

Holiday Impact On Retail

Most celebrated

Percentage of consumers with intentions to celebrate holidays in 2024.



92%

Christmas



89%

Thanksgiving



74%

Mother's Day

Shopping destinations: Grocery store vs. online

Grocery stores remain the top choice for shoppers among all holidays, aside from equal treatment for Christmas.



Thanksgiving

Grocery - 64%

Online - 12%



Independence Day

Grocery - 63%

Online - 12%



Labor Day

Grocery - 63%

Online - 12%



Memorial Day

Grocery - 60%

Online - 12%

Top products vs. holidays



Food

Labor Day (83%)

Thanksgiving (81%)

Memorial Day (80%)



Alcohol

Cinco de Mayo (59%)

New Year's Eve (53%)

Labor Day (51%)



Candy

Halloween (79%)

Easter (53%)



Gifts

Christmas (72%)

Father's Day (53%)