



'Tis the Season of Surprises

From sending out season's greetings to shopping for loved ones, the Holiday to-do list remains the same as it ever was. But how people around the world cross items of that to-do list is changing. More and more, people are using digital—especially mobile—to connect and find that little something special for friends and family (or as we'll see, sometimes themselves!).

To understand the role of technology for people around the world during the Holidays, we analyzed Facebook and Instagram data from the 2015 Holiday season (November 1 through January 1). We also commissioned Ipsos to conduct a study of Holiday habits and attitudes among 21,511 people ages 18+ across 17 markets. Unless otherwise noted, data is averaged and represent global findings.



Seasonal greetings go digital ...

This past Holiday season, people on Facebook around the world shared, on average, 26% more posts, photos and videos overall compared to the non-Holiday season, with the greatest increase coming from video.¹ And on average, 80% of posts, photos and videos shared on Facebook were on mobile.²



... as seasonal shopping goes mobile³

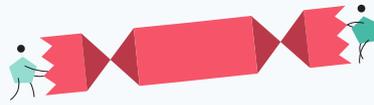
But the real surprise was how much shopping on mobile increased compared to the 2014 US Holiday season: the share of online purchases made on mobile and visible to Facebook in the US grew 33%.



NOVEMBER 11

Holidays are in the air⁴

Facebook conversations related to Christmas shopping heated up as early as November. Globally, Millennials (18-34) made up 79% of Holiday-related conversations on November 11, driven by Millennials in India talking about Diwali. During the 2015 Holiday season, women generated 64% of all Holiday-related conversations on Facebook.



I'm dreaming of ... shopping early this season

When we surveyed people in four English-speaking markets (AU, CA, UK, US) in August 2015, only 33% on average said they planned to shop in December or later.⁵ But when we surveyed people in those same four markets during the Holidays, many early bird intentions didn't seem to go as planned: 54% on average said they did or would do most of their shopping in December or later.

M-buyers find Holiday inspiration in-feed ...

Compared to the average surveyed population, m-buyers* are 1.81x more likely to say they use Facebook to research gift ideas and 1.85x more likely to use Instagram for gift inspiration.

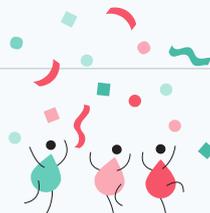
... as do Millennials

We see similar behaviors from Millennials: compared to the average of other surveyed generations, Millennials are 1.53x more likely to say they use Facebook for researching gift ideas and 3.19x more likely to say they use Instagram for gift inspiration.



... and people in emerging markets

Surveyed people in emerging markets** found Facebook and Instagram more influential than surveyed people in developed markets. An average of 68% reported that Facebook is influential in their Holiday shopping journey, and an average of 33% said the same of Instagram.



One for you *and* one for me

Whether simply treating themselves or preparing for a seasonal event, over half of people surveyed say they buy Holiday gifts for themselves. Holiday self-gifting is especially popular among high-income shoppers*** and m-buyers. High-income shoppers are 1.36x more likely than everyone else surveyed to say they get gifts for themselves. 63% of m-buyers also say they partake in Holiday self-gifting.

NOVEMBER 27

Black Friday has gone global ...

While Black Friday is established in the US, it's becoming a time to buy, buy, buy for an average of 26% of people surveyed around the world. Almost half of surveyed people in Brazil say they shop on Black Friday. And those surveyed in South Africa and South Korea are 1.38x more likely than the average total population surveyed to shop on Black Friday.

... and mobile⁶

Shopping anytime, anywhere. Facebook saw that people are 1.30x more likely to make online purchases on their mobile devices on Black Friday than on Cyber Monday.

M-buyers procrastinate ...

Many m-buyers shop late in the season: 61% shop for the Holidays in December, and on average, a quarter call themselves "spontaneous" shoppers. That might be why, when shopping for the holidays, an average of 72% of people surveyed consider shipping times. And m-buyers are 1.39x more likely than the total surveyed to value the ability to order online and pick up in-store.

