Jungle Scout

Consumer Trends Report

Q4 2023

Introduction & key takeaways

Jungle Scout's Consumer Trends Report is a quarterly study of 1,000 U.S. consumers that explores how spending behaviors and preferences change over time and in relation to current events. It tracks the types of products consumers are buying, how retail stores and sites are performing, and whether spending is increasing or decreasing online and in stores.

This report covers spending and ecommerce trends over the fourth quarter (October-December) of 2023 with some comparison to previous quarters and a focus on the holiday shopping season. It explores consumer attitudes and behaviors and how they're being influenced by inflation and other factors.

1. Consumers are increasingly shopping small — and local — for holiday gifts this year. **One in five shoppers say they're buying gifts from these types of businesses as much as possible, a stat that's doubled since 2022.**

2. Still, Amazon reigns as the most popular gift shopping destination; **67% of U.S. consumers will turn to Amazon for presents this holiday season.**

3. Black Friday and Cyber Monday sales events are attracting younger shoppers. **60% of Gen Z and 55% of Millennial consumers expected to shop on Black Friday, compared to just 30% of Baby Boomers and 36% of Gen Xers.**

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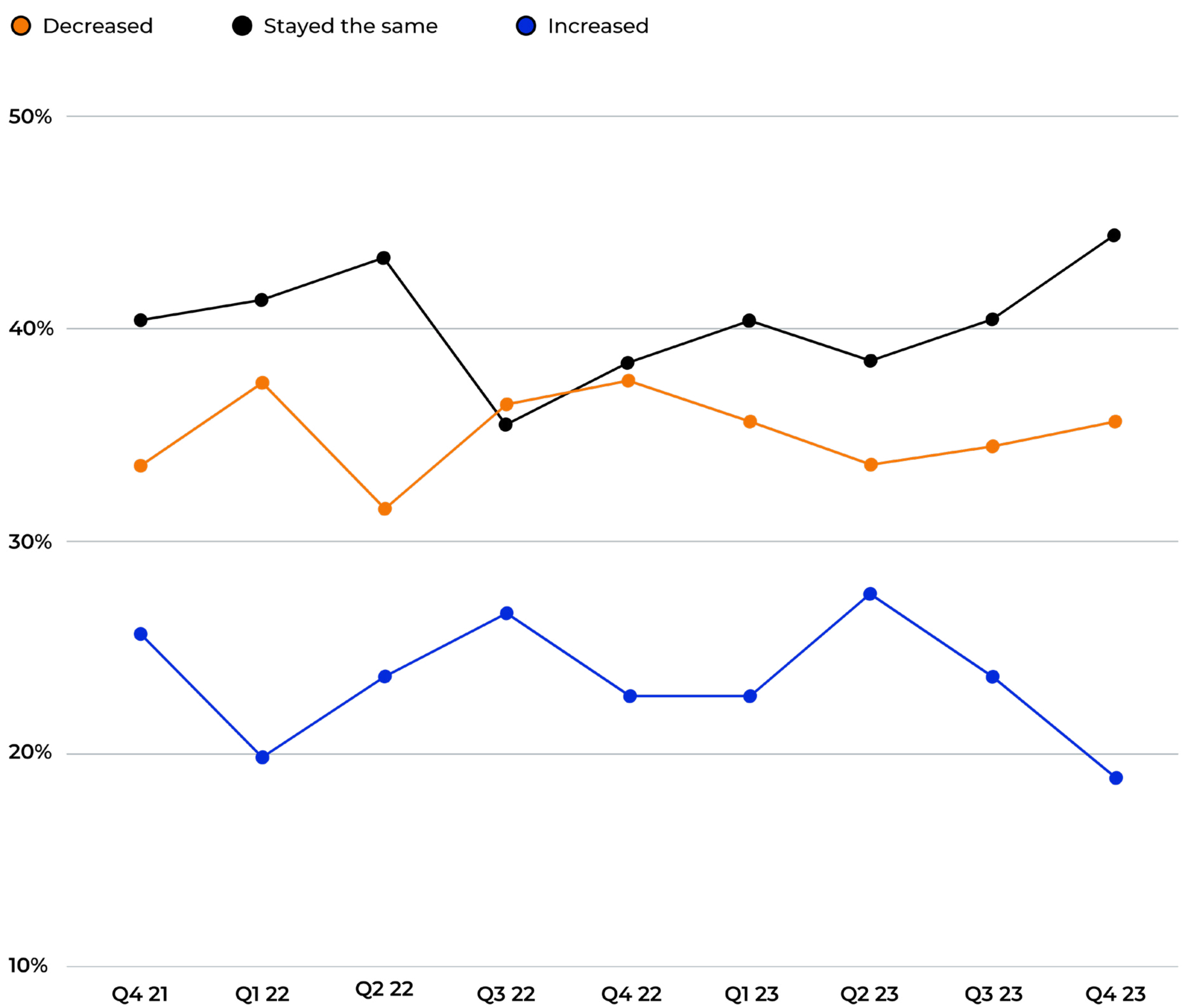
Chapter 1

Consumer Pulse Report: Trending Spending

Consumer spending shifts over time as shoppers respond to broader trends and navigate changes to their work, lifestyles, and families. Beginning with a historical view of these shifts — tracked by Jungle Scout on a quarterly basis since 2020 — this chapter provides an overview of how much consumers are spending, what they're buying, and where they're shopping.

Quarterly changes in overall spending

Consumers who say their overall spending ...



