Holiday Shopping
MOST WANTED

LatentView
Actionable Insights • Accurate Decisions

A quick analysis of social media data threw up some interesting insights into what consumers will buy this holiday season.

2.1 MILLION
Conversations analysed

32% JEWELLERY
TOP BRAND
PANDORA

- 30% **Necklace**
- 21% **Rings**
- 20% **Pendants**

41% will gift Silver necklaces
35% will gift Silver pendants
32% will gift Gold necklaces

17% TOYS & DOLLS
TOP BRAND
Disney

- 29% Dolls
- 20% Disney Toys
- 10% LEGO

15% APPAREL
TOP BRAND
adidas

- 22% Shirts
- 21% Sweaters
- 12% Jackets

12% GIFT CARDS
TOP BRAND
amazon.com

- 76% **Amazon**
- 11% **Target**
- 8% **Starbucks**

26% of people expect money as gifts.

10% CONSUMER ELECTRONICS
TOP BRAND
(Apple)

- 41% I-Phone
- 31% LED TV
- 22% I-Pad

WHEN TO BUY

31.7%
will purchase on **Thanksgiving Day**

35.4%
will purchase on **Black Friday**

67%
of purchases made on Black Friday will be made online between 12 a.m. and 6 a.m

WHERE TO BUY

Walmart **27%**
E-Bay **19%**
Amazon **17%**

TOP RETAILERS

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