

# 2021 Holiday Shopping Snapshot

by  MIRAKL

After a transformative period for global shopping habits, consumers around the world are relying more on online retail – and marketplaces in particular – to meet their holiday needs.

**Stay-at-home orders. Same-day delivery. Supply chain disruptions.** Over the past two years, global consumers have dealt with rapid, unpredictable changes to their shopping experiences. Some of these factors led to temporary shifts in behavior, like sudden surges in demand for toilet paper or personal protective equipment. However, other consumer changes are proving to be long-lasting – with major implications for brands and retailers.

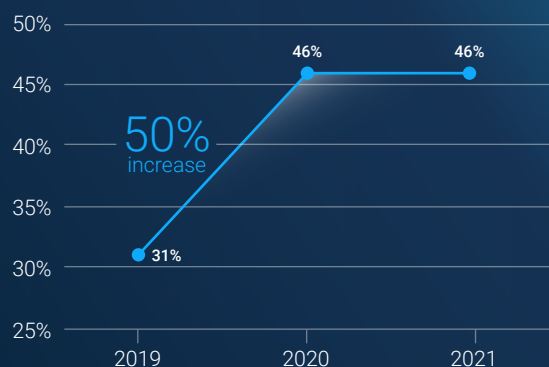
The 2021 holiday season takes place at a fascinating intersection of competing trends around the globe. While some countries encouraged their citizens to return to “business as usual”, others like Singapore and Australia implemented new restrictions in response to rising Covid-19 case numbers – with the United States somewhere in between. Are consumers in different parts of the world taking unique approaches to holiday shopping as a result? Will increases in online shopping hold steady even with stores reopened for this year’s holiday season? And which of the pandemic-inspired changes to global shopper behavior are here to stay?

The Holiday Shopping Snapshot by Mirakl answered these questions and more with a representative survey of consumers on five continents. A total of 9,000 respondents (1,000 each from Australia, Brazil, France, Germany, Italy, Singapore, Spain, the United Kingdom and the United States) completed the survey, which was conducted by Schlesinger Group, an independent research company. Panel respondents were incentivized to participate via Schlesinger Group’s established points program.

## Growth in online shopping holds steady in 2021

It was no surprise that the 2020 holiday season saw a dramatic increase in online shopping, but remarkably, that increase has held steady in 2021. [The average consumer’s online holiday shopping grew by 50% in 2020, jumping from 31% of all holiday spending in 2019 to 46% in 2020. One year later, the average consumer again plans to conduct 46% of all holiday shopping online, even as storefronts and shopping centers reopen throughout the world.](#) Increased online shopping has proven especially sticky with women, millennials and Gen Z consumers, creating new opportunities for businesses to expand their online offerings to these high-value demographics.

### 2020’s dramatic, sustained rise in online shopping has held steady in 2021



Not only are shoppers spending more time online, but they're also starting their holiday shopping earlier than ever before. [Half of all global respondents reported that they plan to start their holiday buying earlier than in previous years.](#) These punctual consumers cited several reasons for their change in behavior: most notably, more than a third of all respondents highlighted [avoiding potential delays in shipping, wanting to finish shopping earlier in the season, and the goal of finding better deals by starting earlier.](#) The country that saw the most dramatic increase in early shopping? Brazil. A whopping 70% of shoppers in Brazil plan to start their shopping earlier than in previous years — 20 percentage points higher than the global average. European countries were less concerned about the prospect of shipping delays, with respondents from France, Germany, Italy and Spain all less likely to cite this as a reason for starting early.

## The three co-leading reasons consumers are starting their holiday shopping earlier



35%

better deals



35%

finish shopping  
earlier



35%

avoiding shipping  
delays

## Consumers have embraced online marketplaces

As online shopping has grown, its focus has shifted from retailers' individual owned assortments to larger, more diverse offerings. Marketplaces — eCommerce sites that offer customers products from multiple sellers — now form the backbone of today's online shopping experience. From eCommerce titans like Amazon and Walmart to enterprise and category-specific marketplaces, [consumers are turning to these sites for better prices \(60% of respondents\), faster shipping \(50%\), and wider product assortments \(40%\) — all heightened concerns for shoppers heading into the 2021 holiday season.](#) Social distancing also plays a role, but only in specific regions: shoppers in Australia, Brazil, Singapore and the United States were more likely to mention this as a reason for choosing online marketplaces, while European respondents were significantly less likely.