INSIGHTS

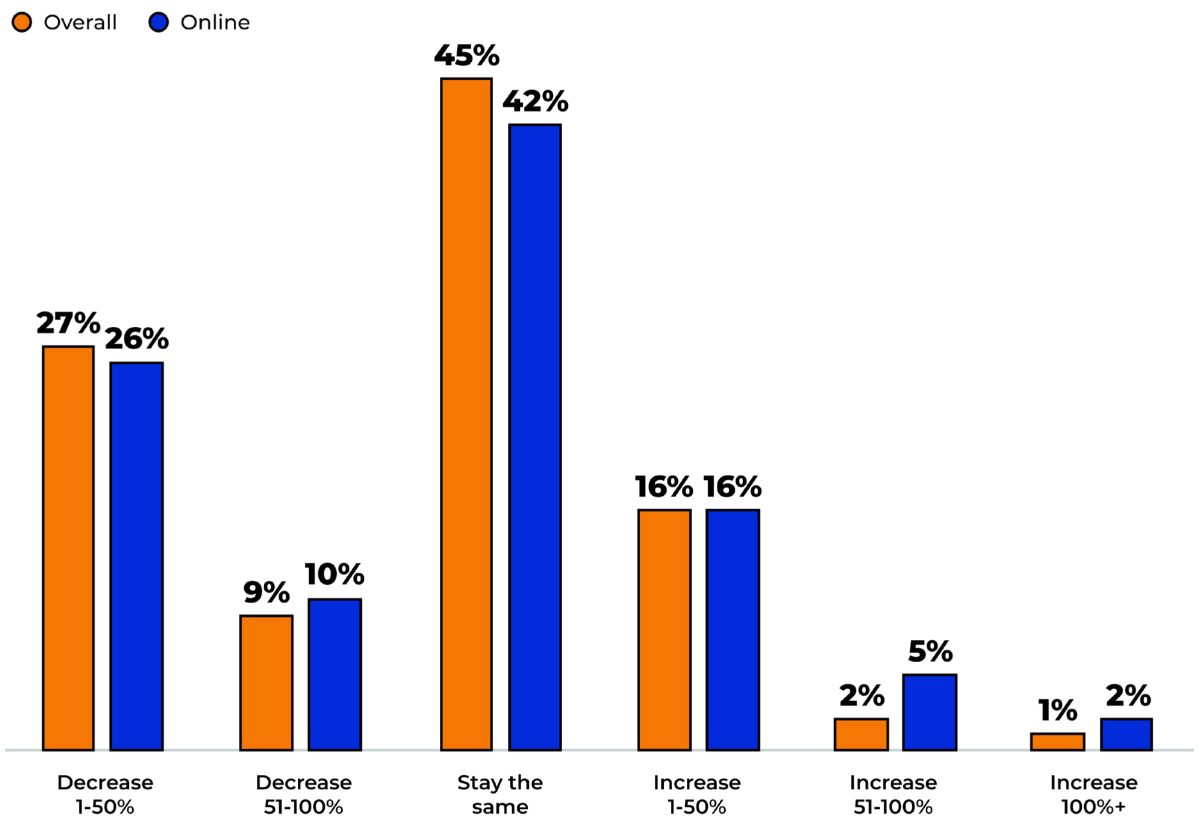
While a lower number of consumers — 19% — increased their spending in Q4, of the remainder, more budgets stayed level than decreased. **Overall spending is mostly the same for 45% of consumers** in Q4 compared to Q3; the largest this percentage has been over the past two years.

Overall and online spending in Q4

The data in this section reflects how consumers described changes to their overall and online spending in the fourth quarter of 2024 compared to the third quarter of 2023.

*See consumer spending data for the third quarter of 2023 **here**.*

How is consumer spending changing in Q4?



INSIGHTS

Online spending is increasing in Q4 for a larger number of consumers than those whose **overall** spending is increasing.

