsources the smartphones of over two million app-users across the United States and around the globe to furnish brands, retailers, and other businesses with fast, affordable retail audits, mystery shops, shopper insights, ratings and reviews, and digital product demos.

***We help companies win at retail, entirely on-demand.***

## ENDCAPS AND INSIGHTS

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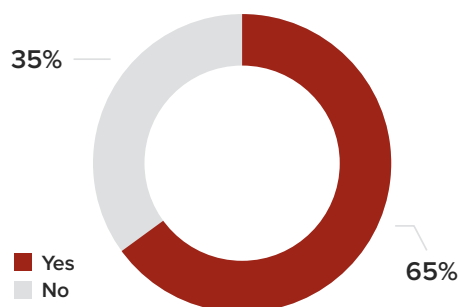
# A Holiday Like No Other

About this time every year, Field Agent surveys thousands of shoppers to better understand their holiday plans and expectations. This year, we wanted to understand how the uncertainties of the COVID-19 pandemic are influencing those plans. So, in addition to the usual questions about holiday gifts and goodies, we included a few questions about how the coronavirus is affecting holiday plans. We learned a lot!

We'll start with the most obvious question: will the pandemic have any impact on holiday shopping at all? The answer: YES. 65% of our sample said that their shopping this holiday season will change in some way as a result of the Coronavirus outbreak.

**As a result of the coronavirus outbreak, do you expect your 2020 holiday shopping to **CHANGE** in even one way from how you shopped for the holidays last year?**

N = 1,467 Christmas shoppers



## How, specifically, will the pandemic change shopper behavior?

We gave our participants the opportunity to tell us the top three ways that their holiday shopping will look different this year.

The most commonly cited change, with over 300 responses, is that shoppers expect to utilize more social-distancing-approved shopping methods, including online shopping services, delivery, and pickup.

# of mentions

More online/ delivery/pickup	313
Shopping earlier	69
Less spending	68
Fewer trips/ less time in-store	43
Wearing a mask	31

## Uncertainties around the holiday season

We gave our participants a chance to tell us the uncertainties on their minds, and the top concern was clear: after months of rushes on products and supply chain hang-ups, they simply don't know what will be in stock. High prices and busy stores are also causes for worry.

# of mentions

Availability	126
Higher Prices	74
Crowds	63
Stores open/ limited hours	57
Safety	50
Shipping delays	20

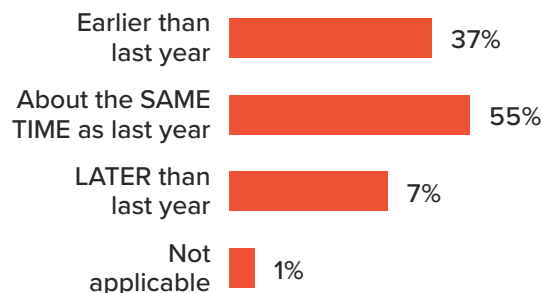


## Let's talk timing

We asked shoppers when they plan on making their purchases. With those concerns about availability and crowds in mind, the results made sense: 37% of shoppers will likely hit the stores earlier than usual. Only a little over half plan on sticking to the same shopping schedule that they did last year.

## Compared to last year, when do you expect to do most of your holiday shopping in 2020?

N = 1,467 Christmas shoppers



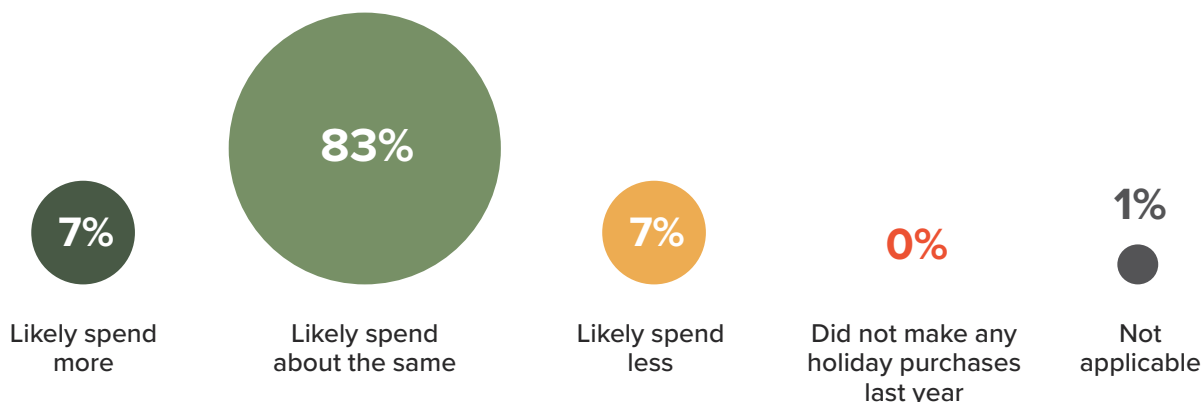
## Spending may surprise you

The recession, combined with uncertainty about the future, has many people tightening their belts financially. Will this result in less holiday spending, or do shoppers see this Christmas as an opportunity to have a few “normal” days?

Perhaps surprisingly, the majority of participants in our survey (83%) said that they would likely spend the same amount this holiday season as in previous years. Just 7% plan to spend less this year, and another 7% actually plan to spend more.

## Compared to last year, will your household likely spend more or less on holiday shopping in 2020?

N = 1,466 Christmas shoppers



# Top Gift Retailers

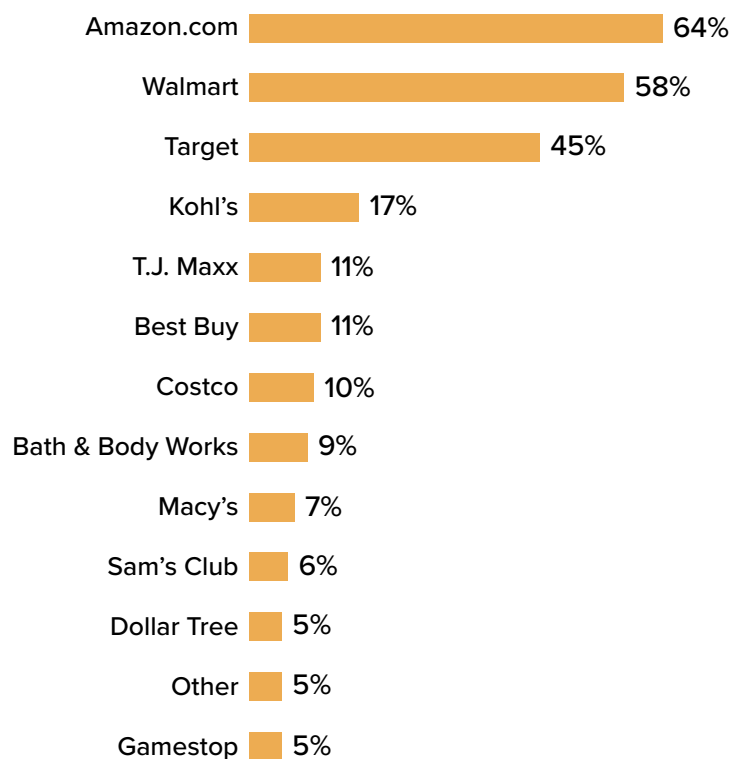
They're making a list, and checking it twice: a list of gifts for their loved ones, that is. Where will all these armchair Santas be purchasing their Christmas goodies?

Walmart and Amazon (as usual) are leading the pack this year, with Target bringing up third place.

## When purchasing holiday gifts this year, which retailers will probably receive most of your spending?

*Choose up to three.*

N = 1,999 Christmas shoppers



Bed, Bath, & Beyond 4%, Dollar General 4%, Lowe's 4%, J.C. Penney 4%, Dick's Sporting Goods 4%, Apple Store 4%, The Home Depot 3%, Barnes & Noble 3%, Academy Sporting Goods 2%, Nordstrom 2%, Bass Pro 2%, Petsmart 1%, Petco 1%, Verizon Store 1%, T-Mobile Store 0%, AT&T Store 0%



Toys, electronics, and clothing. Spoiler alert: they're three of the most popular gift categories this year.

Where will shoppers look for these sure-fire winners? We asked each holiday shopper to tell us their top retailer for shopping these three categories. The retailers who were chosen by more than 5% of shoppers are shown here.

## Toys



32%	Walmart
26%	Amazon.com
19%	Target

N = 2,000 Christmas shoppers

## Electronics



26%	Amazon.com
23%	Best Buy
20%	Walmart
8%	Target

N = 1,991 Christmas shoppers

## Clothing/Footwear



20%	Kohl's
14%	Target
11%	Walmart
9%	T.J. Maxx
8%	Amazon.com
7%	Macy's
5%	J.C. Penney

N = 1,991 Christmas shoppers





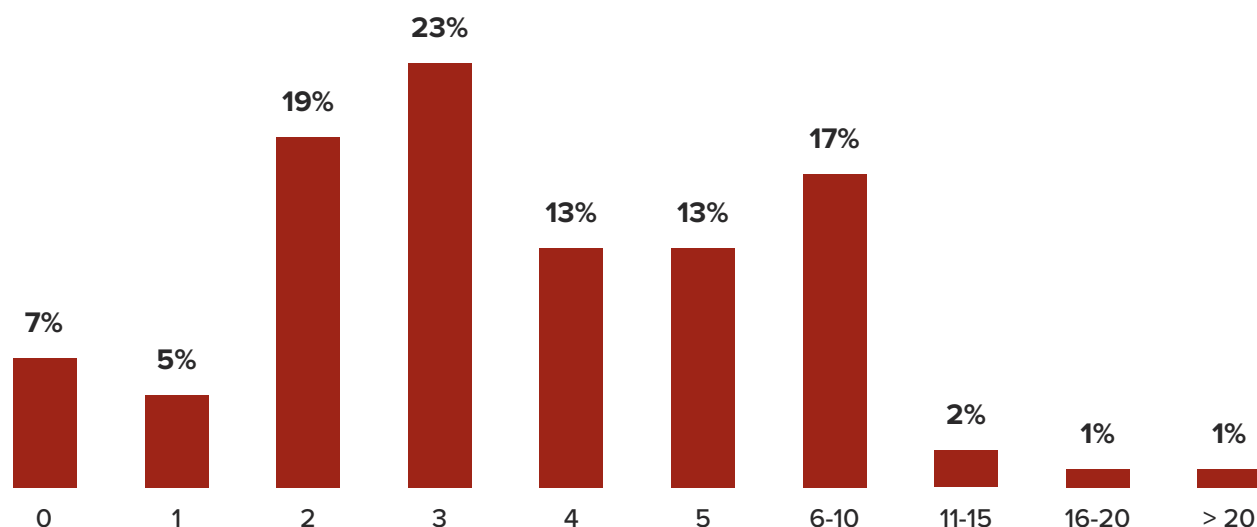
## Brick & Mortar Shopping

Even though shoppers say they're planning to increase their use of online shopping and pickup/delivery services, traditional in-store shopping remains crucial.

Our trusty shoppers told us how many brick-and-mortar stores they plan to visit for holiday gifts this year. Only 7% said they do not plan to shop in-store at all, compared with 34% who plan on visiting 5 or more stores this year.