### Why consumers are adopting online marketplaces



60%

better prices



50%

faster shipping



40%

wider product  
assortment

Earlier this year, the Enterprise Marketplace Index by Mirakl found that online marketplaces grew at twice the overall rate of eCommerce in 2020, a trend that looks likely to continue. The Holiday Shopping Snapshot found that **nearly all respondents (94%) say they're going to continue (or even increase) their frequency of shopping on online marketplaces this season.** Generational data from the Holiday Shopping Snapshot also points to a bright future for retailers operating marketplaces, as openness to online marketplaces increases with each new generation. Roughly **nine in ten millennial and Gen Z respondents are open to purchasing holiday gifts from third-party sellers on online marketplaces.**

### High-value shoppers lead the way on marketplaces

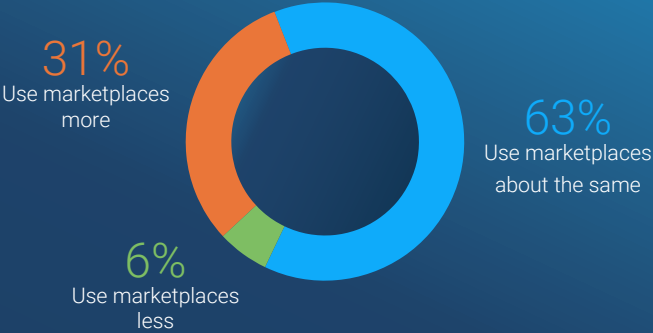
Online shopping is on the rise among every demographic, but growth among “power shoppers” — those who shop online at least once a week — is booming. These coveted shoppers are ramping up their use of online outlets for holiday shopping: **they plan to do more than half (57%) of their holiday shopping online this season, a 54% increase from the 2019 holiday season.**

Power shoppers are also more likely to buy from third-party sellers on online marketplaces, spreading the wealth among major retailers and small businesses alike. Consumers who do 75% or more of their shopping online — the most prized segment for online retailers — are three times more likely to buy frequently from third-party sellers than consumers who do 25% or less of their shopping online.

As shoppers around the world check off items on their holiday shopping lists, they are relying on online retailers and marketplaces more than in pre-pandemic times. Two consecutive years of increased online shopping points to a long-term behavioral shift, which could lead retailers to double down on their digital sales channels in 2022 and beyond.

### The vast majority of shoppers are embracing online marketplaces

What does your future use of online marketplaces look like?



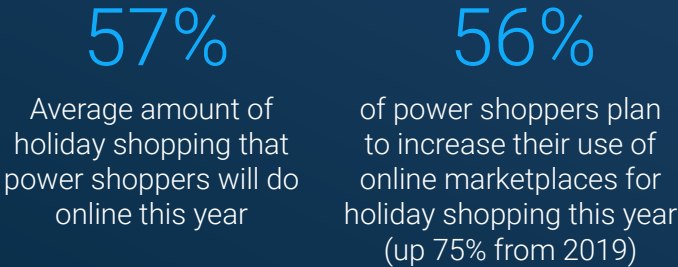
### Holiday shopping on marketplaces increases by generation



9 in 10

Millennials and Gen Z are open to purchasing gifts from third-party sellers on marketplaces

### High-value “power shoppers” have adopted eCommerce and marketplaces at record rates





## ABOUT MIRAKL

Mirakl offers the industry's first and most advanced enterprise marketplace SaaS platform. With Mirakl, organizations across B2B and B2C industries can launch marketplaces faster, grow bigger, and operate with confidence as they exceed rising customer expectations. Platforms are the new competitive advantage in eCommerce, and the world's most trusted brands choose Mirakl for its comprehensive solution of technology, expertise, and the Mirakl Connect ecosystem to unlock the power of the platform business model for them.

As a result, companies like ABB, Astore by AccorHotels, Best Buy Canada, Carrefour, Catch, Changi Airport, Darty, The Kroger Co., Leroy Merlin, Maisons du Monde, Metro, and Toyota Material Handling gain the speed, scale and agility to win in the changing eCommerce landscape. For more information, visit [www.mirakl.com](http://www.mirakl.com).