

HOLIDAY 2024 TREND REPORT

A snapshot into the holiday season's defining trends based on Afterpay data. From gifts to hosting to traveling and more, learn what Americans are eyeing and buying this holiday season.

FW

2024



TRENDING ITEMS

MOB WIFE 2.0

FASHION

+223% YOY

Animal Print Coat



+41% YOY

Leather Coat



+15% YOY

Leather Dress



+78% YOY

Brooches



+165% YOY

Silver Cuffs



+292% YOY

Red Accessories



The mob wife aesthetic will reach new heights this season with more faux fur, animal print as a neutral, leather frocks, tailored metallics, and metallic footwear. For even more glam, brooches are becoming the new unisex statement piece pinned to lapels and pockets this season.

A LOWKEY DIFFERENCE

FASHION

In the era of self-expression, subtle customization is becoming the key to doing so, with the help of charms and vintage-inspired pieces that allow individuals to differentiate themselves among the many.

+746% YOY

Phone Charm



+32% YOY

Bag Charm



+192% YOY

Vintage Leather Jacket



+251% YOY

Vintage Trench Coat



+168% YOY

Vintage Silver Accessories



+409% YOY

Vintage Knee High Boots



THE HOSTESS WITH THE MOSTEST

HOME

LIFESTYLE

Those taking charge of the parties this season will look to create the perfect ambiance on a budget by adding small elements that can help make a big difference. Candles, tumbler sets and even small lamps will easily elevate spaces in both a decorative and functional way.

TRENDING ITEMS

AFTERPAY DATA WAS ANALYZED IN THE US BETWEEN JUNE 1, 2023 TO AUGUST 31, 2024.

+183% YOY

Candles



+58% YOY

Charcuterie Board



+13% YOY

Cookbook



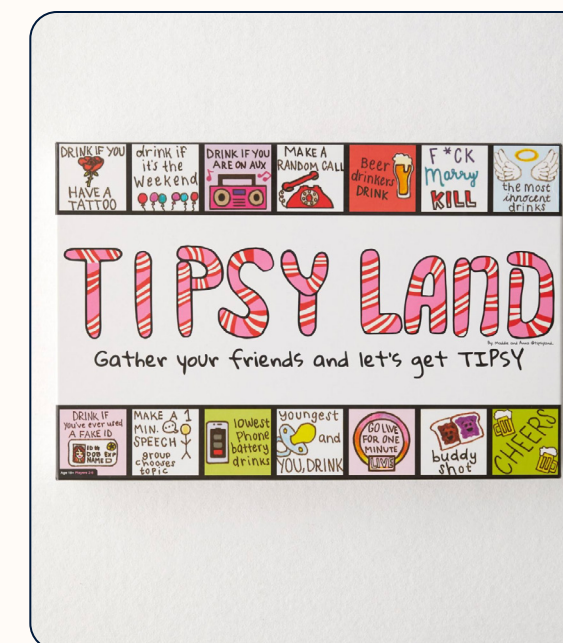
+15% YOY

Oil Diffuser



+71% YOY

Board Games



WHEN TECH MEETS WELLNESS

BEAUTY

WELLNESS

Tech-based wearables and gadgets are taking over the wellness space as consumers seek beauty solutions backed by science. Look out for products that come in the form of sleek, dual purpose tools.

TRENDING ITEMS

+379% YOY

Smart Eye Massager



+192% YOY

Smart Eye Mask



+132% YOY

Smart Sleep Clock



+59% YOY

Toothbrush Sterilizer



+18% YOY

Facial Cleansing Device



+7% YOY

Smart Water Bottle



THE GREAT HOLIDAY ESCAPE

TRAVEL

FASHION

Whether it's a snowbird who loves to escape to warmer climates or a snow bunny who prefers to hit the slopes, consumer desires to travel aren't waning even as we transition to the colder months.

TRENDING ITEMS

+101% YOY

Carry On Luggage



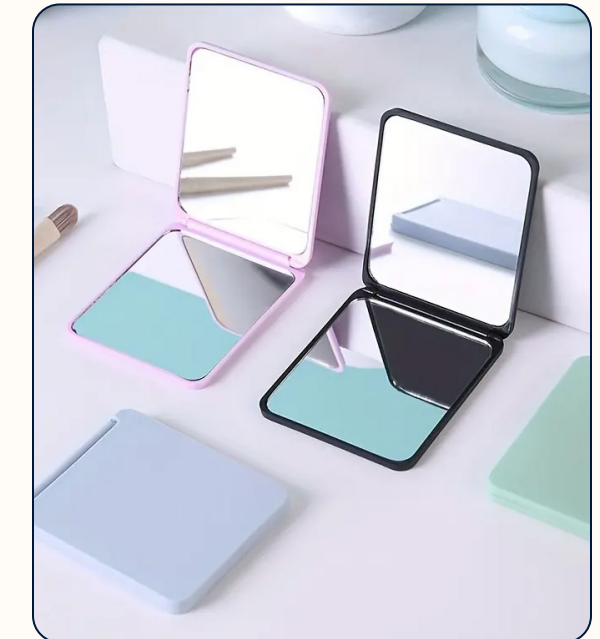
+176% YOY

Packing Cubes



+149% YOY

Travel Mirror



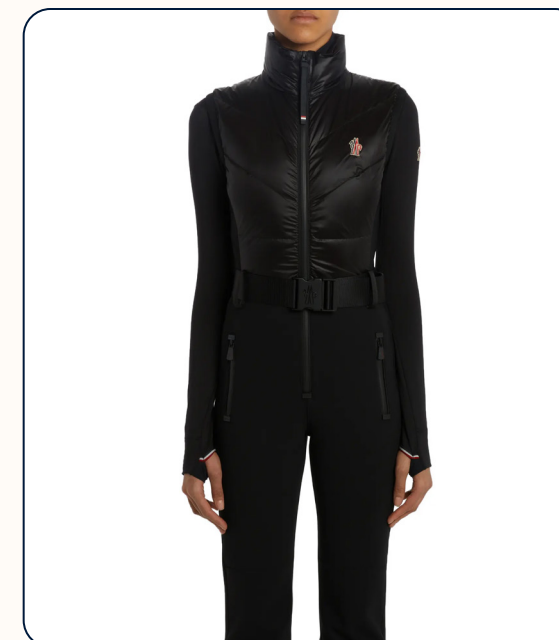
+170% YOY

Snow Goggles



+501% YOY

Ski Jumpsuit



+455% YOY

Snow Boots