**How many different brick-and-mortar retailers do you expect to visit to purchase your holiday gifts this Christmas?**

N = 2,000 Christmas shoppers



### Shopper Insight:

Our shoppers' top suggestion for brick-and-mortar retailers was simple: **keep it clean!** Safety is a top priority for many holiday customers this year.

# See In Stores This Holiday Season

See exactly what shoppers see. **Mobile Audits** offer instant in-store visibility to help brands take control of their retail execution, throughout Q4 and beyond.



Displays & Signage



Prices



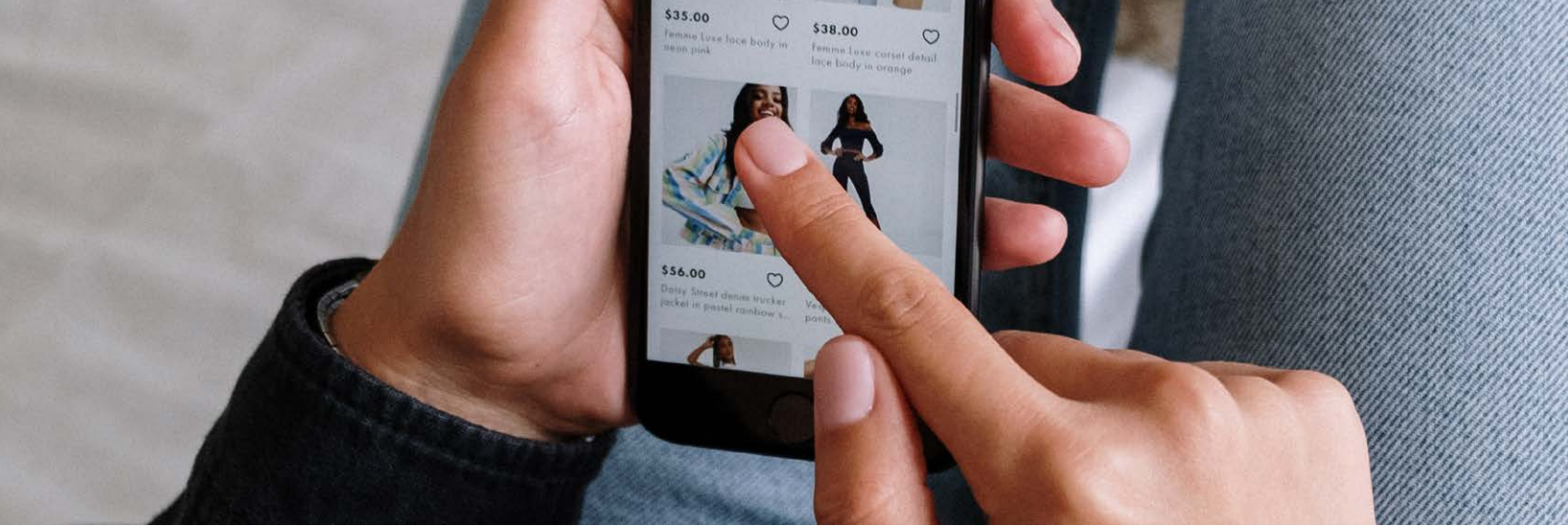
On-Shelf Availability



Planograms

[Learn More about Mobile Audits](#)





## Online Gift Shopping

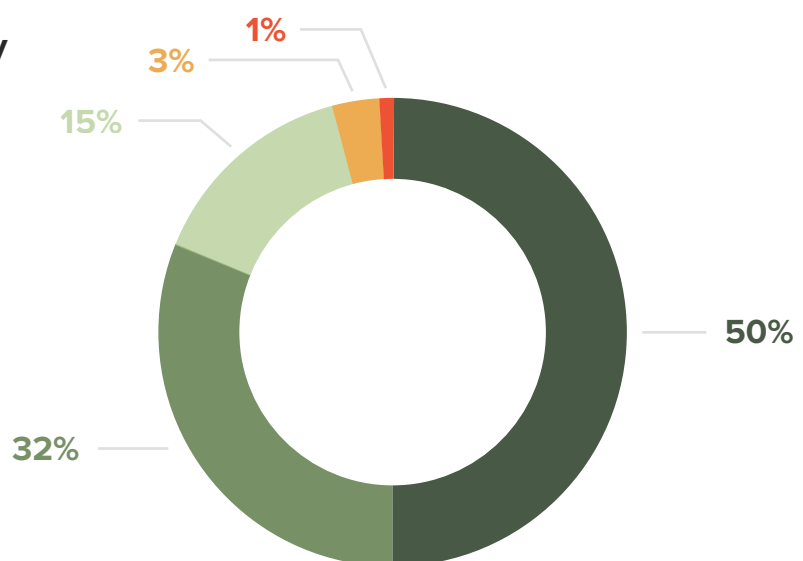
Online shopping is here to stay. And since nothing says 2020 like concern about public spaces, the ability to shop remotely is a lifesaver (literally) for safety-minded customers.

It is unsurprising, then, that half of our shoppers said that they are completely likely to shop online or in-app this holiday season. The overwhelming majority (97%!) said that they are at least moderately likely to buy gifts online. That's a lot.

### How likely are you to buy gifts online/in-app this holiday season?

N = 2,000 Christmas shoppers

- Completely likely
- Very likely
- Moderately likely
- Not very likely
- Not at all likely



# Online Retailers

Some holiday facts should not be disputed. Santa knows if you’ve been naughty or nice. Grandma’s going to give you a check for \$10. And in 2020, Amazon is the king of online retail. Leading the pack by 64 points, the juggernaut is set to clean up this Christmas.

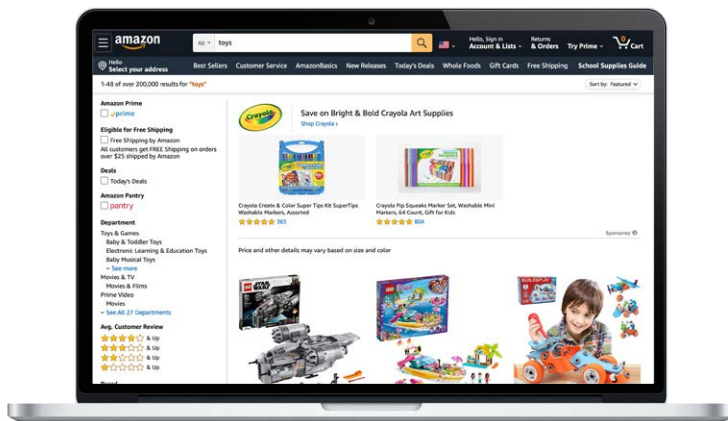


## Shopper Insight:

To online retailers, our price-conscious participants suggest offering free shipping for the holidays.

## Which ONE website/app will receive most of your online gift-spending this holiday season?

N = 1,925 Christmas shoppers at least moderately likely to buy gifts online in 2020





# Understand the Customer Experience with OGP

Based on mystery shops/audits of 84 pickup operations across 4 major retailers, Inside OGP [Updated with COVID insights] explores 7 pressing questions about online grocery pickup.



Go Inside OGP



## Top Online Gifts

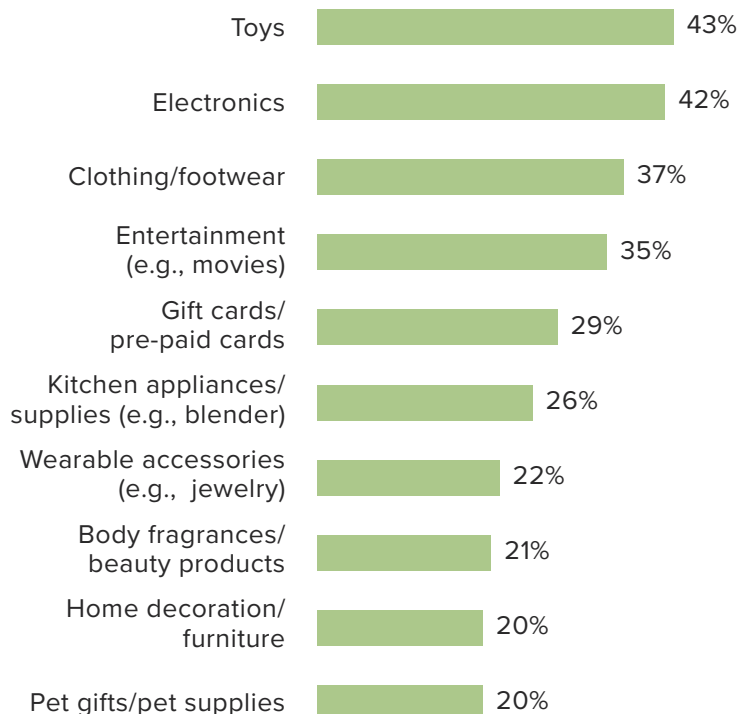
Just what are online shoppers dropping in their virtual carts?

Our survey shows the toy and electronics categories neck and neck, with toys edging out a victory. Close at their heels are wearables, such as clothing and footwear.

### Which of the following gifts are you likely to purchase online/in-app for the coming holiday season?

*Choose all that apply.*

N = 1,925 Christmas shoppers at least moderately likely to buy gifts online in 2020



Arts/crafts/creative supplies 19%, Experiences (e.g., travel) 15%, Tools 14%, Foods, beverages, snacks (only for gifts) 12%, Sports equipment 11%, Collectible items (e.g., trading cards) 10%, Camping/outdoor equipment 9%, Bikes/scooters/other ride-ons 6%, None of the above 1%





## Holiday Pickup

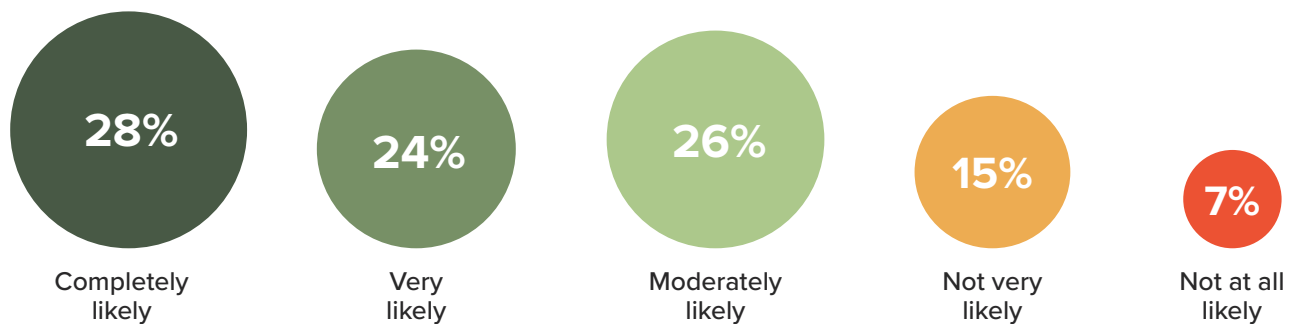
Cutting down on time spent in-store is a priority for many pandemic-era shoppers. And pickup offers a convenient way to avoid crowds (and their germs).

How do shoppers plan to use pickup services this holiday season? In our sample, 78% say that they're at least moderately likely to use BOPIS to shop for gifts.



