Sources and methodology:

- People with a high income include surveyed people who are in the top 25% income bracket for their market.


Source unless otherwise specified: “Facebook Holiday Study” by Ipsos Marketing (Facebook-commissioned online study of 21,511 people ages 18+ in AU, AR, BR, CA, DE, ES, FR, GB, HK, IT, JP, KR, MX, PH, TH, US and ZA), Jan 2016.

From sending out season's greetings to shopping for loved ones, the Holiday to-do list remains the same. But how we cross items off that list is changing. More and more, people are using digital—especially mobile—to connect and shop during the Holiday season. Here's a look at Holiday habits and attitudes in 17 markets, based on our 2015 Facebook and Instagram data and a commissioned study by Ipsos.

During the 2015 Holiday season, people on Facebook celebrated more than other times of the year by sharing...1

On average for people in English-speaking countries...

- More likely to buy black Friday gifts for themselves
- More likely to buy gifts on mobile

People who buy on mobile are more likely than everyone else surveyed to buy gifts for themselves.

People with a high income are more likely than the average surveyed population...

Compared to the average of other surveyed generations...

Millennials are more likely to say they will buy on mobile...

- Compared to the general surveyed population...
- These countries are leading the way in Black Friday shopping...

Black Friday has gone global

1.84X Brazil
1.57X US
1.38X South Africa
1.38X South Korea
1.30X more likely to use Facebook to research gift ideas
1.85X more likely to use Instagram for gift inspiration

An average of 1 in 4 surveyed people globally shop on Black Friday

Inspiration is found in-feed during the Holiday season

Make your Holiday message mobile

Mobile platforms, like Facebook and Instagram, are an important source of gift inspiration during the Holidays. During the busy season, use mobile to reach shoppers who are out and about with the perfect gift ideas.

Celebrate visually

Resonate with people by celebrating the same way they do: on mobile and with video. Eye-catching, thumb-stopping creative will help your brand be the life of the party this Holiday season.

Reach out to harried shoppers

The best-laid plans often go awry during the Holidays. Help smooth the way for procrastinators by offering last-minute deals and short shipping times.

Encourage self-gifting

Holiday shopping often leads to impulse purchases for one's self or picking up something special for a seasonal event. Using as inspiration everything from a 2-for-1 deal to products that soothe the stress of the season, make the most of this time of giving (to one's self).

Greeting cards go digital

Greeting cards go digital; More than 80% of posts, photos and videos were on mobile in December 2015.

Early-bird intentions give way to Holiday shopping delays

“One for you” can also be “one for me”

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