... and forgive mobile Holiday hiccups

Many m-buyers appear to be so loyal to their favored device that they're willing to look past the challenges they face shopping on mobile. Despite citing too-small text, lost signals and content not fitting mobile screens, an average of 46% surveyed people said that when they experienced these problems, they tried shopping again on mobile later.

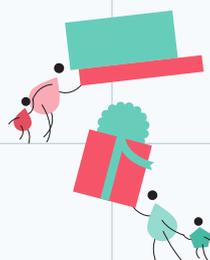
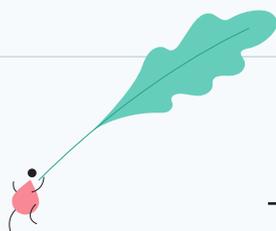
Apps ease Holiday shopping woes for parents

While 44% of surveyed people who say they buy Holiday gifts on mobile say they use both apps and m-sites, parents are 1.22x more likely than non-parents to prefer apps while managing their expanding to-do lists.

DECEMBER 24

Thinking forward to the new year⁴

Facebook conversations about New Year's resolution first peaked the day before Christmas.



DECEMBER 25

Decking the digital halls

Facebook saw online shopping come to a near halt on Christmas Day as people turned their focus to friends and family.⁶ Christmas was the most celebrated day during the 2015 Holiday season on Facebook, with over 800M posts generated on Christmas, 86% of which were on mobile.⁴



DECEMBER 26

Post-Christmas bargain hunting in the palm of their hand⁶

Facebook saw that people are 1.39x more likely to make online purchases on a mobile device the 3 days after Christmas (December 26-28) than on Black Friday and Cyber Monday combined!

DECEMBER 31

New year, new opportunities ...⁴

A day for many to set new intentions—discussions related to New Year's resolutions were highest on December 31, accounting for 34% of total conversations from December 22 to January 9, with almost 40% coming from Millennials.

... for some but not all

Parents are 1.59x more likely to say that they make a New Year's resolution every year, compared to non-parents. But they are also 1.31x more likely to say that New Year's resolutions are meant to be broken.

In summary

Make your Holiday message mobile

Self-gifting is an important part of shopping

Ramp up spend to influence decisions as key
Holiday moments are happening

Master the m-buyers' journey

Reach out to procrastinators

Go global for Black Friday

Definitions

* M-buyers are people who say they make Holiday purchases on mobile devices.

** Emerging markets include AR, BR, MX, PH, TH and ZA, (N=7,225).

*** People with a high income include surveyed people who are in the top 25% income bracket for their market.

Sources and methodology

¹ Facebook data for people ages 18+ in AU, AR, BE, BR, CA, CO, CL, DE, DK, FR, FI, HK, ID, IN, IT, JP, KR, MY, MX, NL, NO, NZ, PE, PH, PL, PT, SE, SG, TH, TR, TW, UK, US, VN, ZA, daily average for Jan 1–Oct 31, 2015 (non-Holiday season), and daily average for Nov 1–Dec 31, 2015 (Holiday season).

² Facebook data for people ages 18+ in AU, AR, BE, BR, CA, CO, CL, DE, DK, FR, FI, HK, ID, IN, IT, JP, KR, MY, MX, NL, NO, NZ, PE, PH, PL, PT, SE, SG, TH, TR, TW, UK, US, VN, ZA, daily average for Nov 1–Dec 31, 2015 (Holiday season).

³ Facebook data, US only, Nov 1–Dec 31, 2014, and Nov 1–Dec 25, 2015. Analysis of conversion pixel data for ads that were shown to people ages 18+ on Facebook. The gaming vertical is excluded from this analysis.

⁴ Facebook data, ages 18+, Oct 1, 2015–Jan 1, 2016.

⁵ Poll of respondents ages 18+ in AU, CA, UK, US, Aug 2015.

⁶ Facebook data, Oct 1, 2015–Jan 1, 2016. Analysis of conversion pixel data for ads that were shown to people ages 18+ on Facebook. The gaming vertical is excluded from this analysis.

Source unless otherwise specified: "Facebook Holiday Study" by Ipsos Marketing (Facebook-commissioned online study of 21,511 people ages 18+ in AU, AR, BR, CA, DE, ES, FR, GB, HK, IT, JP, KR, MX, PH, TH, US and ZA), Jan 2016.