



Holiday Gifts & Shopping on Reddit

You can't celebrate the holidays without taking on the stress of finding the perfect gift.



Getting to know Gifts & Shopping on Reddit



Redditors start discussing Holiday Gifts & Shopping early - as early as September



Source: Brandwatch, Global data, June 28, 2021–Dec 31, 2021; 1. 10/4/21-10/10/21 vs. 9/27/21-10/3/21, 2. 10/25/21 - 11/7/21 vs. 10/11/21 - 10/24/21, 3. 11/29/21-12/12/21 vs. 11/15/21-11/28/21, 4. Week of December 20th (12/20-12/26) vs. Previous Week (12/13-12/19)



Supporting local businesses.¹

Redditors want to shop at small businesses. Highlight any small business brands that you carry to catch redditors' attention.

Source:¹Reddit Internal Data, 2021.
Source:²Reddit/Suzy, U.S., 2021 Holiday Season Gifts, n=988, 13+, 2022.



1 in 3

Redditors purchased from small businesses during the Holiday 2021 season²



r/AskUK

u/redditor1

I got no boxers or socks this year. I'm currently in a crisis.

u/redditor2

Like if I don't get socks for Christmas I'm legit upset.

 Vote   Reply

Source: Reddit Internal Data, 2021.

Millennials and practical gifts.¹

Millennials love getting practical gifts. Think socks, shower gel, pajamas, even underwear. Highlighting essentials has worked well on Reddit.

Less stuff. More experiences¹.

Redditors are moving away from gifting tangible objects to gifting consumable experiential gifts. Be sure to highlight your products that enable experiences this holiday season.

Source: Reddit Internal Data, 2021.

r/ZeroWaste

u/redditor3

Try and gift in experiences! A fun night out bowling, an escape room, or a class on how to make cheese or a pottery class. Something you could do with the person and make some new memories.

 Vote   Reply

