

HOW ARE GEN Z AND YOUTH CONSUMERS CHANGING THEIR SHOPPING HABITS THIS CHRISTMAS?

LADbible Group, one of the biggest social media publishers in the world, have conducted research to help brands understand how consumer shopping behaviour is changing this Christmas. It explores how brands can access our highly engaged audience across the festive period

1. CHRISTMAS MAY BE DIFFERENT THIS YEAR

- With inflation soaring and the economy being a worry for so many, consumers may alter their behaviour this Christmas
- Trends such as earlier shopping, more own label shopping and shopping around will be key whilst our audience say they are looking to social media for money saving inspiration

2. CHRISTMAS SHOPPING STARTS EARLY

- Over half of our audience are starting their Christmas shopping in or before November, meaning brands need to be top of mind early
- The social media conversation around Christmas starts to build from around September

3. SOCIAL CAN PUSH CONSUMERS DOWN THE FUNNEL AT CHRISTMAS

- Audience are using social for inspiration, particularly Gen Z. This key youth audience over index for purchasing after seeing ads on platforms such as Instagram and TikTok
- Social plays a role across the full purchase funnel - from awareness right the way through to purchase

PLUS... WE WILL SHOWCASE OUR LATEST EYE TRACKING STUDY TO PROVIDE INSIGHT INTO HOW TO CREATE THE MOST ENGAGING CHRISTMAS ADS ON SOCIAL MEDIA

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