The stress of the holidays can cause some merrymakers to shut down their digital devices and focus instead on family and friends.

That’s what they told us when we asked more than 2,000 consumers nationwide about their plans for the upcoming holiday season.

Our research found that these aspiring detoxers—who typically have little recollection of an unconnected world—do some 60% of their shopping online. Almost 75% are Prime members who spend generously on family, friends and pets. And more than half plan to spend more this holiday than they did last year.

That said, more than a third of them admitted to worries about holiday-related credit-card debt, meaning there’s little question these savvy shoppers are on the lookout for great deals. Which is likely why more than a third also told us they’ll start their holiday shopping early this year, while 4% had already made such a head start of it they were done by mid-July.

Proclivities for online living and shopping aside, digital detoxers look forward to venturing to stores during the holiday season, with almost 80% saying they’ll shop at multiple venues. In the quest for a perfect holiday shopping experience, some 70% will combine shopping, dining and entertainment. Significantly, they said they’re willing to travel further for the right combination of shopping, dining and entertainment options.

High on their list of holiday treats is time off work to be with family and friends. In addition to shopping and dining out, digital detoxers also plan to engage in a variety of in-home entertainment options.

They might be shutting off their devices for certain tasks but digital entertainment lies squarely within their detoxing routine: Some 80% will stream TV shows, movies, music and social videos this holiday. And almost 70% will participate in multiplayer online games.

Ultimately, detoxers see the holidays as a time to set aside their busy digital personas and reconnect with loved ones. For them, it’s about relaxing and taking time for themselves, often a luxury in short supply. They know all too well what awaits them in the year ahead.

Q: What do you value most about the Holiday season? Base: 1,923.
Source: PwC, Holiday Outlook 2019
Profile of a digital detoxer

More on digital detoxers

Like to shop
- 74% Amazon Prime membership
- 32% Started holiday shopping
- 4% Completed by mid-July

Digital entertainment doesn’t count*
- 82% Will stream TV and movies
- 66% Will play multiplayer online games
- 81% Will stream music
- 79% Will watch social videos

Busy offline
- 67% Shopping + dining + entertainment
- 78% Shop multiple locations
- 62% Entertain family + friends

Live for today
- 51% Will spend more this holiday (YoY)
- 34% Worried about holiday-related credit-card debt

Omnichannel shopper:
- 43% in-store
- 57% online

82% of detoxers will stream TV and movies this holiday season

*Planning to engage in this entertainment “weekly or more”. Base 341.

Source: PwC, Holiday Outlook 2019

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