

Of those 13%,

51%



of females plan to shop for electronics during the holidays.

13%

of respondents said they plan to buy electronics during the holidays.

Of those 13%,

49%



of males plan to shop for electronics during the holidays.

CHANGING THE GAME



ELECTRONICS RESHAPE HOLIDAY GIFT-GIVING

There's a noticeable shift in consumer preferences for the upcoming holiday season. While apparel continues to be the top category anticipated to be shopped, electronics is rapidly gaining ground as a close second choice with one gender taking the lead.

NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed September 2023.

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