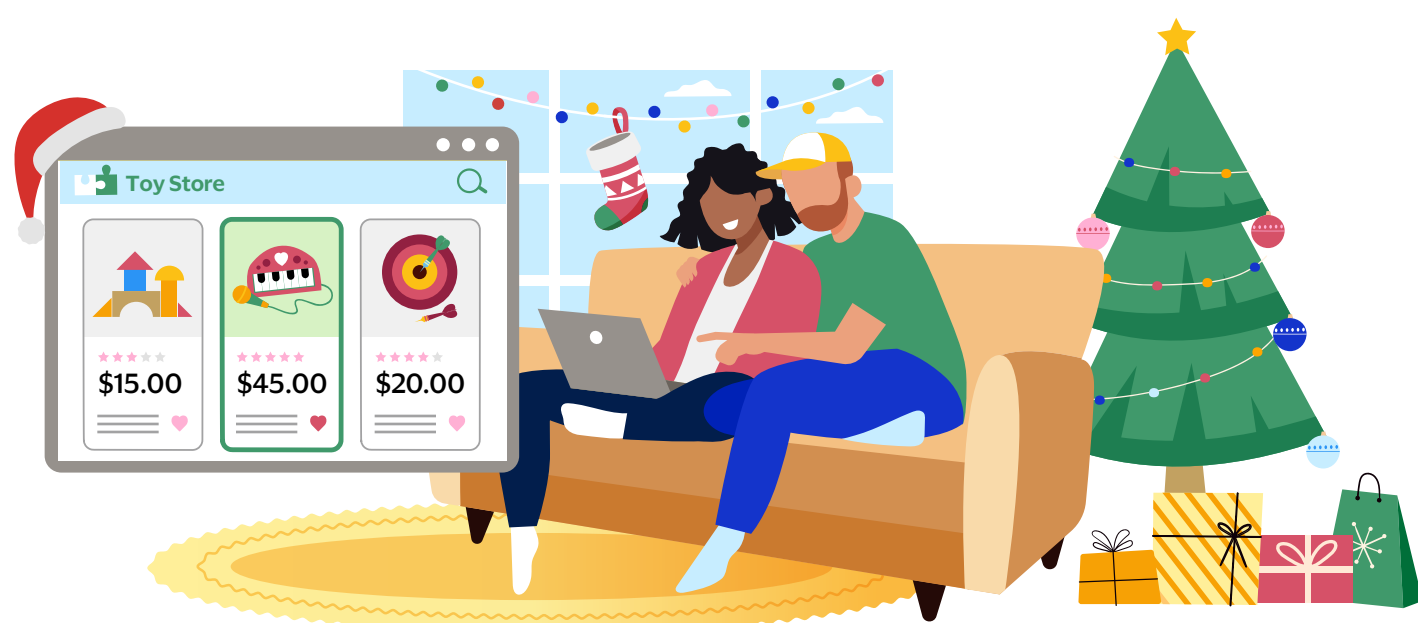


# SHOPPING TRENDS TO WATCH THIS HOLIDAY SEASON

2021 holiday celebrations come with renewed enthusiasm compared to last year among Latin American consumers. According to a recent study made by C-Space, **Latin American consumers -that will start their holiday shopping in mid-December- feel less concerned about their expenses but will still require quality and, will search opportunities to pay less for products.** 2021 holiday shopping will combine in-store and digital shopping experiences as more people feel safer after being vaccinated.



**68% of Latin Americans are planning to be more in the lookout for better prices, save and stick to their budget<sup>1</sup>**



Compared to 2020, **most consumers plan to maintain or even reduce the purchase of luxury items** as holiday gifts for their loved ones<sup>1</sup>



Around **US\$380** is what **consumers are planning to spend in gifts** during this holiday season<sup>1</sup>



While most **consumers plan to continue using digital channels** to purchase holiday gifts, **39% will still continue to visit physical stores<sup>1</sup>**



Consumers plan to buy **apparel, toys, perfumes, video games and electronics** as main gifts for their loved ones<sup>1</sup>



**Consumers are planning to use less cash, and increase their use of cards and digital payments<sup>1</sup>**

## CONSUMERS SHOPPING TRENDS FOR THIS HOLIDAY SEASON<sup>2</sup>:



- 1** **Expect more shoppers at the malls and stores this year.** With many people vaccinated, it certainly seems likely.
- 2** While there will still be plenty of deals throughout the holidays, **you probably won't see a lot of crazy markdowns.**
- 3** **Deals will be available both online and in store,** and more stores will offer services like curbside pickup.
- 4** **Consumers will embrace experiential gifts** as opposed to material things.

## VISA IS HERE TO HELP YOU

Contact your Visa account executive to learn how we can help you understand the consumer behavior shift, identify opportunities to maximize your portfolios and enhance your communication with your clients.



### Sources:

- C Space Visa Consumer Spending Report, November 2021.
- US News, November 2021. <https://money.usnews.com/money/personal-finance/spending/articles/shopping-trends-to-watch-this-holiday-season>

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