### How likely are you to use grocery pickup this holiday season?

N = 1,925 Christmas shoppers at least moderately likely to purchase gifts online in 2020



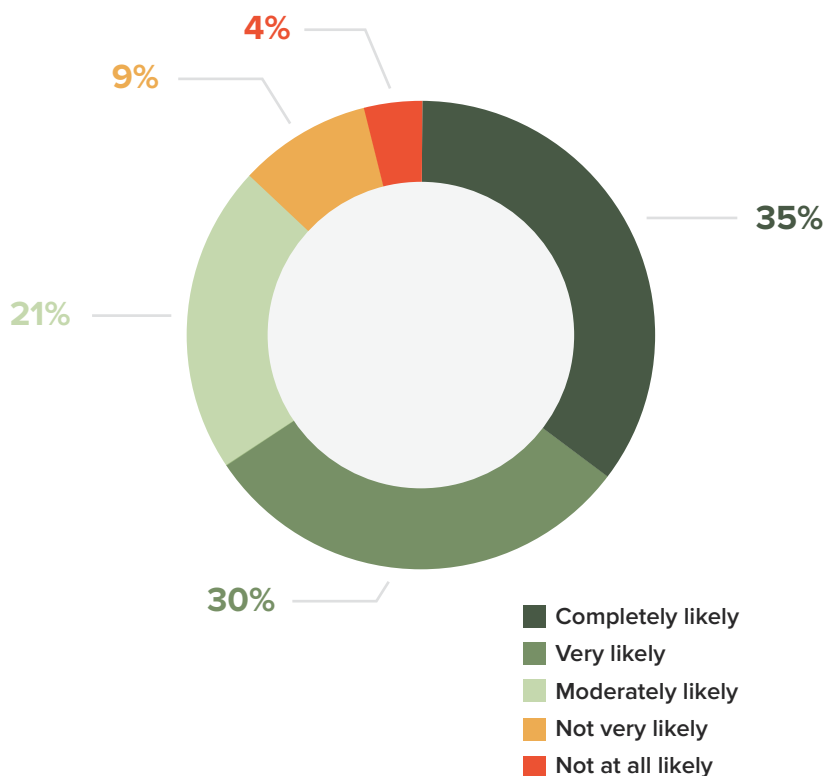
# Holiday Apps

Mobile apps give retailers a direct link to their customers. And they give shoppers a hands-off way to order holiday goodies.

35% of our participants say that they're "completely likely" to use an app to do holiday shopping, and 86% are at least moderately likely to do so.

**How likely are you to use retailer-specific mobile apps to plan for, shop for, and/or buy gifts this coming holiday season?**

N = 2,000 Christmas shoppers







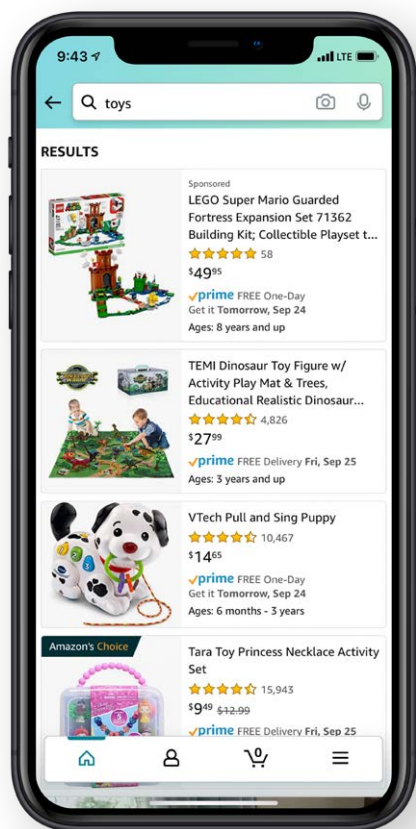
Which apps in particular are gracing the phones of holiday shoppers this year?

Amazon's in the lead again, with 74% of shoppers planning to use their app. Walmart takes second place with 66%.

### Which retailer-specific mobile apps do you expect to use to plan for, shop for, and/or buy gifts this coming holiday season?

*Choose all that apply.*

N = 1,702 Christmas shoppers at least moderately likely to use a mobile app to plan for, shop for, and/or buy gifts in 2020



# Holiday Grocers

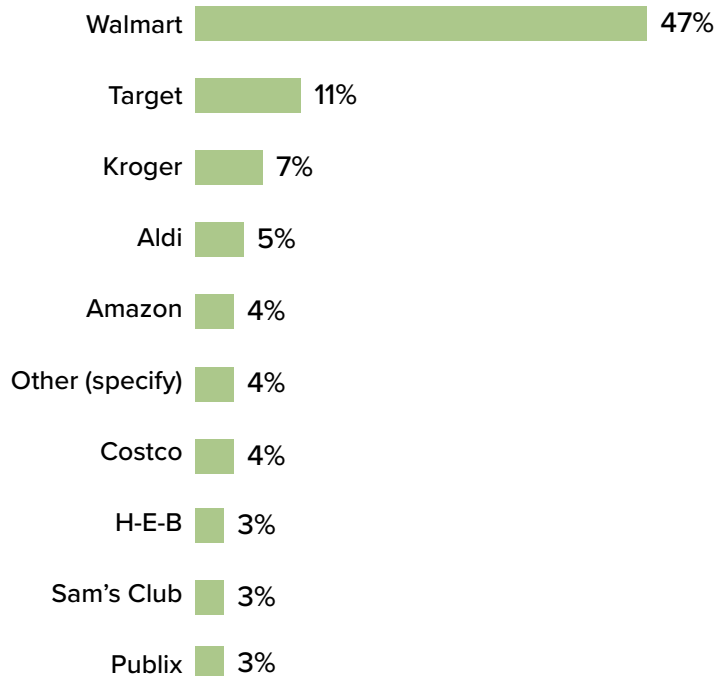
Gingerbread cookies. Eggnog. Roast beast.  
The holidays mean food.

Where will yuletide revelers purchase these goodies and more? Our survey shows Walmart as the grocery titan, leading by 36 percentage points.

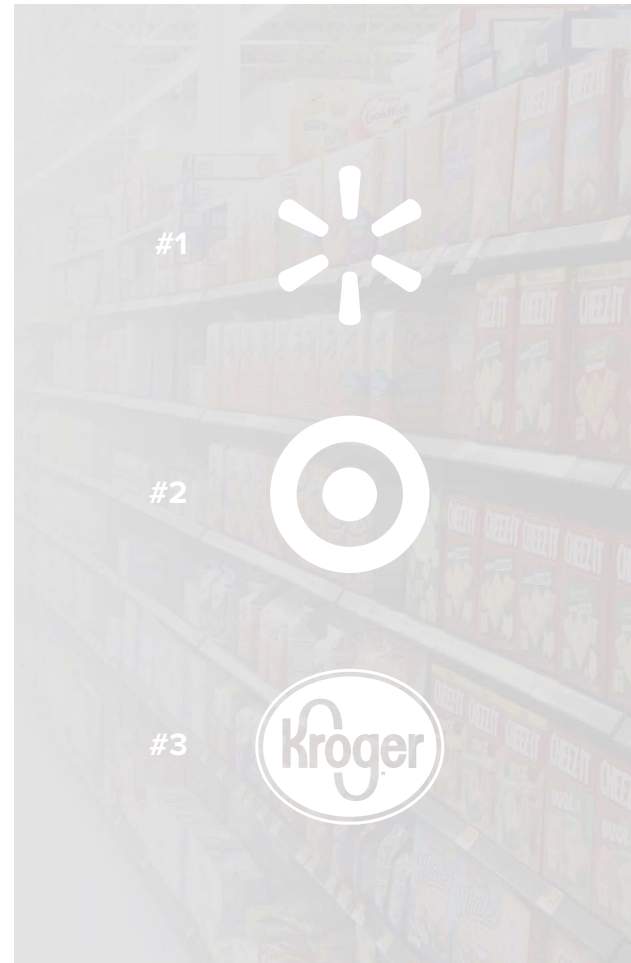
**When purchasing foods, snacks, beverages, and ingredients for your holiday celebrations this Christmas, which one retailer will receive most of your spending?**

*Choose all that apply.*

N = 2,020 holiday families



Meijer 2%, ShopRite 1%, Food Lion 1%, WinCo 1%, Whole Foods 1%, Hy-Vee 1%, Safeway 1%, Albertsons 1%, Trader Joe's 1%



## Shopper Insight:

74 respondents cited higher prices as their top uncertainty this holiday season, and holiday sales were the second-highest shopper suggestion for retailers.



# Holiday Foods

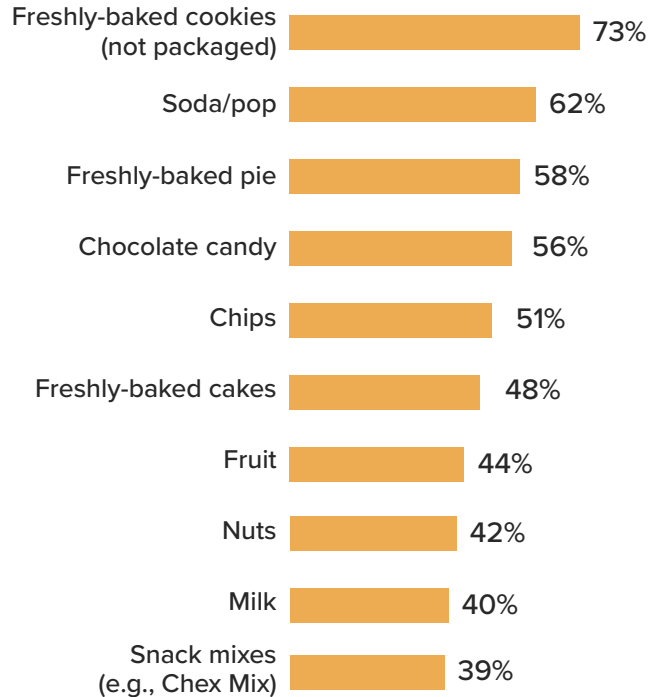
What's on the menu this Christmas? We prepared a list of common festive treats, and had our participants choose all of the goodies they plan on enjoying.

One thing is clear: the holidays are for feel-good food. Cookies, soda, pie, candy... save the diet for the New Year!