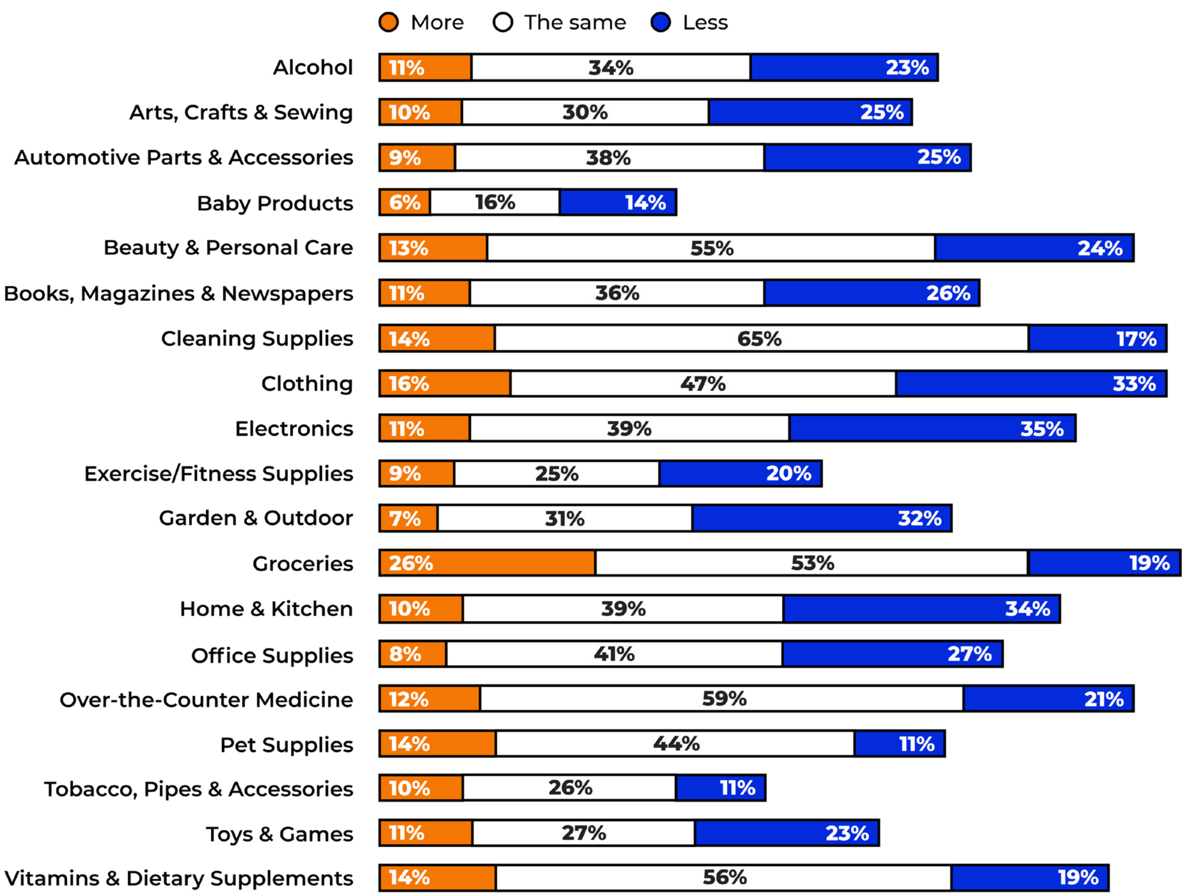
23%

say their online spending increased compared to Q3.

Popular products: What consumers are buying

The majority of consumers are, in general, buying the same amount of products across all categories in Q4 compared to Q3, with some variance seen in seasonal categories such as Garden & Outdoor (32% consumers are buying less from this category compared to the third quarter).

Top product categories | Q4 2023



INSIGHTS

Consumers are buying more ...

- Cleaning supplies
- Groceries
- Pet Supplies

and less ...

- Electronics
- Garden & Outdoor
- Home & Kitchen

Where people shop: The most popular stores & online retail sites

Which of the biggest retail stores are consumers shopping from (in-store or online) in Q4?*

In-store

Walmart	52%
Walgreens	22%
Target	21%
Home Depot	19%
Kroger	17%
Lowe's	16%
Costco	15%
Sam's Club	13%
Kohl's	12%
Best Buy	7%
Specialty, independent, local, or boutique	7%
Macy's	6%
Amazon Go or Amazon Go Grocery	6%
Apple	4%
None of the above	3%

*Totals do not equal 100% as respondents could select more than one option.

Online

Amazon	53%
Walmart.com	33%
Temu	**14%**
eBay.com	14%
Target.com	13%
HomeDepot.com	10%
SHEIN	**10%**
Etsy.com	9%
Kohls.com	8%
Lowes.com	7%
BestBuy.com	7%
Walgreens.com	7%
SamsClub.com	7%
Instacart	7%
Facebook or Instagram Shops	6%
Kroger.com	6%
Costco.com	6%
Macys.com	5%
Google Shopping	5%
Wayfair	5%
Specialty, independent, local, or boutique	4%
Apple.com	3%
Wish	3%

INSIGHTS

Relative newcomers to the ecommerce space, SHEIN and Temu are fast-rising competitors to more traditional reailers. Nearly one in four U.S. consumers have shopped from these sites in the past three months.

Chapter 2

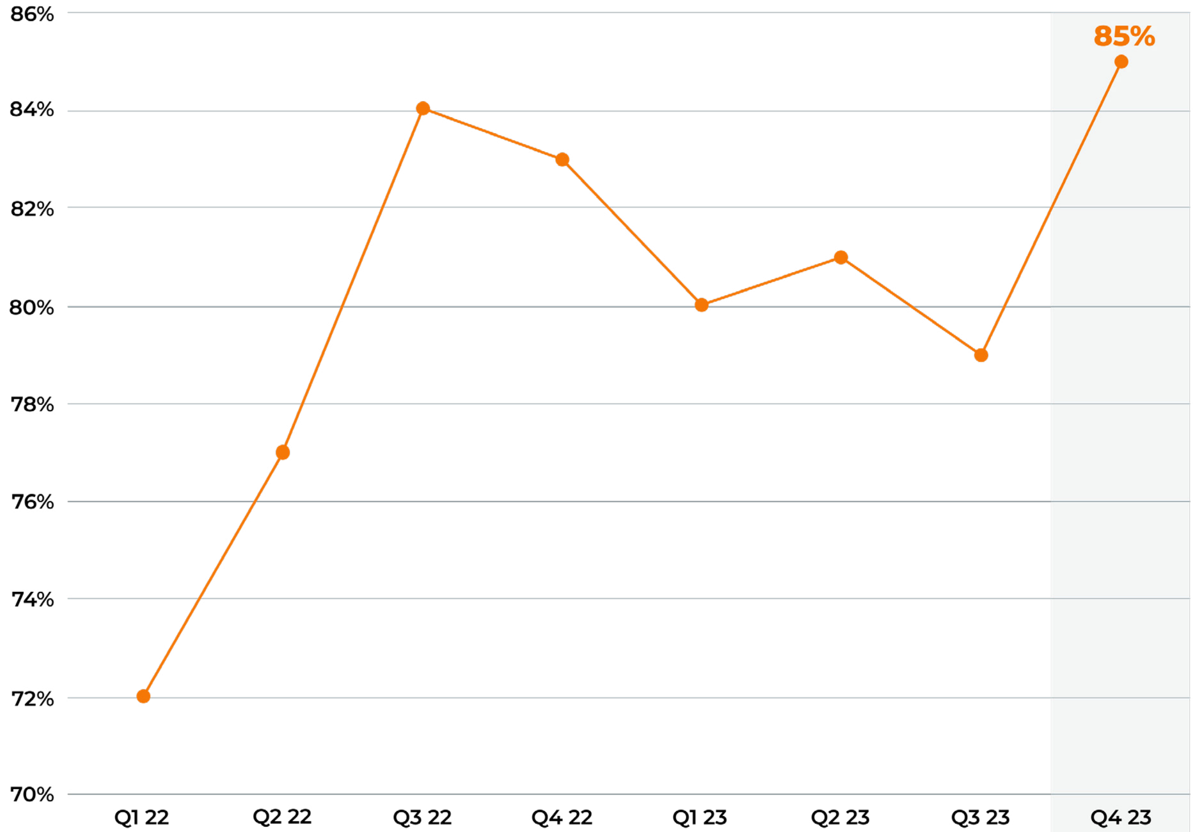
Inflation & The New Year

While consumer data for the third quarter of 2023 showed a cautious recovery from the peak levels of concern about the broader economy seen in 2022— and corresponding pullback in spending — fourth-quarter data reveals a bit of tightening.

