

# How COVID-19 is Affecting Holiday Shopping 2020

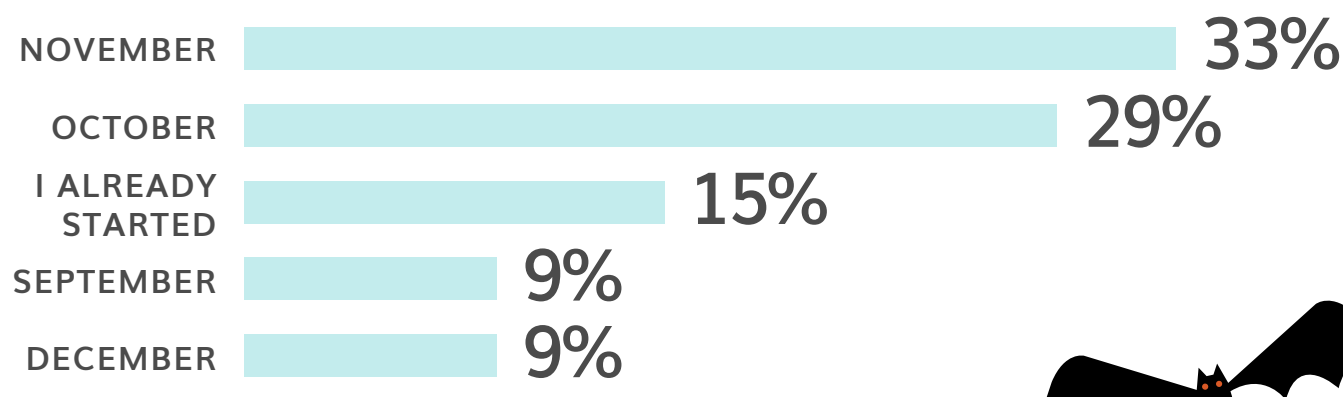
The pandemic has affected every aspect of life, and holiday shopping is no exception. In September 2020, Cratejoy, the largest marketplace for subscription boxes, commissioned a third-party survey of shoppers to determine their holiday 2020 gift-giving plans.

Over 12,000 men and women throughout the U.S. responded.

Holiday shopping will likely begin earlier this year.



Over 50% of survey respondents have already started holiday shopping, or will begin in October.



Halloween may be the new Black Friday.

Retailers are making a special effort to drive holiday shopping in October so customers can avoid crowds and prevent supply and shipping bottlenecks.

Amazon Prime Day is on **OCT 13-14** this year, instead, of July.<sup>1</sup>

**10/10**  
Major retailers have pulled together to make **October 10th** a shopping holiday.<sup>3</sup>

Target announced that it will offer its lowest prices of the year, in stores and online, beginning in October.<sup>2</sup>