**Which of the following foods, snacks, and/or beverages is your household likely to serve on Christmas Eve and/or Day this year?**

*Choose all that apply.*

N = 2,006 Christmas families that will purchase groceries for their household's holiday celebration



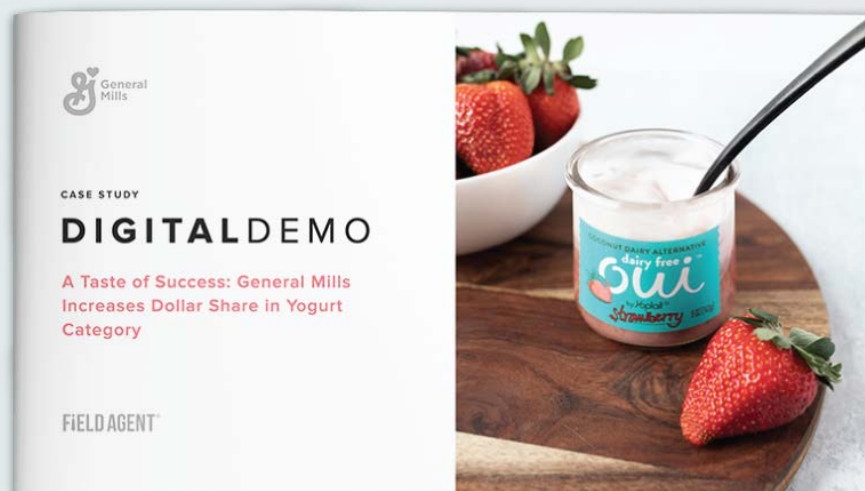
Fruit juice 32%, Pumpkin spice (any food/drink containing the flavor) 30%, Popcorn 27%, Non-chocolate candy 24%, Packaged, shelf-stable cookies (not freshly-baked) 20%, Jello-O/gelatin 14%, Jam/jelly 14%, None of the above 1%



# Give your product that much-needed online boost for the holiday.

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*Take it from General Mills.*



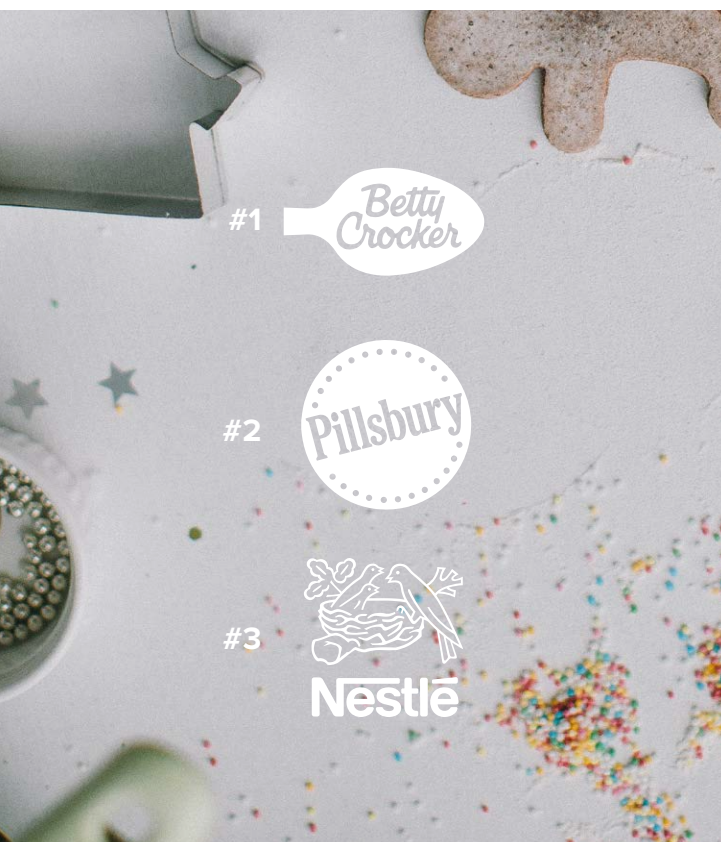
[Download the Case Study](#)



# Holiday Baking

Maybe you noticed, but the top food chosen for the holidays (beating out soda by 11%) was freshly-baked cookies. Christmas is a time for home cooks across the country to throw on the apron and whip up something sweet.

Which baking brands do shoppers associate with Christmas cheer? We asked our participants to name the one brand they most associate with baking during the holidays. Betty Crocker and Pillsbury are close at the top, with Nestle coming in third place. Mm-mmm, we can smell it already.



**What one baking brand (i.e., brands used in baking) do you most associate with celebrating Christmas?**

# of mentions

Betty Crocker	391
Pillsbury	388
Nestle	291
Hershey's	166
Toll House	138
Gold Medal	66
Duncan Hines	50
King Arthur	42
Baker's	33
Ghiradelli	30



## Holiday Beverages

Food is all well and good, but what about the drinks? We asked our shoppers to give us their top holiday beverage. And wow, did Coca-Cola show up, with almost 500 mentions. And with 144 mentions, Swiss Miss took second place.

**What one beverage brand do you most associate with celebrating Christmas?**

Coca-Cola	493
Swiss Miss	144
Pepsi	112
Welch's	92
Martinelli's	73
Nestle	39
Bailey's	39
Sprite	37
Starbucks	34
Dr. Pepper	32

# of mentions







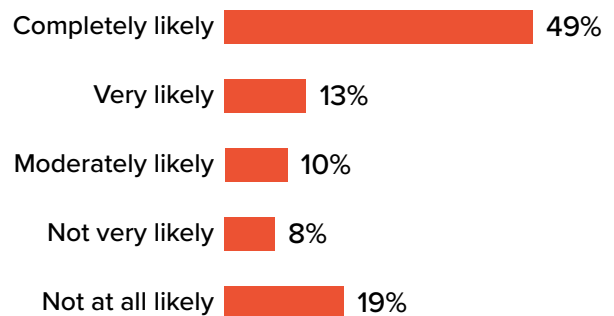
# Holiday Coffee Consumption

It's six in the morning on December 25, and the kids are rocketing through the halls. Let's be honest, you're not getting back to sleep. Time to get the coffee pot on.

We asked our respondents how likely they were to brew a cup of coffee this Christmas. And surprise, surprise, 73% are at least moderately likely to get their caffeine on.

## How likely are you to consume coffee on Christmas Eve and/or Day this year?

N = 2,020 Christmas shoppers

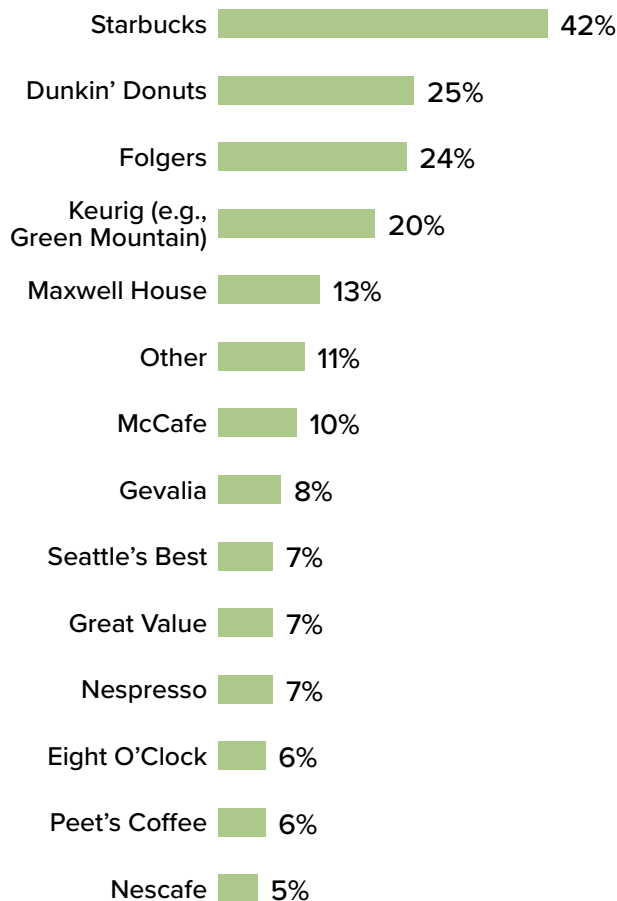


Which brands will be filling the cups o' joe this holiday season? As usual, Starbucks is the brand to beat. At least 20% of coffee drinkers also plan to brew Dunkin' Donuts, Folgers, or a Keurig brand.

## What specific coffee brands do you expect to consume on Christmas Day/Christmas Eve?

*Choose all that apply.*

N = 1,467 Christmas shoppers at least moderately likely to drink coffee on Christmas Day/Eve in 2020



Community Coffee 4%, 1850 Coffee 2%, Chock Full O'Nuts 2%, None of the above 2%, Stumptown 1%, Archer's Farm 1%, Blue Bottle 1%



## Throwback:

Last year, shoppers demoed Starbucks' new festive cinnamon K-cups



[Read the article >](#)



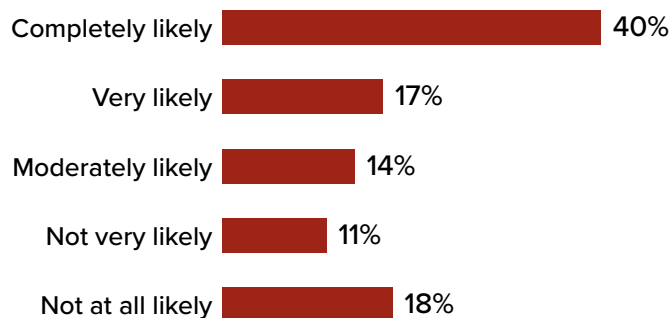
# Holiday Alcohol Consumption

The holidays are for making merry, and for many, that means hot toddies, eggnog, and other boozy beverages. How many of our festive crowd are likely to hit the sauce this year?

Our survey shows that more than half are at least “very likely” to have a stiff drink this Christmas.

## How likely are you to consume alcoholic beverages on Christmas Eve and/or Day this year?

N = 2,020



# Alcoholic Beverages at Christmas

What alcoholic drinks will make the people merry this Christmas? Wine is the clear category winner, with beer bringing in a strong second.

## Which of the following alcoholic beverages do you expect to consume on Christmas Eve and/or Day?

Choose all that apply.

N = 1,418 Christmas shoppers at least moderately likely to drink alcohol on Christmas Eve/Day



N = 1,402

What about specific brands, you say?

We collected the top 5 beers, as well as the top liquors across four categories. The top liquor overall? Bailey's (creamy!)



N = 1,402

### Top Beer:

- Stella Artois 18%
- Michelob Ultra 14%
- Blue Moon 14%
- Bud Light (not Bud Light Lime) 12%
- Corona (not Corona Light) 11%
- Local craft beer 19%

### Top Liquors:

- Top Rum: Bacardi 18%
- Top Vodka: Tito's 17%
- Top Whiskey: Jack Daniel's 15%
- Top Tequila: Patron 15%
- Top Hoilday Liquor Overall: Bailey's Irish Cream 19%



# Gifts for Daughters

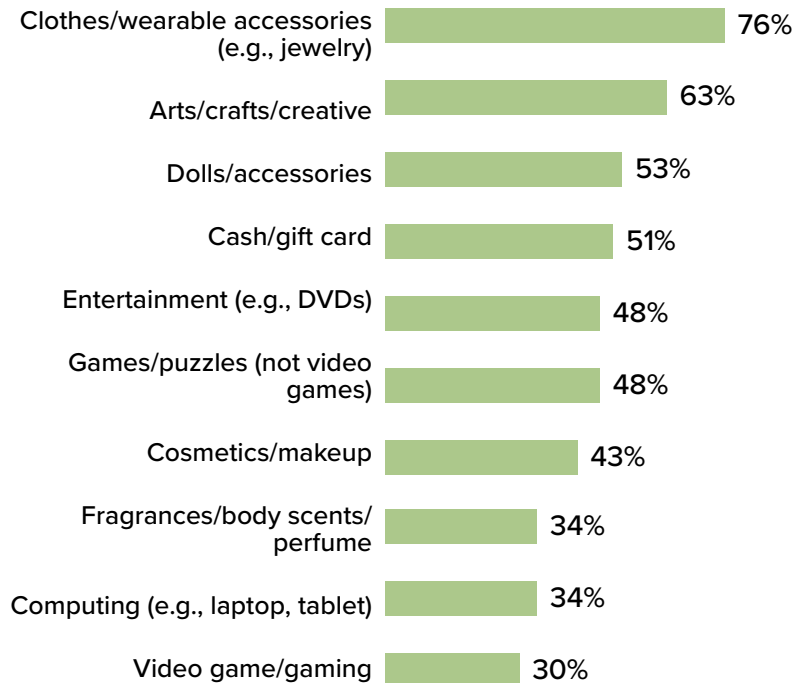
Let's talk family. We asked over 2,000 families what they plan to buy for their daughters, sons, husbands, and wives. Up first: daughters ages 2-17.

