

2024 Meta Holiday Insights

Another year is upon us, and the holiday season is fast approaching. Read on to unwrap insights and strategic tips to boost your business success during the most wonderful time of the year.



Consumer mood remains pessimistic

59%

say their financial situation is less secure¹

39%

actively seeking cheaper alternatives more often¹

34%

plan to purchase fewer holiday gifts¹

Shoppers have been trained to hunt for deals

73%

of shoppers wait for discount sales events to purchase specific items they need¹



But the splurge isn't dead



"We've seen top-tier brands continue to perform while others with less customer buy-in have seen their sales drop off"²

Beyond the bargain

Outshine your competitors by winning hearts and boosting carts this holiday season. Great deals aren't enough to ensure business success. Be so relevant and so captivating that people can't help but want to buy from you.



Tighter wallets, higher expectations

SHOPPERS WANT:³



Personalisation:
Curated product discovery



Connection:
Recommendations by trusted sources



Information:
Access to product info to guide decision-making



Entertainment:
Consumption of entertaining shopping content

The joy of just right

Holiday shopping can be overwhelming - navigating new categories, choosing gifts on a budget and finding time in a busy year-end schedule. What a sense of satisfaction when you find something that perfectly aligns with your needs, especially when it happens unexpectedly.



Social discovery continues to grow, even as shoppers become more cautious

52%

of holiday shoppers say that Meta technologies are likely to influence their holiday purchases¹

52%
Meta

37%
YouTube

25%
TikTok



Relevant discoveries feel good and drive purchase

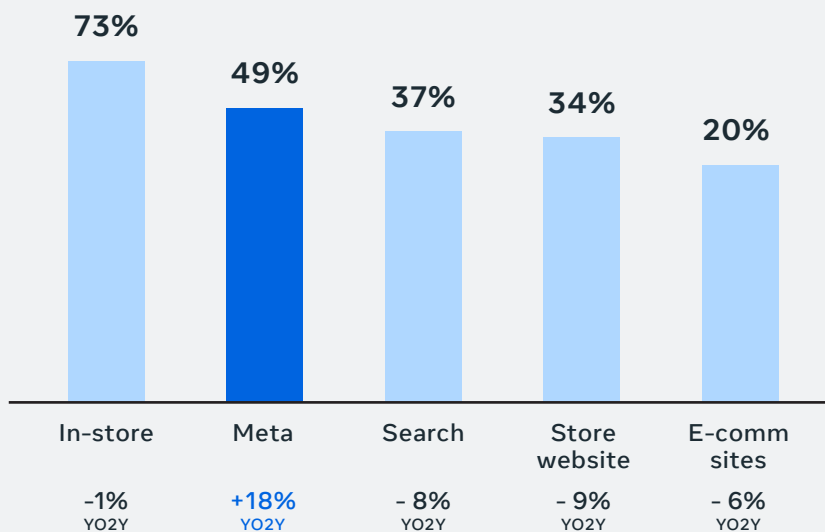
71%

enjoy discovering relevant items that they weren't actively looking for¹

24%

growth in shoppers buying through personalised ads on social in the last 2 years¹

WHERE DO YOU DISCOVER HOLIDAY ITEMS?¹



Give customers the gift of relevance

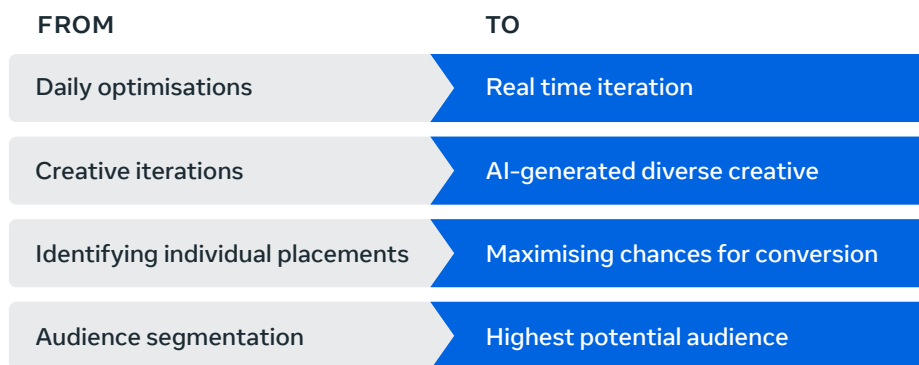
In a season of heightened competition and noise, relevance is the greatest gift you can give your customers. Create holiday shopping experiences that feel tailor-made for each individual to tempt the bargain-shoppers and find more shoppers prepared to pay a premium.