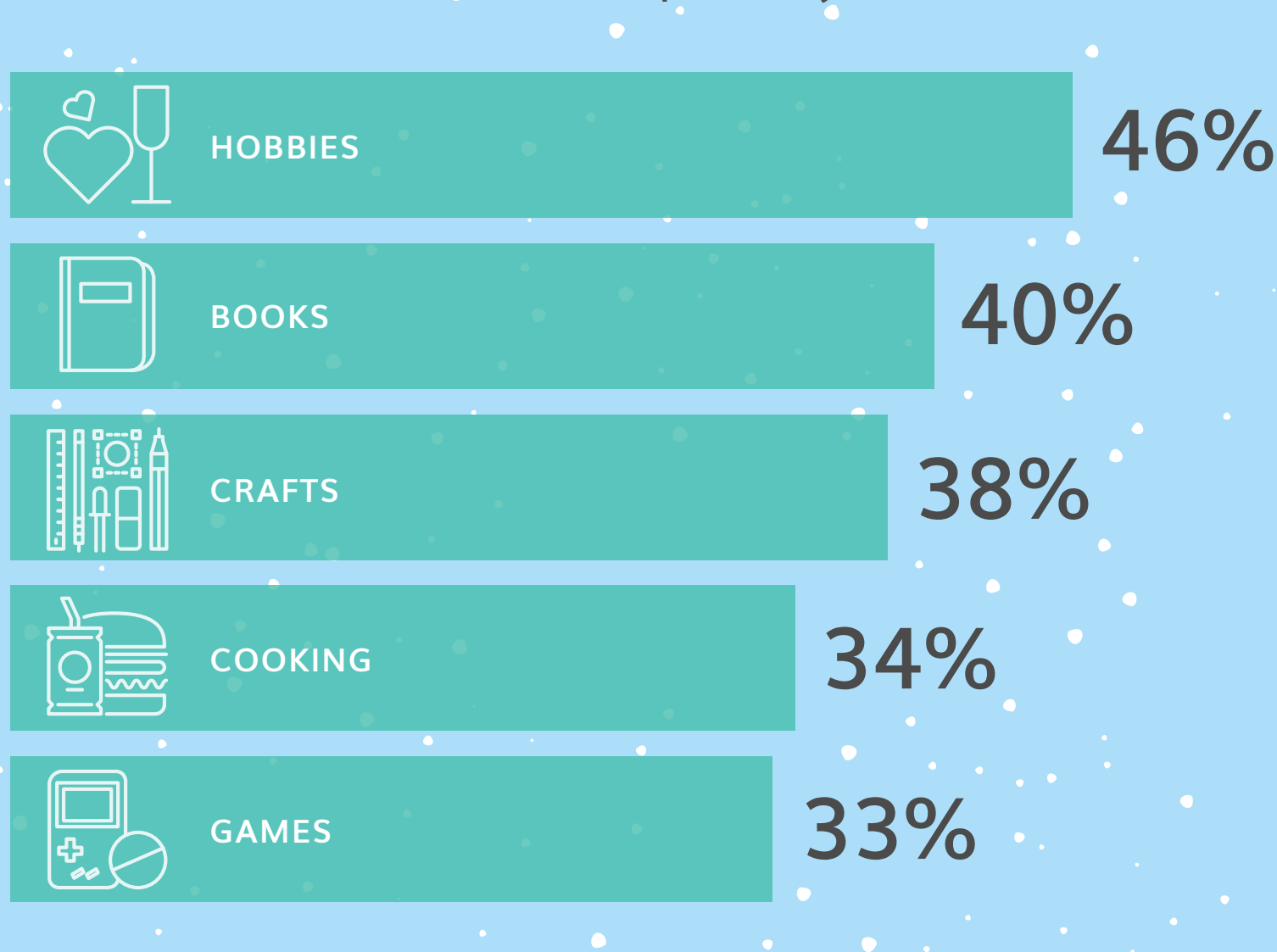
COVID-19 has had a positive impact on gift-giving in a mindful way.

78% of survey respondents plan to buy mindful, unique gifts that truly suit the recipient and show how much they care.



Shoppers are looking for gifts to help friends and loved ones have fun at home due to COVID-19.

Survey respondents are looking for more experiential gifts in 2020 than in previous years.



Subscription box sales during COVID-19 confirm 2020 holiday shopping predictions.

Cratejoy has seen an increase in subscription box sales in these same experiential categories during the pandemic.



Shoppers are very interested in specific discount promotions.

**79%**

of survey respondents are interested in flash sales and one-time buys



#### Sources:

<sup>1</sup> CNET, September 30, 2020, Prime Day 2020: "Amazon Prime Day 2020: The best Fire TV and streaming TV deals so far," <https://www.cnet.com/how-to/amazon-prime-day-2020-the-best-fire-tv-and-streaming-tv-deals-so-far/>

<sup>2</sup> Target, July 27, 2020, "Target Makes Changes to Help Our Guests and Team Celebrate the Holidays Safely," <https://corporate.target.com/article/2020/07/early-holiday-plans>

<sup>3</sup> Bloomberg, September 13, 2020, "A New Shopping Holiday Aims to Avoid a Void Under the Tree," [https://www.bloomberg.com/news/articles/2020-09-13/a-new-shopping-holiday-aims-to-avoid-a-void-under-the-tree?srnd=premium&sref=KkPzpZv&utm\\_source=morning\\_brew](https://www.bloomberg.com/news/articles/2020-09-13/a-new-shopping-holiday-aims-to-avoid-a-void-under-the-tree?srnd=premium&sref=KkPzpZv&utm_source=morning_brew)