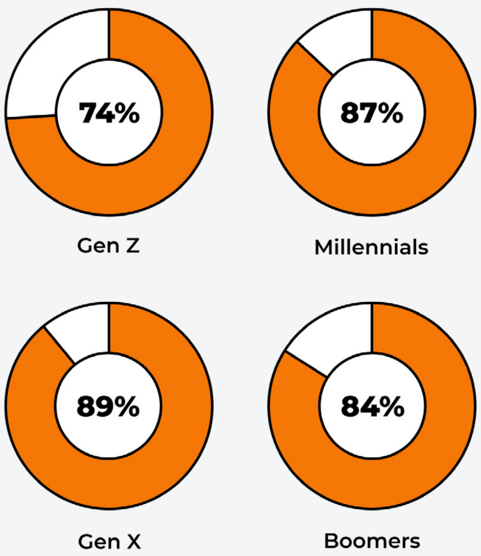
Inflation's ongoing impacts

In August, the U.S. inflation rate began rising again after consecutive months of declines. By September, the 12-month inflation rate was 3.7%, up 0.5% from July. As such, and following the prolonged period of record high inflation in 2022, rising costs remain a persistent concern for the majority of U.S. consumers as 2023 draws to a close.

Percentage of consumers whose spending has been affected by inflation



Breakdown by generation

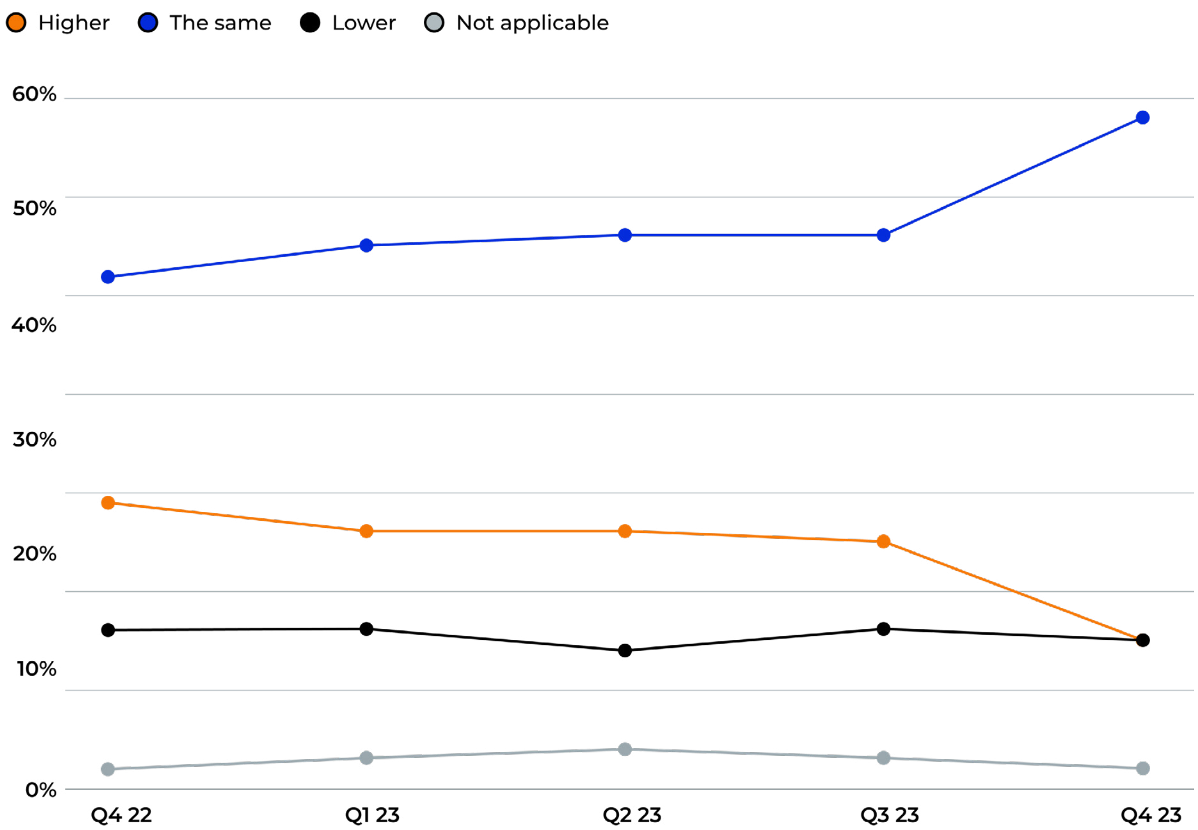


[1]U.S. Bureau of Labor Statistics Consumer Price Index Summary

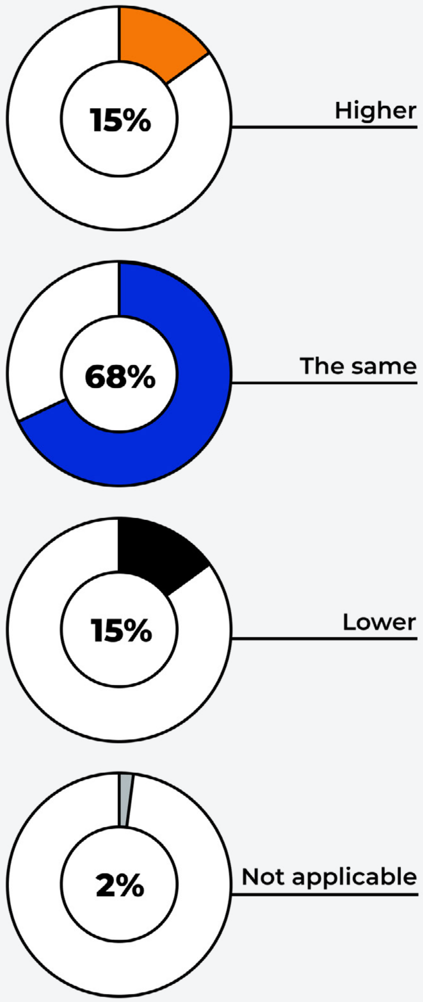
Household income trends

The majority of consumers — 68% — entered Q4 with their incomes unchanged from Q3, the highest this percentage has been since we began collecting this data point in the fourth quarter of 2022. A closer look at how household incomes have changed over the past year shows a fairly strong correlation to the quarterly changes in consumer spending seen over the same period.