Clothing and other wearables are a popular choice this year, followed by art supplies and dolls.

## Looking ahead, which of the following gifts are your daughter(s) likely to receive for Christmas this year?

*Choose all that apply to at least one of your daughters.*

N = 1,324 Christmas families with daughters



Bikes/scooters/other ride-ons 29%, Outdoor play (e.g., trampoline, playhouse) 26%, Smartphone/mobile phone 24%, Indoor playset (e.g., mini kitchen) 24%, Athletic/sports-related 24%, Musical instrument/toys 22%, Blocks/building sets 22%, Action toys/figures/accessories 21%, Audio/music (e.g., stereo, cds/mp3s) 19%, Collectible items (e.g., trading cards) 11%, TV 10%, Remote control (e.g., cars, drones) 8%



# Cosmetics

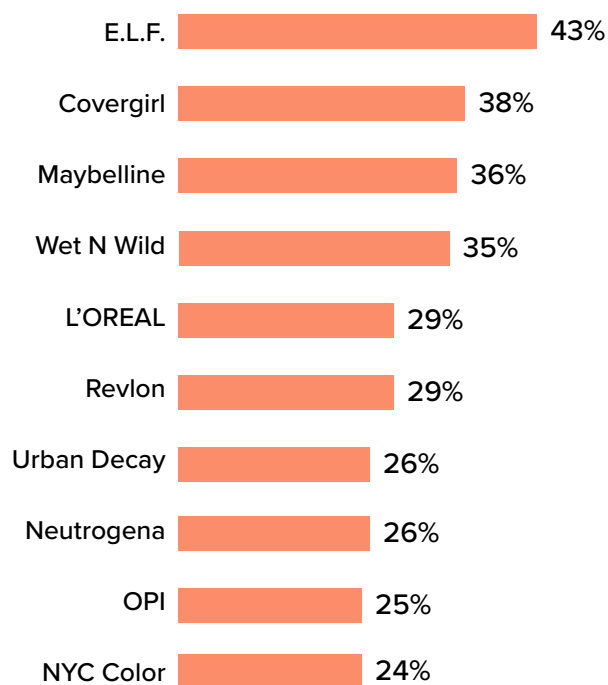
With 43% of parents planning a makeup/cosmetics gift for their daughters this year, we thought we'd dig into the most popular cosmetics gifts.

And yes, let the Santa's workshop jokes flow:  
E.L.F. is the top Christmas makeup brand.

## Which cosmetic/makeup brands are your daughters particularly likely to receive this Christmas?

*Choose all that apply.*

N = 585 Christmas families who expect to give their daughters cosmetics for Christmas in 2020



Mac 22%, Too Faced 21%, Smashbox 19%, Sally Hansen 19%, Bare Minerals 19%, Clinique 18%, Rimmel 18%, Essie 16%, Other 13%, Lancome 12%, Garnier 12%, Mary Kay 12%, Este Lauder 11%, Avon 10%



# Gifts for Sons

Can the sons of America expect anything besides lumps of coal this Christmas?

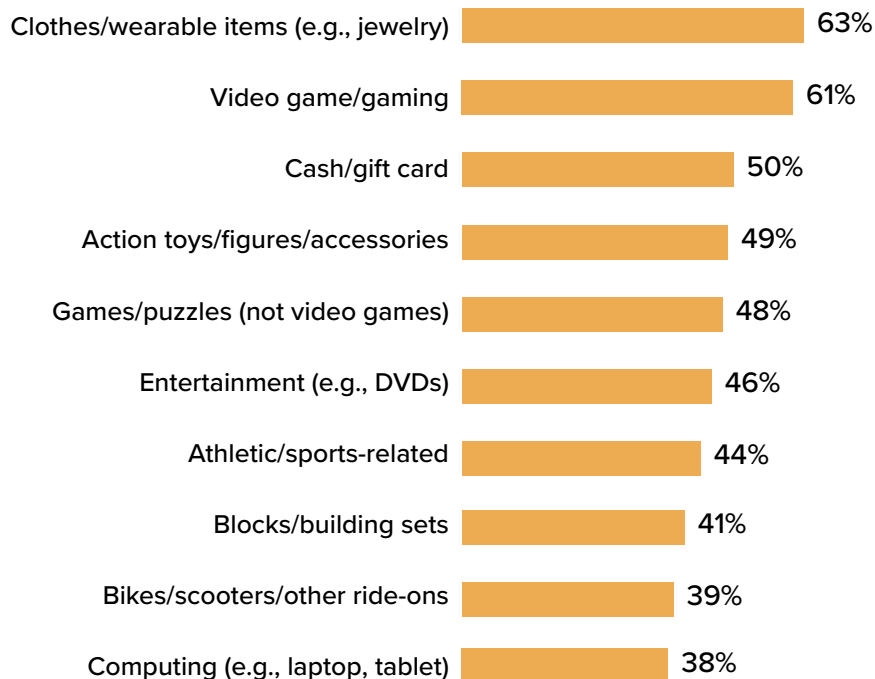
Yes. Of course they can.

Just like their sisters, boys aged 2-17 will receive a lot of clothes. But video games, cash, and action figures will more than make up for the itchy sweater (thanks, Grandma).

## Looking ahead, which of the following gifts are your son(s) likely to receive for Christmas this year?

*Choose all that apply to at least one of your sons.*

N = 1,339 Christmas families with sons



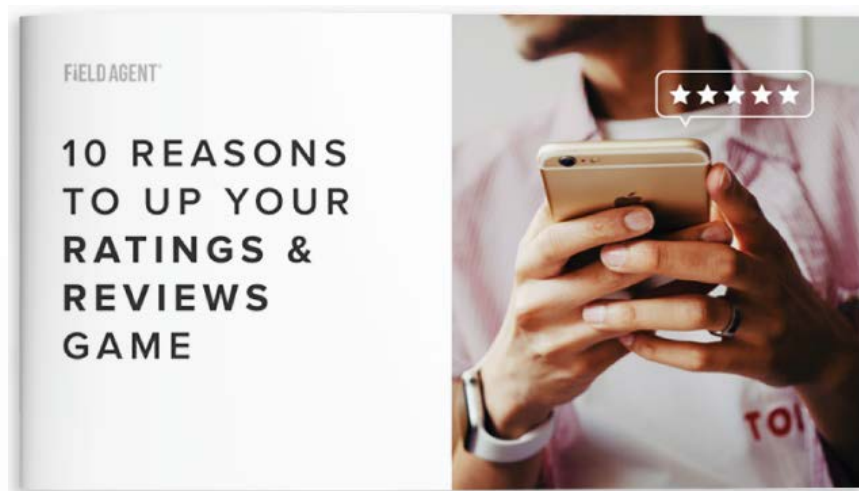
Remote control (e.g., cars, drones) 38%, Arts/crafts/creative 33%, Outdoor play (e.g., trampoline, playhouse) 33%, Musical instrument/toys 23%, Smartphone/mobile phone 21%, Collectible items (e.g., trading cards) 20%, Fragrances/body scents/cologne 19%, Audio/music (e.g., stereo, CDs/MP3s) 18%, Indoor playset (e.g., minikitchen) 13%, TV 11%



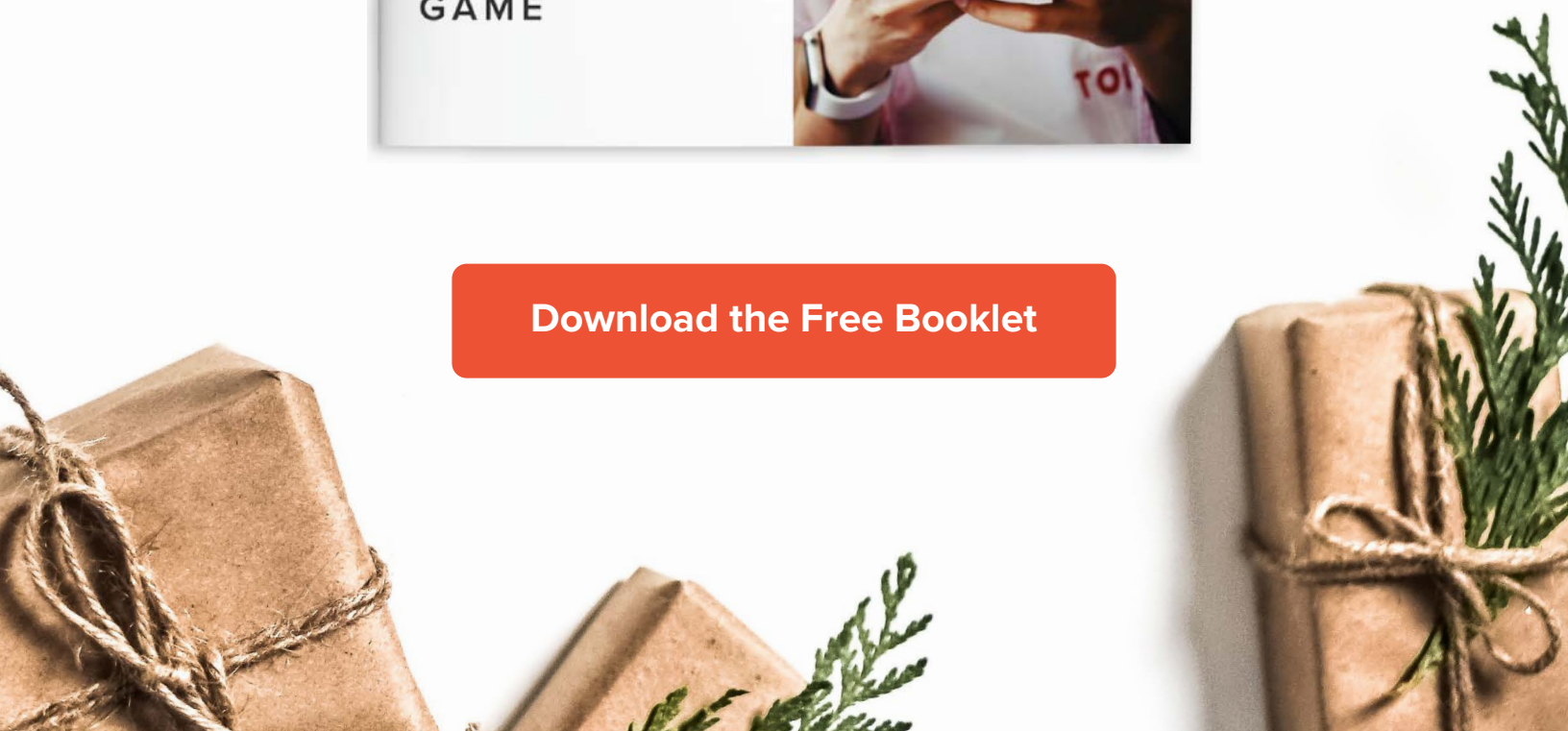
# Make a Lasting Impression Just in Time for Holiday Sales

A whopping 94% of shoppers read ratings and reviews before making purchases. And with shoppers making more and more purchases online, ratings and reviews truly matter.