Holiday shopping is now AI-accelerated

AI is transforming the way brands create, curate and customise holiday shopping experiences. Last year it accounted for \$199 billion in holiday sales¹, primarily through predictive recommendations. Since then it has been learning tirelessly to make your marketing even more effective.

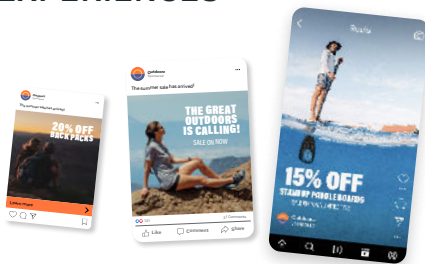


Automating decisions saves precious time



AI POWERS PERSONALISED EXPERIENCES

More than **50%** of the content people see on Instagram is now AI recommended²

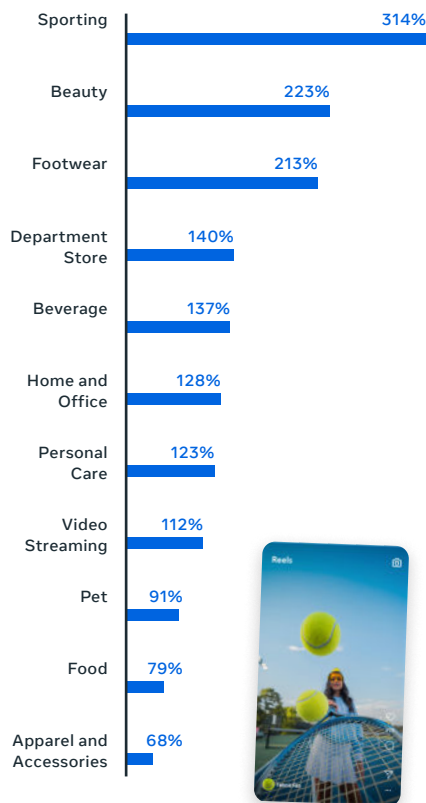


Let AI make it easier to work harder

Automation helps generate and meet demand of the high-intent shopping season – connecting your offerings with the people most likely to take action. Harness its power to not only improve performance, but free you up to do more with your time and resource.

Driving better business results

Category conversion growth on Meta technologies over the holiday shopping season³



Advantage+ shopping campaigns drive an average 32% increase in ROAS⁴

Sources: (1) Salesforce blog, "Holiday Shopping Season Results", Jan 2024(2) Meta Earnings Call, Q1 2024 (3) Meta platform data, Q4 2023 (4) Meta internal study on 31 advertisers from NA, APAC, EMEA, and LATAM from Jul-Sep 2022

Seasonal storytelling shifts its style

Seasonal storytelling will never go out of fashion, but it has shifted its style. Short, playful videos are capturing consumer attention, and influencing more purchase decisions.



More time online, more short-form videos

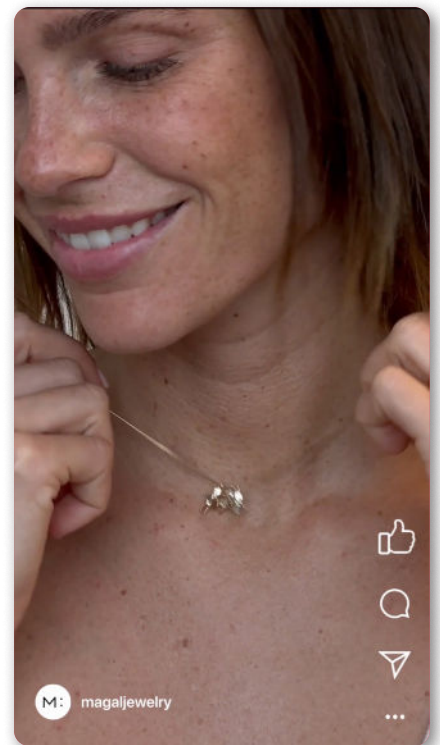
57%

of holiday shoppers say they spend more time online during holiday season than other times of year¹