Quarterly changes in household income over time



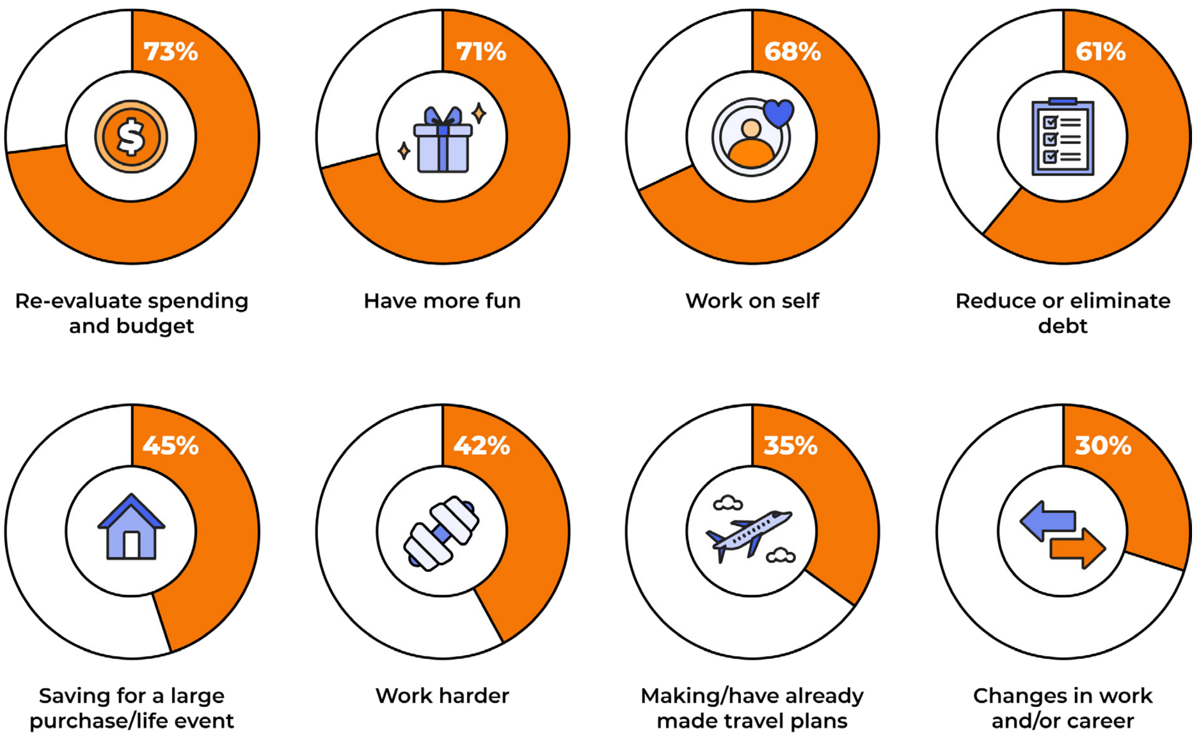
Changes in consumers' household income in Q4



Consumer plans & priorities for 2024

An overwhelming majority of U.S. consumers plan to re-evaluate their budgets and spending in the new year, and their top priorities — family, physical and mental health and well-being — will likely play a significant role in behavior shifts. Compared to a year ago, consumers are less focused on work and careers, while interest in spirituality, hobbies and spending time outdoors has increased.

Popular 2024 plans and ambitions*



*Totals do not equal 100% as respondents could select more than one option.

INSIGHTS

A smaller number of consumers — 42% — are planning to make New Year's resolutions this year.

A year ago, that percentage was 57%.

Consumers' top 10 priorities for 2024

1	Family	
2	Physical health and well-being	
3	Mental health and well-being	
4	Finances	
5	Spirituality	↑ from #8 a year ago
6	Friends	
7	Love life	↓ from #5 a year ago
8	Hobbies and interests	↑ from #10 a year ago
9	Pets	↓ from #7 a year ago
10	Spending time outside	↑ from #12 a year ago

INSIGHTS

While consumers' top-ranked priorities are relatively unchanged at the top from a year ago, focus shifts are apparent in other areas: Spirituality and friends surpassed love lives, which slid to #7 from #5, while career priorities fell out of the top ten entirely from its year-ago spot at #9.

Chapter 3

2023 Holiday Shopping Strategies

This chapter examines what types of products, stores and websites consumers look to for their holiday shopping, how they're getting gift ideas, and the most popular retail sale events.

How consumers are shopping for gifts in 2023

As outlined in our **third-quarter report**, long before the official kickoff of the holiday season, 42% of consumers expected to start their shopping by the end of September. This quarter, we looked at how those plans materialized — as seasonal retail events popped up in October ahead of more traditional savings events such as Black Friday and Cyber Monday — and explored popular gift-buying strategies.

Retail sales events

Compared to a year ago, consumer interest in these end-of-the-year sales events is lower across the board. Categorically, interest in these events is strongest among younger generations of shoppers.