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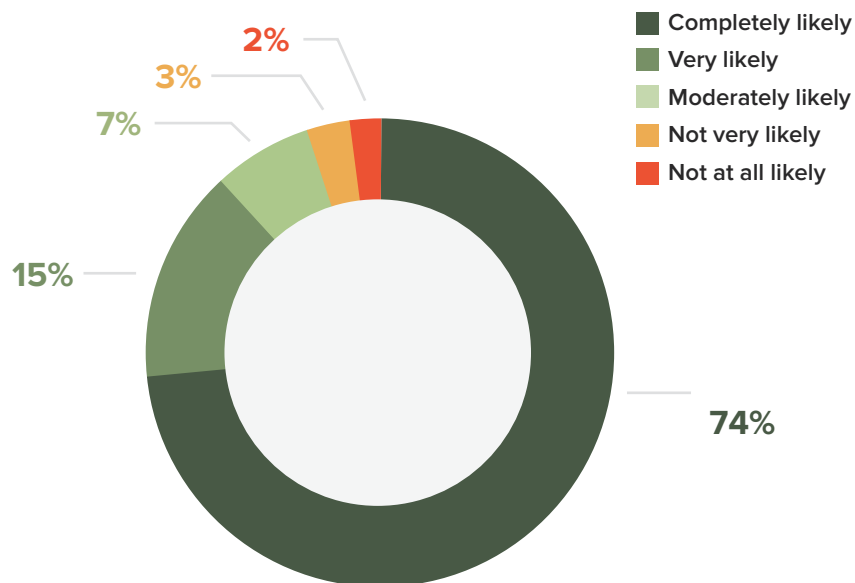


## Stockings

Nothing says Christmas like stockings hung by the chimney with care. And quite a few of us plan to hang them up, in hopes that St. Nicholas soon will be there. 95% of families surveyed are at least moderately likely to fill stockings for their kiddos.

### How likely are you to fill stockings for your children this Christmas?

N = 1,989 Christmas families



# 95%

of families are at least moderately likely to fill stockings this year



## Stocking Stuffers

And what will kids find in their stockings, come Christmas morning?

Perhaps unsurprisingly, candy and toys.  
What more could a kiddo want?

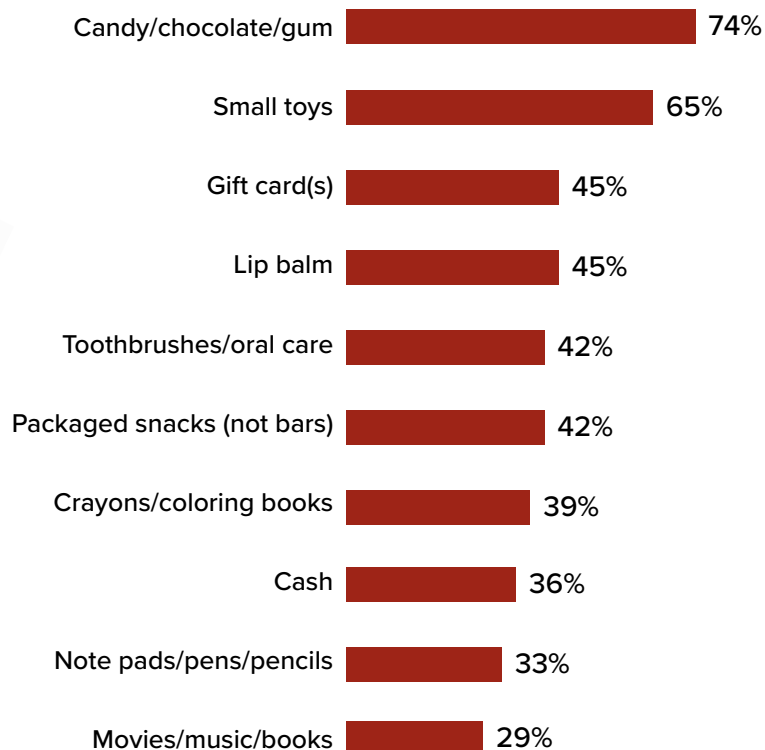


Art/craft/creative (not crayons/coloring books) 27%, Jewelry/wearable accessories 27%, Fragrances/perfume/cologne 24%, Cosmetics/makeup 23%, Lotion 23%, Bars (e.g., protein, snack, granola, fruit bars) 21%, Underwear 20%, Video games 17%, Fruit 16%, Tickets (e.g., movie tickets, theme park tickets) 16%, Pajamas 16%, Razors/razor blades/shaving cream 13%, Clothing (not pajamas or underwear) 11%, Baked goods (not bars) 8%, Other 1%

## What will you likely put in your children's stockings this Christmas?

*Choose all that apply.*

N = 1,901 Christmas families who expect to fill stockings for their children in 2020



# Candy Stuffers

As the most popular stocking stuffer, candy has a big role to play in the holidays. We made a list of popular candy brands, and asked parents to choose all of the brands they plan to put in their stockings.

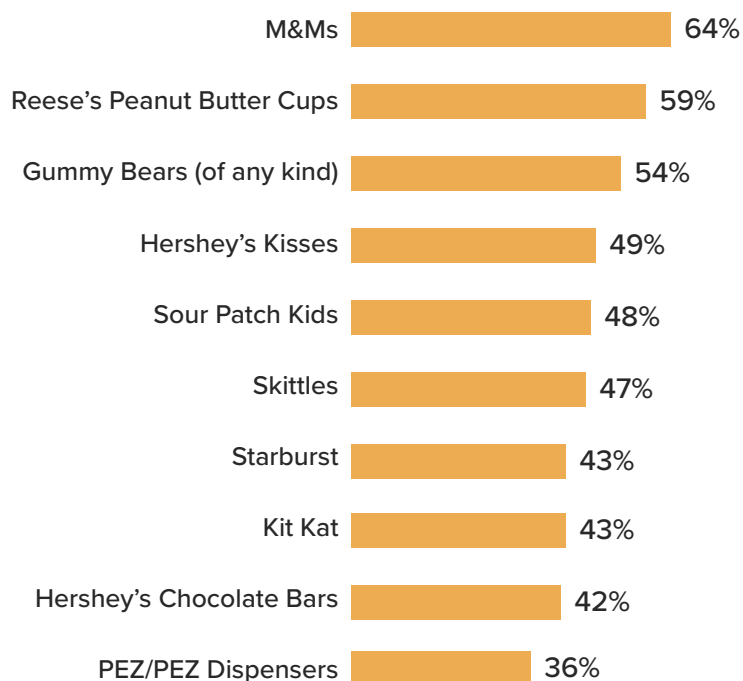
M&Ms took the gold position this year, with Reese's at silver and gummy bears taking home the bronze.



## Which specific candy/chocolate/gum brands are you particularly likely to include in your children's stockings?

*Choose all that apply.*

N = 1,453 Christmas families likely to include candy/chocolate/gum in their kids' stockings in 2020



Snickers 35%, Nerds 32%, Twix 31%, Jolly Rancher 24%, Twizzlers 22%, Mints (of any kind) 20%, Extra Gum 19%, Wrigley's Basic Gum (e.g., big red, juicy fruit) 16%, Milky Way 16%, 3 Musketeers 15%, Trident Gum 15%, Orbit Gum 14%, Whoppers 13%, Werther's Original Caramel 12%, Almond Joy 12%, Other (specify) 7%





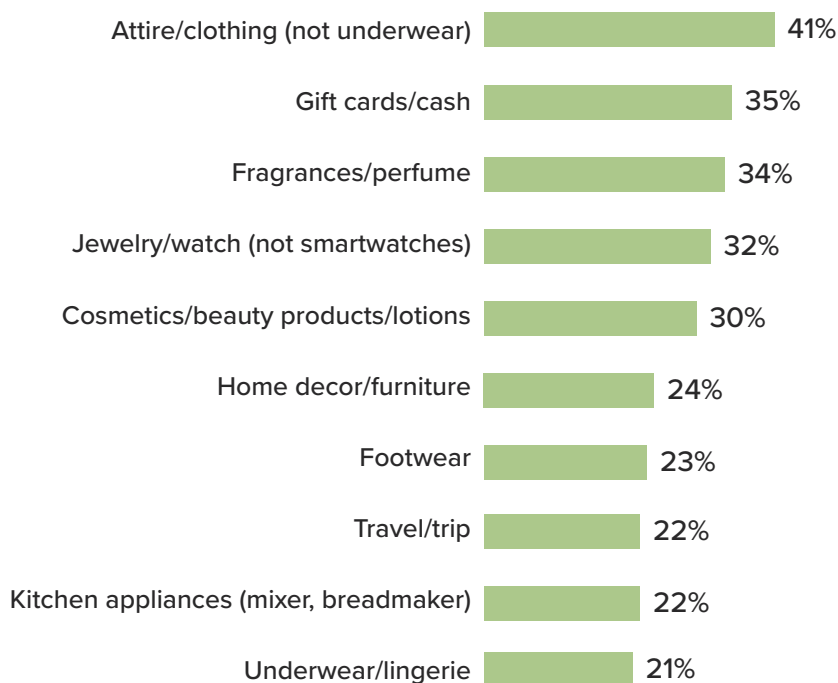
# Gifts for the Wife

Good news, ladies – you have clothing, perfume, and jewelry in your future. And if you prefer picking out your own present, 35% of spouses said they'd include a gift card or cash.

**As you look ahead to purchasing gifts for your wife this Christmas, which of the following is your wife likely to receive from you as a present?**

*Choose all that apply.*

N = 333 Christmas shoppers married to women



Entertainment experience (e.g., movie tickets, concert tickets) 20%, Music/movies/books 19%, Smartwatch/fitness watch/wearable tech. (e.g., Fitbit) 19%, Smartphone 16%, Computer (laptop, desktop, tablet) 11%, Camera (photo and/or video) 10%, Non-kitchen, Home Appliances (e.g., Vacuum) 8%, Smart speaker (e.g., Amazon Echo, Google Home) 7%, None of the above 5%, Camping/outdoor equipment (not hunting equipment/firearms) 5%, Tools/power tools/hand tools 4%, Outdoor grill/grilling equipment 3%, TV 4%, Firearms/hunting equipment 3%, Auto products/accessories (not automobiles) 3%



## Shopper Insight:

Another top suggestion?  
Increase holiday sales to  
attract shoppers on a budget.



# Gifts for the Husband

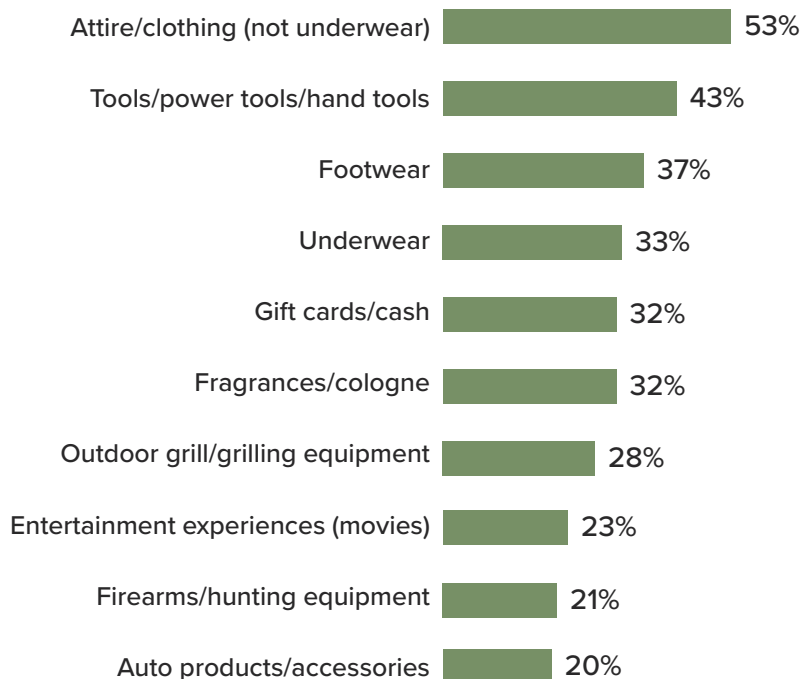
Ever struggle to come up with gift ideas for your husband? You are not alone. Take some inspiration from this list of the top Christmas gifts for husbands.

