afterpay<>

# Festive Forecast 2024

### **Financial Sentiment**

of shoppers are stressed about holiday shopping this year, many even more so than last year, **especially due to inflation** (60%)



41%

42%

28%

Gen Z

**Millennials** 

Gen X

**Boomers** 

# To reduce **holiday-expense related stresses** consumers are:

Spending less	40%
Shopping earlier	38%
Creating a budget	<b>37</b> %
Saving up between now and the holidays	36%

# **Omnichannel Shoppers Reign Supreme**



of the **gen population** are **omnichannel shoppers** 

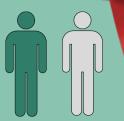
**Top online channels** 



68% mobile



37% desktop / laptop



Nearly 1 in 2 shoppers say they would try to only purchase from stores with free shipping to cut costs

### **Christmas Comes Earlier**

Consumers are planning to tackle their holiday shopping even earlier

	In summer (July, August)	10%
7	In early fall (September, October)	41%
	In late fall (November)	34%
	In December (early to mid)	15%

 $\ensuremath{\emptyset}\ensuremath{\emptyset}$  We have decided to shop as early as possible to give us time to find the best deal.  $\ensuremath{\Omega}\ensuremath{\Omega}$ 

- Male, Gen X

I want to start shopping earlier for many reasons. Mostly to get great discounts on gifts.

Then I will be less stressed out over shopping with chaotic and rude people around me!

- Female, Millennial

# afterpay Festive Forecast 2024

**Most Wanted Gifts** 

# Gen Z Millennial



Clothing, Shoes and Jewelry

**Electronics** 



Who are the consumers leaning on **Afterpay** most for budgeting needs?



**Millennial Parents** Gen Z

**'Tis The Season for Experiences** 

**Among Gen Z and Millennials** experiential gifts are rising in popularity!

**Vacation / Travel** 21% **Experiences** 19.5% **Event Tickets Dining-related** 15% **Experiences** 13.5% **Subscriptions Activities /** 8% Classes



24%

of US shoppers plan to make a travel-related purchase this holiday

### **BNPL** is a Must-Have

Shoppers see BNPL and Afterpay specifically as convenient tools to help stretch their budgets and offer more flexibility

**Nearly** 

of all shoppers say they are considering using BNPL for their holiday shopping this year

**57%** 

of folks who plan to use BNPL last year plan to lean into flexible payments even more this upcoming season

## **Top Reasons**

Consumers choose **Afterpay's Pay in 4:** 

- Convenience
- Reliability
- Lack of interest fees
- 少 Speed

Afterpay users are more likely to stretch their budget this holiday season compared to the average shopper.

# 2024 Projected Holiday Spend

**Afterpay Users** Afterpay Considerers



Nearly one in four shoppers who would