On Instagram, Reels now make up around

50%

of time spent within the app²



Short is sweet for businesses

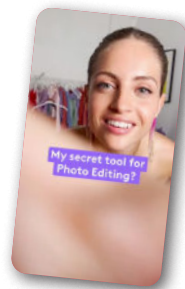
More holiday shoppers said they were influenced by short videos than long ones¹

47%

Short

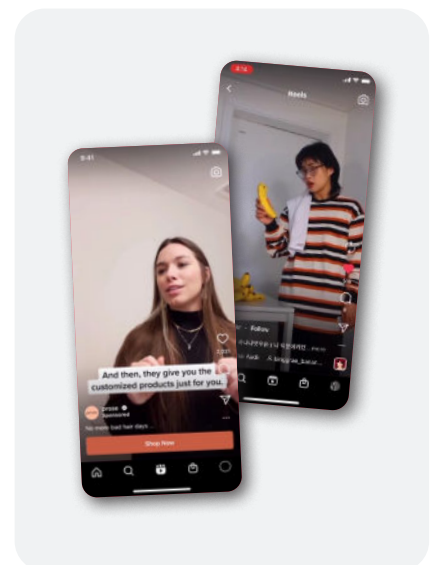
36%

Long



Captivate with magnetic content

'Tis the season to captivate your customers with magnetic content that informs, inspires and entertains. Using the power of short-form video storytelling and interactive experiences, you can cut through the holiday clutter and tempt shoppers beyond the bargain.



The holiday season extends its cheer

In their hunt for deals and to manage budgets, shoppers are now well used to starting their holiday shopping early. Yet humans are hardwired to procrastinate and shop right through to year-end. With a long shopping window and fierce competition, you won't want to miss a moment.



Holiday shopping starts early and finishes late



18%

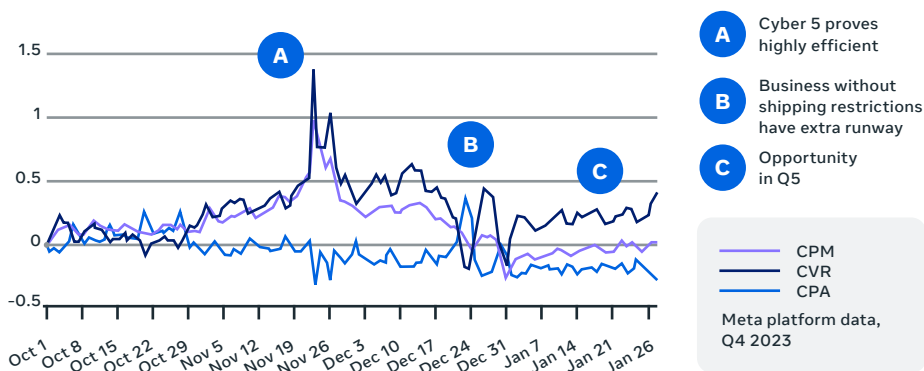
of shoppers start in October (or earlier)¹

28%

finish in late December¹

Auction performance is dynamic across the season

2023 AUCTION DATA FROM META | NORTH AMERICA²



Take advantage of seasonal efficiencies

With the season extending longer and budget pressures tighter, look for pockets of efficiency in your campaigns. Start planning your campaigns early and allow your budget to be flexible throughout the season. Don't forget to include Q5 to take advantage of auction efficiencies.

Sources: (1) Meta "Seasonal Holidays Study" by YouGov (Meta-commissioned online study of 1,359 holiday shoppers aged 18-64 in Australia), Dec 2023
 (2) Meta internal data, Q4 2023. Values normalised so October 1 = 1 for each metric