Clothing is the most popular choice, followed by tools (always a winner with the guys). Other wearables, like shoes and underwear, follow up.

**As you look ahead to purchasing gifts for your husband this Christmas, which of the following is your husband likely to receive from you as a present?**

*Choose all that apply.*

N = 1,057 Christmas shoppers married to men



Music/movies/books 20%, Smartwatch/fitness watch/wearable technology (e.g., Fitbit) 19%, Camping/outdoor equipment (not hunting equipment/firearms) 18%, Travel/trip 17%, Electric razor 16%, Smart speaker (e.g., Amazon Echo, Google Home) 12%, Jewelry/watch (not smartwatches) 11%, Computer (laptop, desktop, tablet) 10%, Smartphone 7%, TV 5%, Home decor/furniture 5%, None of the above 5%, Camera (photo and/or video) 5%, Kitchen appliances (e.g., mixer, breadmaker) 4%, Non-kitchen home appliances (e.g., vacuum, dryer) 2%



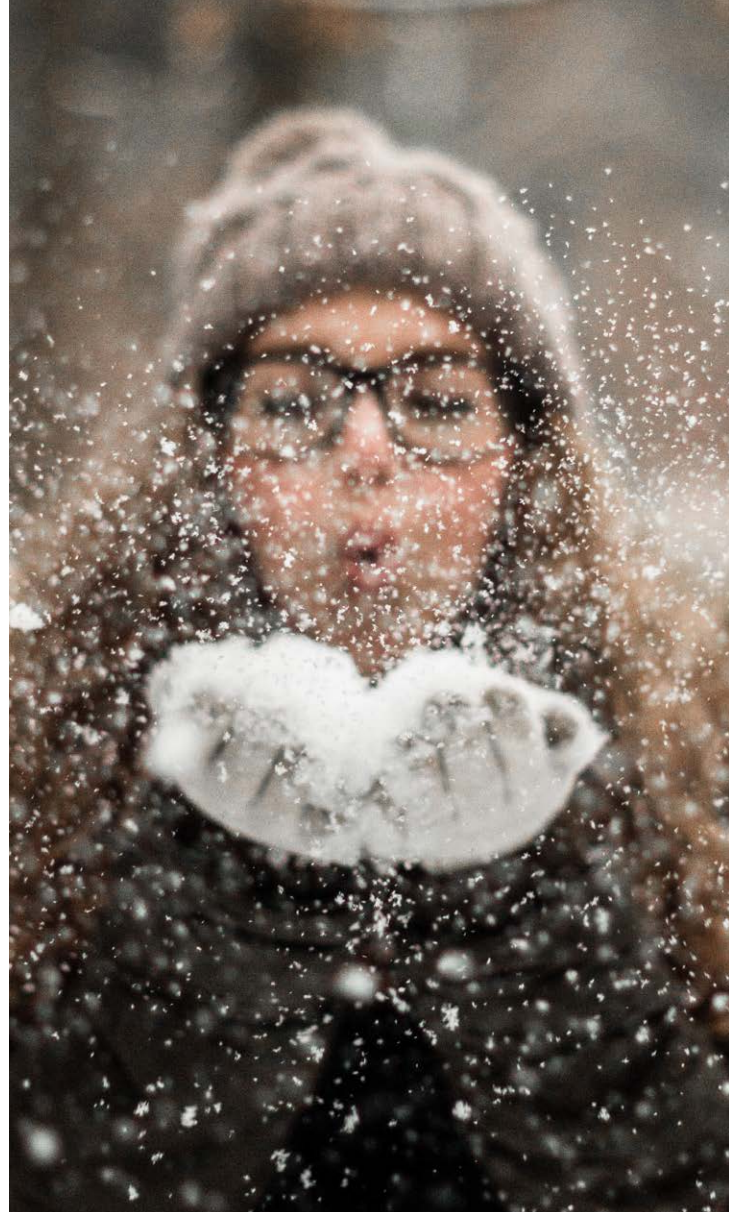
# Women's Wishlist

It's a question asked by countless men every year: what do women want for Christmas?

Deep breaths, gentlemen. We've got your back.

We asked over 1,500 women what one gift under \$250 they want for Christmas. Top brands included Apple, with big sellers like the Apple Watch and AirPods, and KitchenAid, whose stand mixers never fail to please.

Popular categories include fancy vacuum cleaners like Roombas, shoes and other footwear, and kitchen appliances like air fryers.



## Top General Wishes

What one gift under \$250 would you most like to receive at Christmas this year? Please be specific.

- #1 Gift cards/cash
- #2 Vacuum cleaner
- #3 Footwear
- #4 Kitchen appliances
- #5 Headphones

N = 1,574 women



## Top Brand-Specific Wishes

- #1 Apple
- #2 KitchenAid
- #3 Ninja
- #4 Cricut
- #5 Samsung





# Men's Wishlist

Now let's flip that question around.  
What do men want this holiday season?  
Over 500 men told us their top wish  
under \$250.

As with the ladies, Apple won out in the battle of the brands, with Nike sliding into the second spot. Having trouble coming up with a gift idea for the man in your life? Consider electronics. Headphones, gaming, and laptops/tablets all cracked the top 5 categories.



## Top General Wishes

What one gift under \$250 would you most like to receive at Christmas this year? Please be specific.

- #1 Headphones
- #2 Gaming
- #3 Gift card/cash
- #4 Footwear
- #5 Laptop/tablet

N = 526 men



## Top Brand-Specific Wishes

- #1 Apple
- #2 Nike
- #3 Xbox
- #4 Nintendo
- #5 Dewalt



## Shopper Insight:

46 shoppers suggested extending store hours.

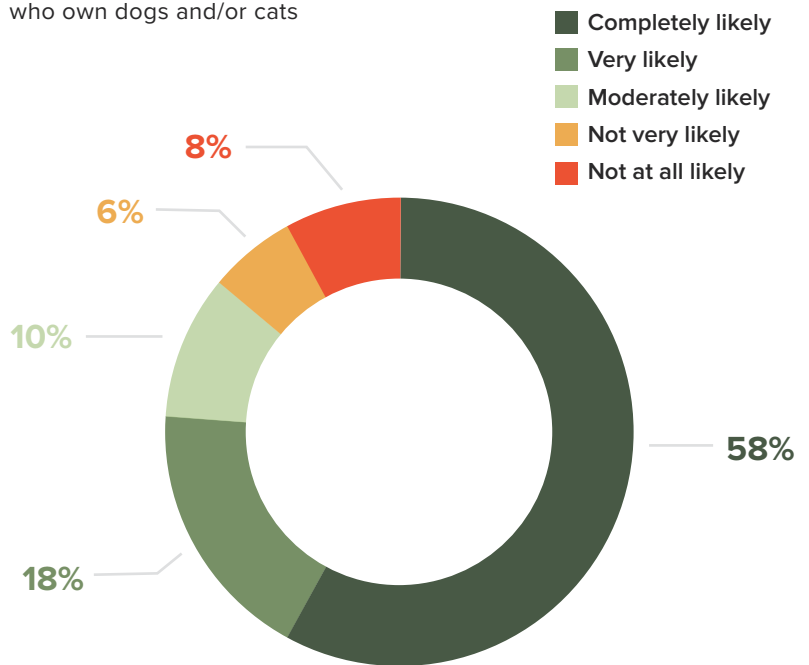


## Pet Gifts

Let's not leave out our furrier family members. Dog and cat owners love including their pets in family traditions. A full 58% say that they are completely likely to buy gifts for their pets.

### How likely are you to purchase at least one holiday gift for your cat and/or dog this Christmas?

N = 1,430 Christmas families who own dogs and/or cats



*Get the Pet Food Primer*



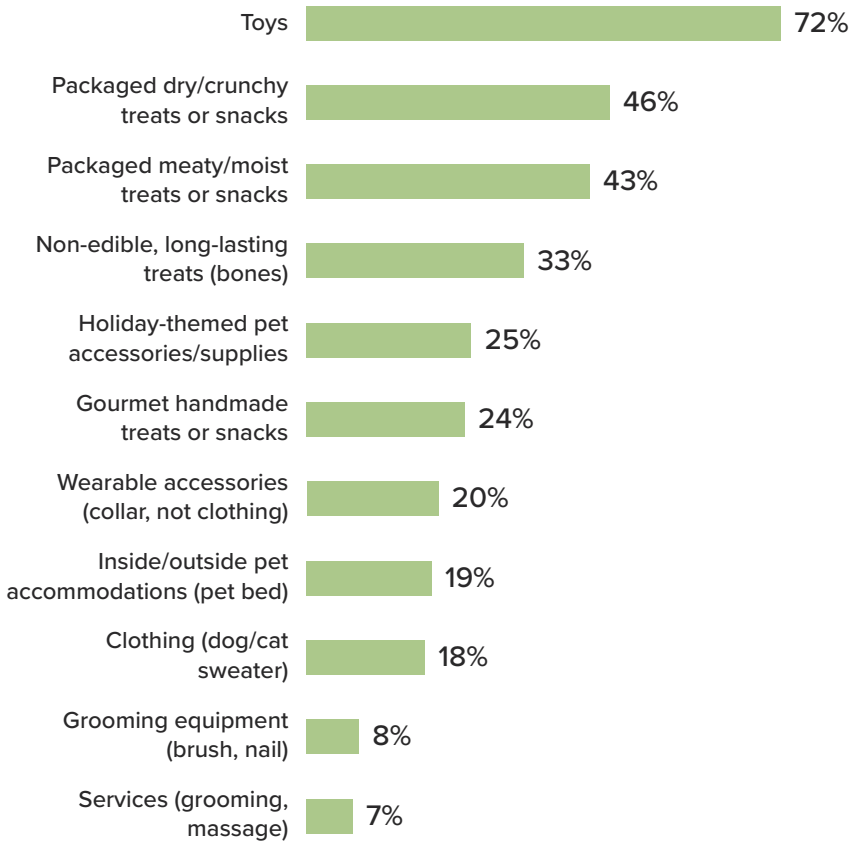
Sounds like Fido and Fluffy are in for a festive season!  
But what will they unwrap this Christmas?

Cats and dogs of the world, rejoice. Toys, treats, and accessories all make strong showings for our pets.

