

Shopper personas

PwC Holiday Outlook 2023

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

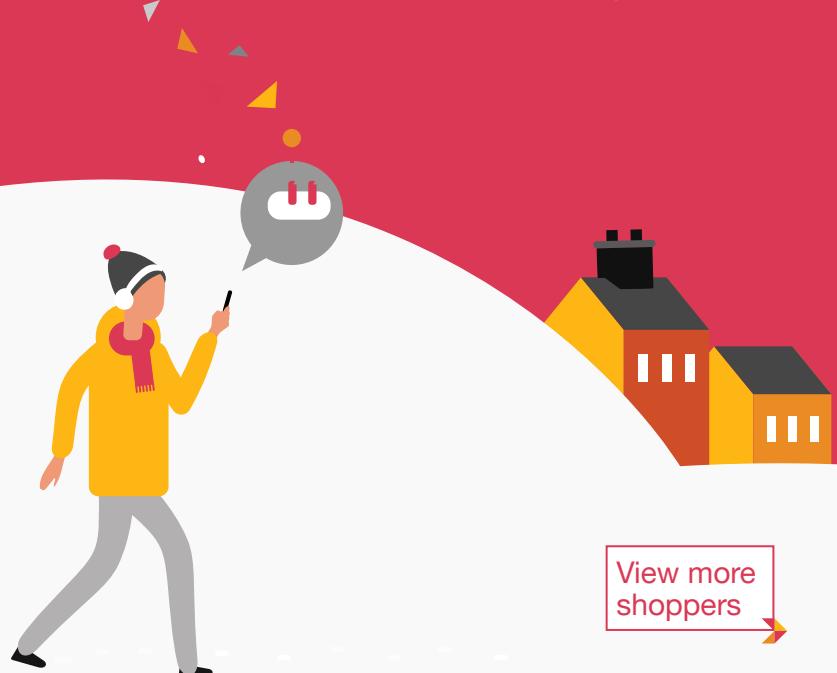




The emerging tech shopper

Profile

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



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% 58% 34% 39%
Amazon Prime members traveling this holiday
earning >\$65K
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



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.

