

Afterpay's Fall Favorites & Holiday Heroes

By aggregating recent purchases from our customer base made up primarily of Gen Z and Millennials, Afterpay identifies key seasonal trends and shopping patterns along with the why behind these purchases. Learn what Americans are eyeing and buying this festive season—and how the savviest shoppers are making their budgets go further with Afterpay.



Bigger, Bolder & Brighter

Abstract eyes and statement lips in bold colors brighten up fall beauty, making for an easy transition into holiday parties.



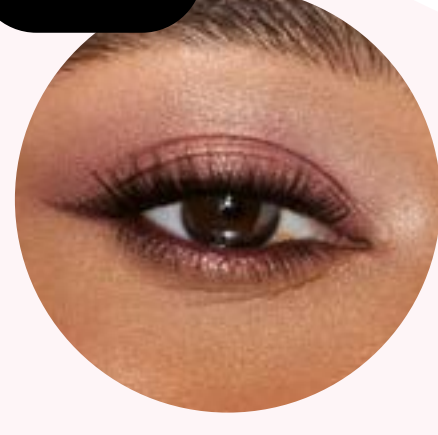
+284%^{YOY} Red Lip Gloss

+160%^{YOY} Red Lip Stain

Lips

Red isn't just for Santa's suit. Expect this show-stopping lip color in various shades of red as we transition from summer into the cooler months.

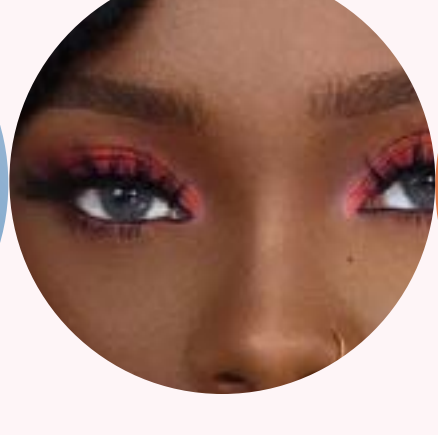
Eyes



+458%^{YOY} Pink



+315%^{YOY} Blue



+110%^{YOY} Neon



Heavy Metals

After a big year of concerts (hello, Eras Tour?!), metallics are a fall and holiday must-have. Expect a treasure trove of textures and colors from fashion to cosmetics.

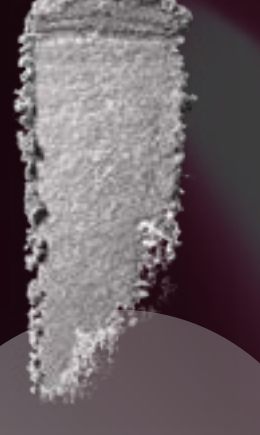


Eye-catching shades

Shimmering styles



+421%^{YOY} Face gems



+195%^{YOY} Silver eye shadow



+437%^{YOY} Metallic pink top



+141%^{YOY} Sequin skirt



+135%^{YOY} Sequin jacket



+378%^{YOY} Hair tinsel



+111%^{YOY} Oversized scarf



Shoppers are embracing crisp weather with cozy fall and holiday staples like shearling, faux fur, and big wrap-around scarves.



Tis the season to treat yourself:

11% Gen Z

13% Millennials

plan to prioritize themselves with a gift for the holiday period.*



+94%^{YOY} Scarf coat

+303%^{YOY} Fuzzy slides

+111%^{YOY} Oversized scarf

Snug worthy finds

Free Spirits

Groovy, grounded, and vvvvvv green... the 70s return with earthy interior colorways, lush fabrics, and funky decor.



Deck your halls

+481%^{YOY} Velvet loveseat

+330%^{YOY} Mushroom lamp

+243%^{YOY} Olive green

Anticipate more lifestyle brands to play into more Cottagecore elements this fall and winter season.

From spooky season to Christmas lights, the holidays spirit early by finding an excuse to celebrate just about everything as festive products are soaring off shelves.

Holidays, your way

Unwrapping festive finds

10x Hanukkah candles

8x Wooden ornaments

+535%^{YOY} Pumpkin garland

+204%^{YOY} Flower wreath

+153%^{YOY} Colored glassware

+111%^{YOY} Iridescent ornament



Most Americans plan to have their shopping done in November, with a 7% year-over-year increase in the number of shoppers waiting until Black Friday and Cyber Monday to score seasonal deals.

