HOLIDAY SHOPPING DURING COVID-19

The COVID-19 crisis changed the landscape of this holiday season from how we shop to how much we plan to spend.

- 1 in 3 people are foregoing holiday gifts this year due to COVID-19.
- 77% of people will do more of their holiday shopping online this year.
- 40% of people will spend less money on the holidays this year than last year.
- 31% of young adults plan to be more charitable than baby boomers this year.

Source: Coronavirus and Holiday Shopping Survey, Wallet Hub 2020
Shop Local

In the wake of the pandemic, 88% of consumers feel a personal commitment to support small businesses and 95% of Americans agree that supporting small businesses unites their community.

About 75% of shoppers will shop small this holiday season to support their favorite local shops and restaurants during this challenging time.

Source: American Express Shop Small Impact Study, 2020
Safe Holiday Shopping Tips

- Avoid shopping if you are sick or symptomatic
- Order online or use curbside pickup
- Use hand sanitizer before entering & after exiting store
- Do not shop at peak times

And if you can, shop at small businesses in your area to support the local economy.

Source: Running Essential Errands, CDC 2020