

Holiday Trends in the Age of COVID

COVID-19 has changed almost every facet of our lives from the way we do business, go to school and even shop. It's no surprise that the upcoming holiday season will be much different than those of the past.

Shopping

Online shopping has seen an increase over the last few years, but this year is predicted to be the largest online shopping year ever. According to Deloitte, e-commerce holiday sales are expected to rise by as much as 35%. As early as Mid-October, we've seen retailers begin promoting Black Friday deals extending throughout the holiday season. Trends also suggest that buying online and picking up in store will remain a popular option for those wanting to avoid extended exposure to crowded areas. While retailers still anticipate a sizable in person turn out, many are taking steps to encourage more online shopping. Wal-Mart intends to increase cyber promotions and plans to add an additional 20,000 workers just to meet the increase demands of online shoppers.



Holiday Travel

The holidays are historically the busiest time of the year for both road and air travel. Predictions indicate that there will still be an increase in travel for the 2020 season. According to Hopper's new Holiday Travel Confidence Report, 39% say they plan to travel this holiday season while 21% of people said they will not, but they normally do. Many of those planning to travel haven't seen their family or loved ones since the beginning of the pandemic.



Gifts

While COVID has changed a lot about our lives, it hasn't changed the types of items we like to gift. According to USA Today the top five gifts this holiday season are:

1. Roku Streaming Stick
2. Lodge Cast Iron Skillet
3. Disney+ Subscription
4. Apple AirPods Pro
5. Barefoot Dreams Blanket

The 2020 list doesn't veer far from the best gifts of 2019 and comfort and entertainment continue to be mainstays on the list.

Finding normalcy during the pandemic has been a challenge.

We hope that you are able to enjoy this season, no matter your plans.

All of us at Gallagher wish you and your family a happy and safe holiday season.

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