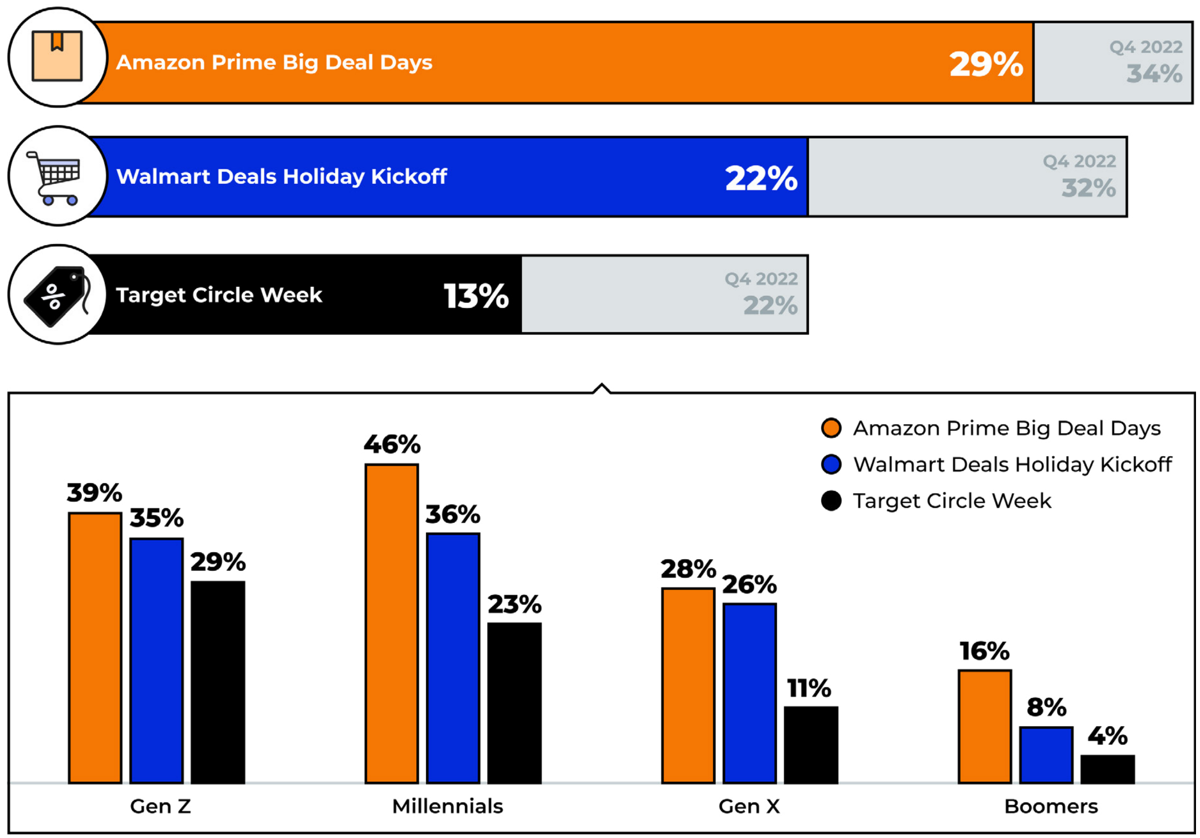
Among October sales events, Amazon's Prime Big Deal Days saw the smallest decline in participation — 29% percent of consumers shopped from the event this year, compared to 34% in 2022.

INSIGHTS

46%

of Millennials shopped during the Amazon Prime Big Deal Days event — more than any other generation.

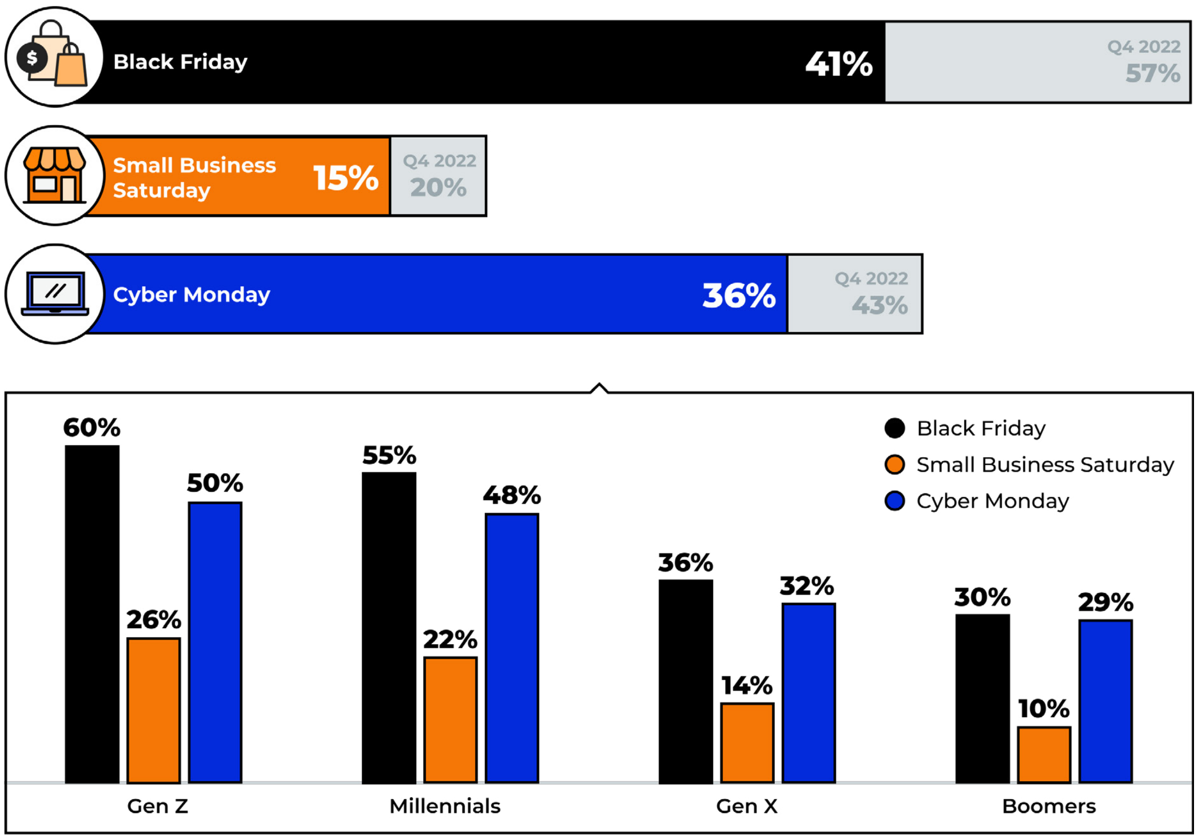
Percentage of consumers that shopped during October sales events



Note: Throughout this section, Gen Z, Millennial, Gen X and Boomer percentages represent the portion of respondents from each generation that affirmatively selected each respective survey option.