**Which of the following are you likely to purchase this Christmas as a cat/dog gift (either for the cat/dog or for a member of the family who cares for a cat/dog)?**

*Choose all that apply.*

N = 1,213 pet owners at least moderately likely to give their dog/cat a Christmas gift





# Greeting Cards

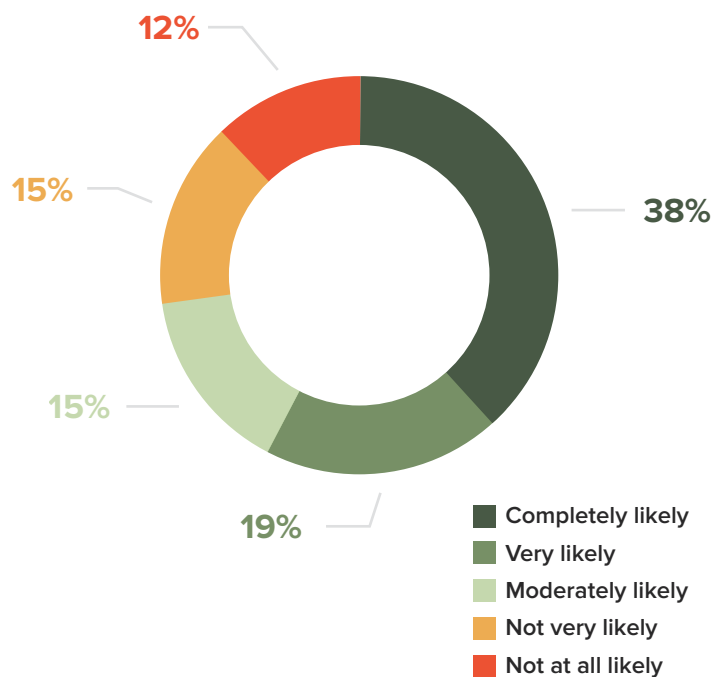
Sending a card in the mail is always a sweet gesture. During the holidays, it's a great way to say "I love you" to friends and family. It also gets that embarrassing picture of the kids with Santa the exposure it deserves.

This year, 38% are definitely planning on purchasing a Christmas card, and 72% are at least moderately likely to do so.

Walmart takes home the prize for top Christmas card seller. Budget-savvy shoppers bring Dollar Tree in at second place.

## How likely are you to buy at least one Christmas greeting card to give to someone else this holiday season?

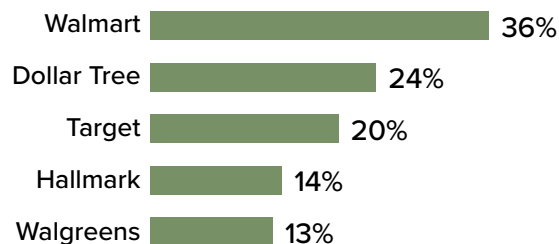
N = 2,020 Christmas shoppers



## From which retailers (brick-and-mortar or online) will you most likely purchase Christmas greeting cards this holiday season?

Choose all that apply.

N = 2,020 Christmas shoppers at least moderately likely to purchase a holiday greeting card in 2020



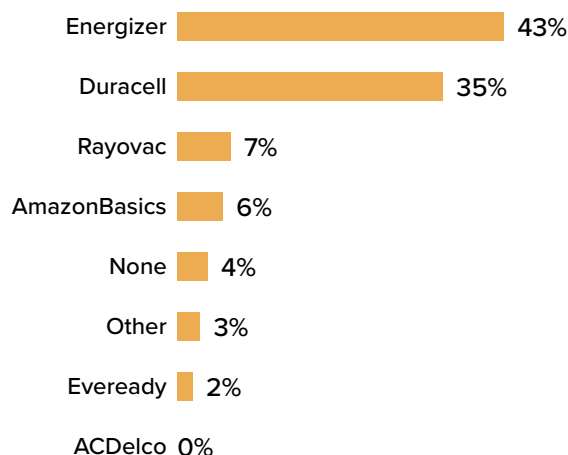
Dollar General 11%, CVS 10%, Amazon.com 8%, Shutterfly.com 6%, Family Dollar 5%, Other 4%, Kroger 4%, Independent, local gift shops 4%, Hobby Lobby 3%, Costco 3%, T.J. Maxx 3%, Barnes & Noble 2%, Americangreetings.com 2%, Books-A-Million 1%

# Holiday Batteries, etc.

Let's take a minute to talk about the little odds and ends that make the holidays work. Maybe nobody's writing Christmas songs about batteries, tape, and paper plates, but without these things gifts wouldn't run, packages would fall apart, and we'd be eating off the table. Food for thought.

## Which one battery brand are you most likely to purchase this Christmas for battery-powered gifts, decorations and the like?

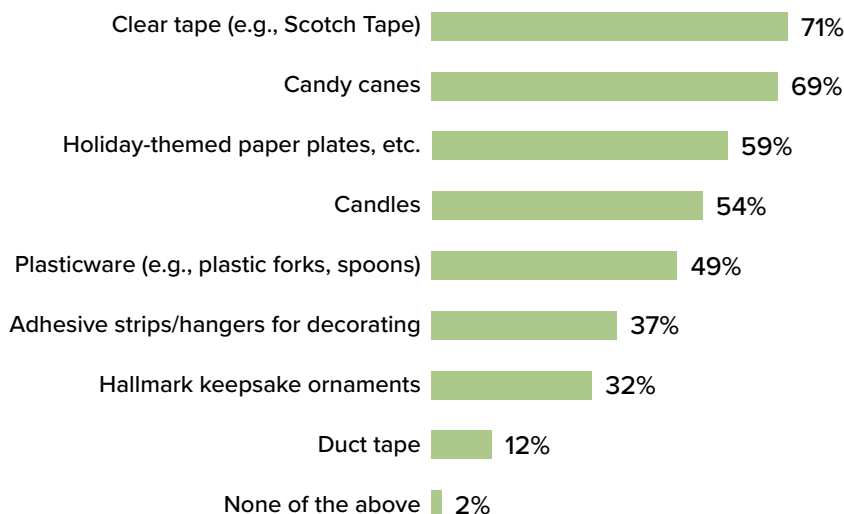
N = 1,710 Christmas families



## Which of the following, if any, do you expect to purchase this year to help your household celebrate Christmas?

*Choose all that apply.*

N = 2,019 Christmas families



# Wrapping Up: Key Takeaways

Our report may be over, but the holidays are nearly here. What did we learn?

## 1. Online shopping and delivery/pickup have taken on a new importance in 2020

More online shopping: it's the top way that shoppers plan to change their shopping habits this year. These days, it's more than just convenience driving the use of remote shopping methods. Large crowds are a top concern for the safety-aware.

## 2. Brick-and-mortar retailers are hardly obsolete

This does not mean that physical stores will be empty this holiday season. Only 7% of our shoppers plan to avoid visiting stores entirely. However, as shoppers plan to make fewer trips and spend less time browsing, retailers and brands will need to get creative to attract their attention as they get in and get out.

## 3. Shoppers will not let the pandemic get in the way of a merry Christmas

Despite layoffs and wide-spread budget cuts, most of our shoppers (83%!) plan on spending about the same amount on the holidays as they did last year, and 7% think they'll spend even more. The majority are also likely to indulge in treats like alcoholic beverages.

## 4. Customers are a valuable source of suggestions for retailers and brands

It's true, sometimes these suggestions (especially lower prices and free shipping) read like a wish list. But shoppers' unselfish priorities and motivations make themselves clear. Their top suggestion, after all, was for retailers to prioritize safety and cleanliness this holiday season.

## 5. Early shopping is the name of the game

We've all seen empty store shelves this year (the words "toilet paper" still send shivers down our spines). And availability is the shopper's top uncertainty this holiday season. Because of this, and out of concern for holiday crowds, many people plan to shop earlier in the season than usual.





## Demos & Details

This report draws from two mobile surveys (see below), conducted entirely through the Field Agent mobile app. All participants were U.S. smartphone owners at least 18 years of age. All studies were conducted Sept. 4, 2020 to Sept. 8, 2020.

## General Shopper Survey (N=2,020)

Survey of 2,020 U.S. adults who celebrate Christmas in part by purchasing gifts for others

Gender		Household Income	
Female	75%	< \$35K	20%
Male	25%	\$35-49K	16%
		\$50-74K	20%
		\$75-99K	14%
		\$100K+	20%
Age Range		Race*	
18-34	36%	Caucasian/White	63%
35-44	33%	Hispanic/Latino	17%
45-54	19%	African American/Black	14%
55+	13%	Other	6%

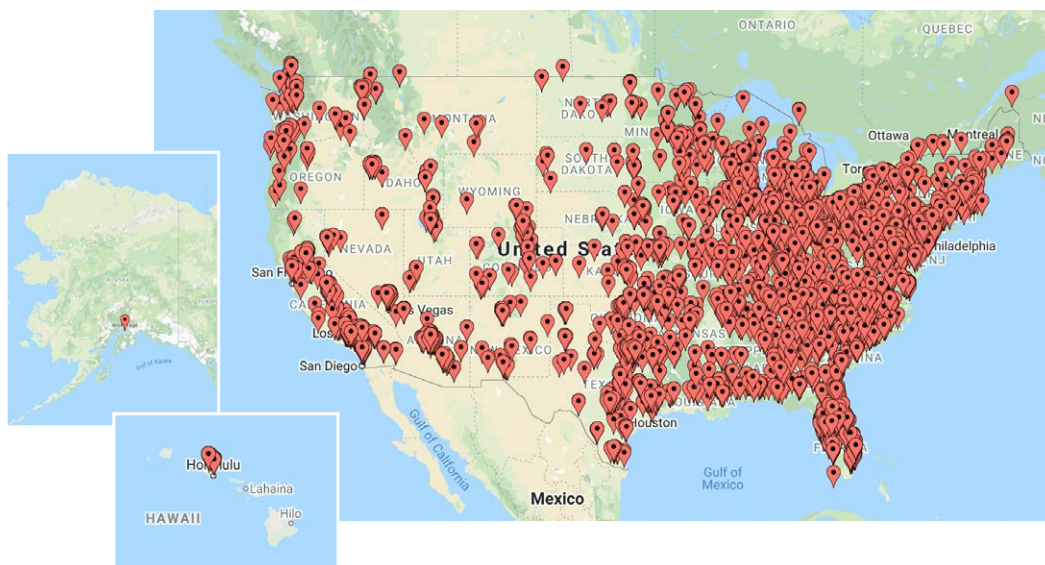
## Family Holiday Survey (N=2,020)

Survey of 2,020 U.S. families who celebrate Christmas in part by purchasing gifts for others and who have at least one child younger than 18

Gender		Household Income	
Female	78%	< \$35K	18%
Male	22%	\$35-49K	17%
		\$50-74K	20%
		\$75-99K	17%
		\$100K+	21%
Age Range		Race*	
18-34	32%	Caucasian/White	63%
35-44	43%	Hispanic/Latino	17%
45-54	20%	African American/Black	14%
55+	4%	Other	6%

\*We weighted data to reflect the racial percentages above

## 4,040 Survey Locations



# Win at Retail

*...year round.*

The Field Agent On-Demand Platform connects your company to customers (and their smartphones) around the world. These customers give you direct access to in-store conditions, feedback around the omnichannel shopping experience, insights into products, messaging, signage... pretty much anything!

We connect you to fast, affordable,  
on-demand retail information.

From shopper insights to in-store visibility, ratings and reviews to digital product demos, our team of retail experts are here to help your company succeed in Q4 and beyond.

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