

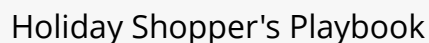
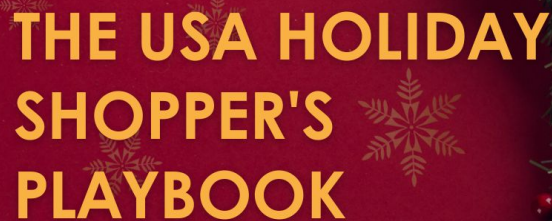
Unlocking the Holiday Spirit: Aroscop's Survey Reveals Consumer Trends Shaping Christmas & New Year Shopping

ATLANTA, GA, UNITED STATES,
December 20, 2024 /

EINPresswire.com/ -- [Aroscop](#), a leader in programmatic advertising and consumer insights, is excited to unveil "The USA Holiday Shopper's Playbook: Insights for a Merry Marketing Season" a comprehensive guide to understanding consumer behavior during the festive season. Conducted using the cutting-edge Ask1 survey tool, [this study](#) dives deep into shopping preferences, challenges, and trends to empower brands with actionable insights for the busiest shopping season of the year.

Highlights from the Report:

- Sustainability on the Rise: 37% of shoppers consider buying sustainable gifts, showcasing a growing trend toward mindful gifting.
- Early Bird Shoppers: 37% plan to complete their holiday shopping by early December, emphasizing the importance of early-season marketing.
- The Gift-Finding Dilemma: 45% of respondents find choosing the right gift to be their biggest holiday challenge, paving the way for curated solutions.
- Shipping & Discounts Steal the Show: 31% of shoppers say free shipping influences their purchase decisions the most, while 24% prioritize exclusive holiday discounts.



How the Insights Benefit Brands:

- Optimize Marketing Campaigns: The report provides data-driven guidance for aligning promotions, product offerings, and messaging with consumer priorities, such as sustainability and convenience.
- Enhance Customer Experiences: By addressing challenges like gift selection and leveraging trends in omnichannel shopping, brands can create seamless and meaningful interactions with their audiences.

A Report Backed by Data and Innovation:

The survey leveraged Ask1, Aroscop's unique consumer insights platform, to reach micro-cohorts of holiday shoppers across demographics and behaviors. The result is a detailed look at what drives purchase decisions during Christmas and New Year, helping brands fine-tune their strategies to maximize ROI.

Make this holiday season a success by turning insights into action.

[Download](#) the USA Holiday Shopping Report 2024 today and unlock the key to understanding your consumers better than ever.

Arjun Som

Aroscop Tech, Inc.

+91 98802 77170

marketing@aroscop.com

Visit us on social media:

[X](#)

[LinkedIn](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/770609347>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.