Black Friday saw the largest decline in consumer interest — just 41% of consumers were expecting to shop those sales compared to 57% a year ago.

Consumers who intended to shop on...



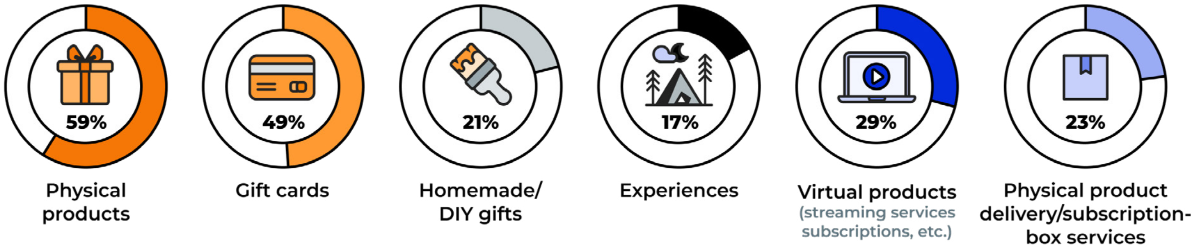
Totals do not equal 100% as respondents could select multiple options.

INSIGHTS

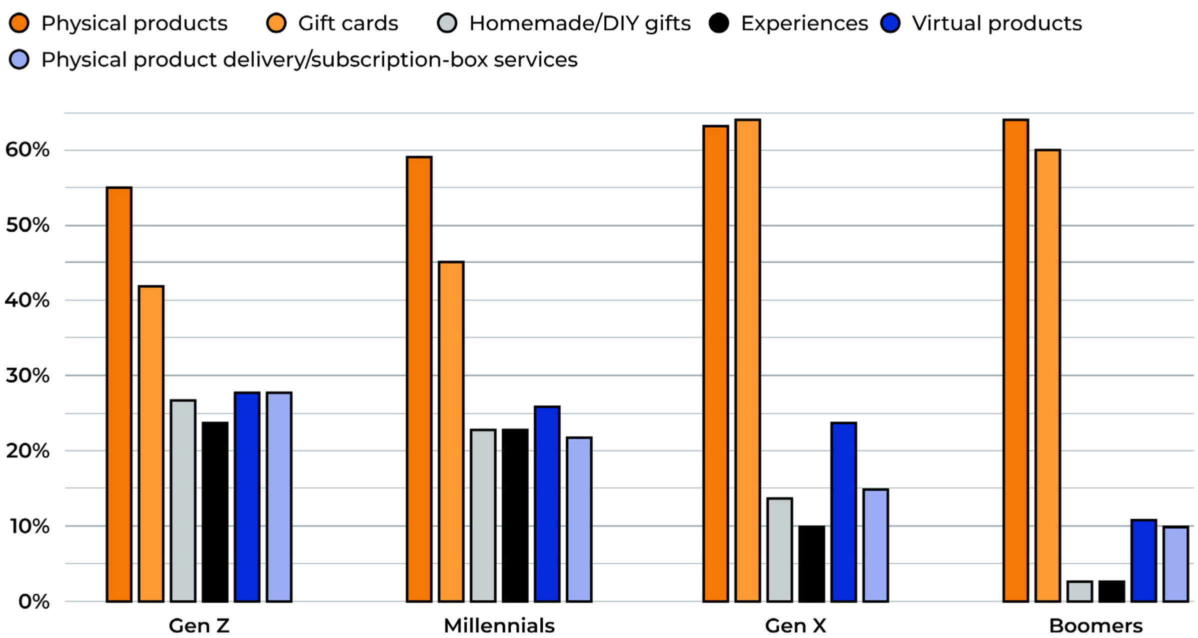
Gen Z consumers are twice as likely to shop on Black Friday than those from the Baby Boomer generation.

Gift-shopping strategies

Popular holiday gift types*



Popular holiday gift types by generation*



*Totals do not equal 100% as respondents could select more than one option.

