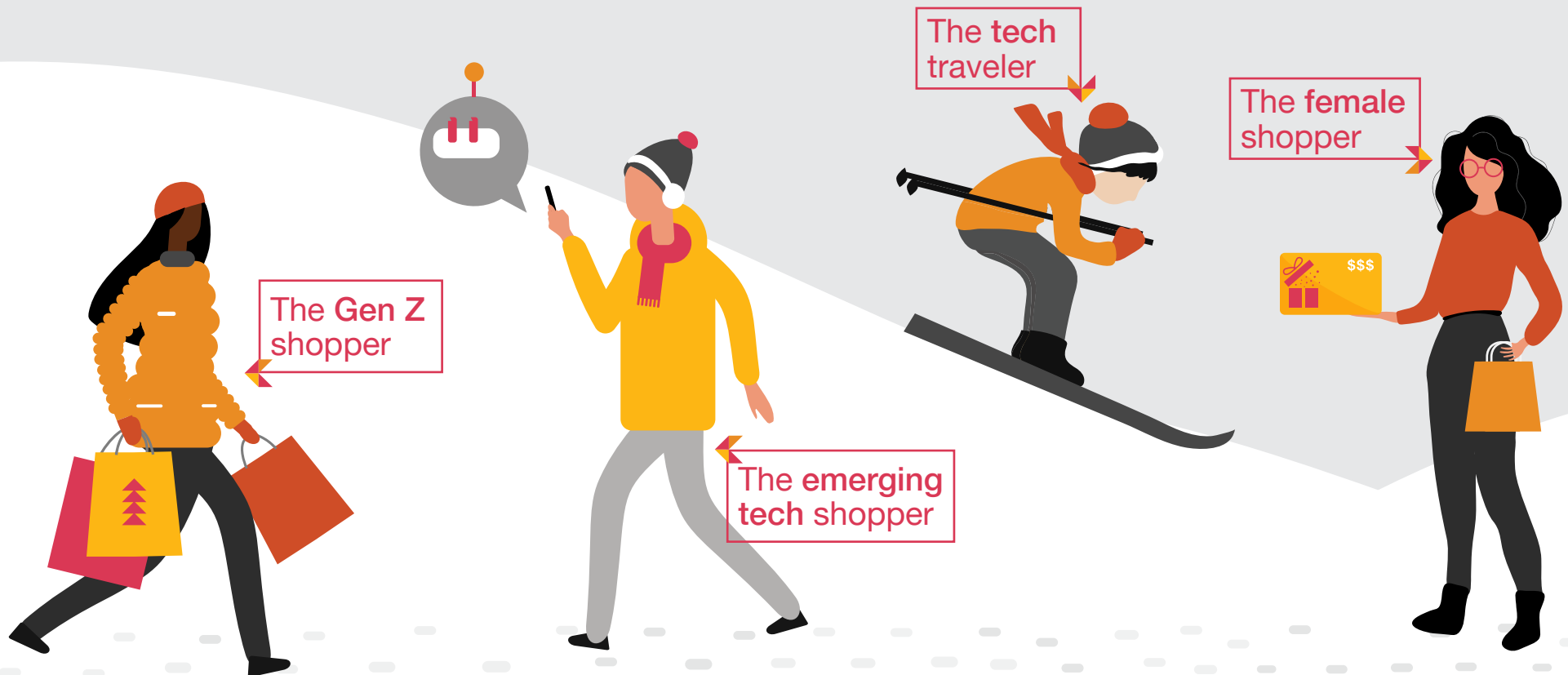
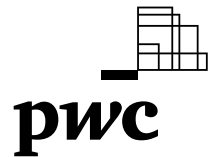


Shopper personas

PwC Holiday Outlook 2023

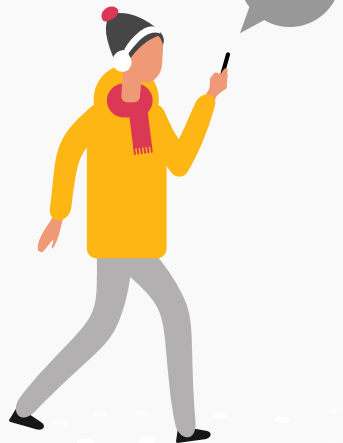
Learn more about the expected shopping behaviors and preferences of these distinct shopper personas:



The emerging tech shopper

Profile

64% male
54% earn >\$65K
42% live in metro areas
74% between 17-40 years old



[View more shoppers](#)

Spending

68%

will spend more than in 2022

\$477

on entertainment (vs \$234 all)

35%

mobile payment (vs 21% all)

Planning to use

61%

AI for gift recommendations

65%

customer service interactions via metaverse platforms

61%

customer service interactions via extended reality

Preferences

67%

health and wellness offerings

64%

resale or upcycled items

60%

rental options

Opportunity

Some 40% of all consumers are primed to learn more about emtech-forward shopping options.

The Gen Z shopper

Profile

73% Amazon Prime members

58% traveling this holiday

34% earning >\$65K

39% live in the South



Spending

\$1,275 total

15% more than 2022

50%

will spend more than in 2022

35%

mobile payment (vs 21% all)

Shopping decisions

67%

visit stores for gift ideas (vs 58% all)

43%

social media for more research (vs 34% all)

27%

will shop on Black Friday (vs 19% all)

Loyal customers

50%

loyalty program members (vs 57% all)

81%

browse at associated brand (vs 69% all)

82%

buy from associated brand (vs 73% all)

Opportunity

Gen Z consumers are excellent candidates for loyalty program membership.

The tech traveler

Profile

66%
male

41%
earn >\$65K

77%
between
17-40
years old

[View more shoppers](#)

Planning to use

65%
AI

52%
extended reality

47%
metaverse

Using emtech for

65%
customer service
interactions

52%
gift
recommendations

47%
buying products
after browsing on
metaverse platforms

AI for travel reservations

84%
room
recommendations

82%
reviews

82%
conversational
interactions

81%
pop-up
alerts

Opportunity

Tech-forward travelers are **comfortable interacting with AI** as they research and book travel.

The female shopper

Profile

70%

Amazon
Prime
members

31%

earning
>\$65K

43%

living in the
South

Spending

\$1,292 total

11% more than 2022

\$714

gifts

\$413

travel

\$165

entertainment

Preferences

31%

looking for **deals**
(vs men 25%)

38%

want **gift cards**
(vs physical gifts 25%)

49%

buy **physical gifts**
for others

What matters most

65%

price

52%

free returns

51%

convenience

47%

speed

Opportunity

Women are open to **switching loyalties**
for the **best deal**.

View more
shoppers



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