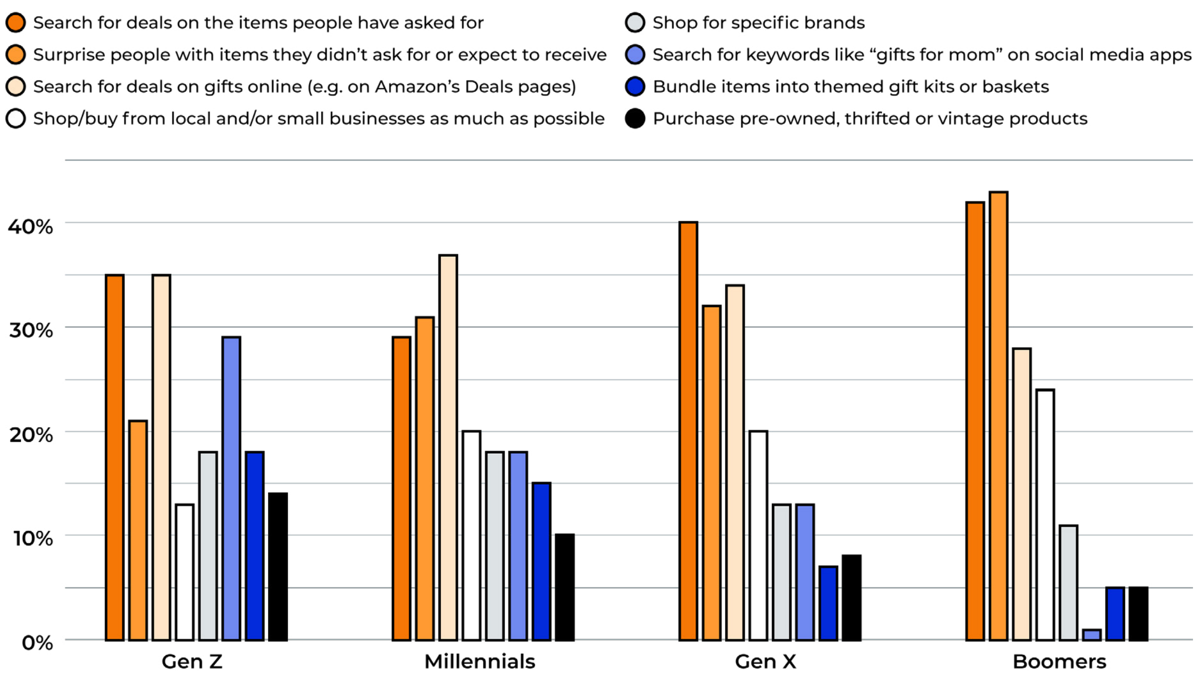
INSIGHTS

Physical, store-bought products are the most sought after as holiday gifts, though homemade/ DIY and virtual products, such as Netflix or Hulu subscriptions, are increasingly popular among Gen Z and Millennial shoppers.

Top gift shopping strategies*

1. Search for deals on the items people have asked for **37%**
2. Surprise people with items they didn't ask for or expect to receive **35%**
3. Search for deals on gifts online (e.g. on Amazon's Deals pages) **32%**
4. Shop/buy from local and/or small businesses as much as possible **20%**
5. Shop for specific brands **14%**
6. Search for keywords like "gifts for mom" on social media apps **11%**
7. Bundle items into themed gift kits or baskets **10%**
8. Purchase pre-owned, thrifted or vintage products **8%**

Popular gift shopping strategies by generation*



*Totals do not equal 100% as respondents could select more than one option.

INSIGHTS

The percentage of consumers shopping for holiday gifts from local and/or small businesses as much as possible jumped to 20% this year from 10% in 2022, with Baby Boomer shoppers as a driving force.

Where people shop for gifts: Top 10 most popular stores & online retail sites

Online

1. Amazon **67%**
2. Walmart.com **36%**
3. Target.com **14%**
4. eBay.com **13%**
5. Etsy.com **11%**
6. Temu **10%**
7. SHEIN **7%**
8. Kohls.com **7%**
9. BestBuy.com **7%**
10. Apple.com **6%**

In-store

1. Walmart **55%**
2. Target **22%**
3. Kohl's **14%**
4. Specialty, independent, local, or boutique **12%**
5. Costco **9%**
6. Walgreens **8%**
7. Best Buy **8%**
8. Sam's Club **8%**
9. Macy's **8%**
10. Home Depot **7%**

INSIGHTS

Specialty, independent, local, or boutique businesses are the fourth most popular in-store gift shopping destinations this year — surpassing big box stores like Macy's and Best Buy — reflective of increasing interest in shopping small and/or local.

Chapter 4

About the Report

Methodology

Jungle Scout conducted an anonymous survey between Oct. 24 and Oct. 25, 2023, among 1,000 U.S. consumers about their buying preferences and behaviors. Respondents represented 49 U.S. states, all genders, and ages 18 to 75+, as well as various employment types and income levels.

Respondents were asked questions about their behaviors and spending for the October to December period. Some of the analysis in the report compares responses from this quarter to previous surveys conducted by Jungle Scout, where data has been collected on a quarterly basis since June 2020. While Gen Z typically refers to people born between 1997 and 2012, report data references a subset aged 18+ who participated in our survey.

Using the data

We invite you to explore **Jungle Scout's Q4 2023 Consumer Trends Report,** and to share, reference, and publish the findings with attribution to "Jungle Scout" and a link to **this page**.

For more information, specific data requests or media assets, or to reach the report's authors, please contact us at **press@junglescout.com**.

About Jungle Scout

Jungle Scout is the leading all-in-one platform for ecommerce sellers, supporting more than $50 billion in annual Amazon revenue. Founded in 2015 as the first Amazon product research tool, Jungle Scout today features a full suite of best-in-class business management solutions and powerful market intelligence resources to help entrepreneurs and brands manage their ecommerce businesses. Jungle Scout is headquartered in Austin and supports 10 global Amazon marketplaces.

Demographic data

Gender

Male	48%
Female	50%
Non-binary	1%
Other/prefer not to say	1%

Age

18-26 (Gen Z,* born 2004-2012)	12%
27-42 (Millennials, born 1981-1996)	24%
43-58 (Gen X, born 1965-1980)	22%
59-77 (Baby Boomers, norn 1955-1964)	38%
78+	5%

*While Gen Z typically refers to people born between 1997 and 2012, report data references a subset aged 18+ were included in this survey.

Region

Midwest	20%
Northeast	17%
West	27%
South	35%

Household income

Less than $25,000	26%
$25,000 to $34,999	17%
$35,000 to $49,999	17%
$50,000 to $74,999	20%
$75,000 to $99,999	9%
$100,000 to $124,999	6%
$125,000 to $149,999	2%
$150,000 or more	4%

Employment status

Employed (total)	44%
Employed (full-time or part-time) and leaving my home for work	35%
Employed (full-time or part-time) and currently working at home	9%

Unemployed (total)	56%
Unemployed (looking for work)	7%
Unemployed (not looking for work)	2%
Student	3%
Homemaker	4%
Retired	31%
Disabled/unable to work	8%