Christmas Decorations Market Report

The Ultimate Guide to the Consumer Market for Christmas Decorations





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Key Finding>>

Decorators rely mainly on in-store displays and decorating inspiration from their friends and neighbors for new decorating ideas. But most interesting, social media rises above traditional media, such as women's service magazines, specialty holiday magazines, and cable television shows.

If not already doing so, marketers need to use social media as a way to connect with and influence Christmas decorators. That social media rises above traditional media as a source for decorating ideas is surprising and just shows how important this tool is for marketers.

But it also is no surprise that the older decorators, especially those aged >60+ but also those 45-60 years, are less likely to use social media than the younger decorators, under 45 years.

Women, rather than men, are more influenced by social media, but women also lead when it comes to traditional media as well as in-store displays. Since women tend to be more interested in the holiday decorating traditions in general, that they turn more often to sources for inspiration than men is no surprise.

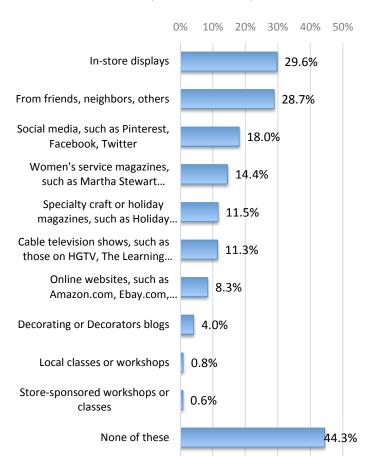
Take Action>>

Unity Marketing can help marketers more effectively target their prime decorations customers with new designs, new displays and new marketing messages.

- **Get an overview** of the Christmas decorating market with the *Christmas Decorations Snapshot Report*
- Dig Deeper in Unity Marketing's Christmas Decorations Report to track historic trends and for market sizing and growth to develop marketing strategies for 2015 and beyond. This report includes not only data, but translates each major findings into strategies so that marketers can put the information to use to build their businesses.
- Reach New Customers by partnering with Unity Marketing in a social media marketing strategy to reach your best customers and prospects.

Where do you get ideas for Christmas or winter holiday decorating? (Check all that apply)

(n=507 decorators)









Introduction & Methodology



- This research study explores the consumer market for Christmas decorations, including indoor and outdoor decorations. It looks at both American household's holiday decorating traditions, as well as new purchases of Christmas decorations.
- The research study places a special focus on the needs, desires and passions of the decorating consumers, specifically those who bought any Christmas decorations in the past year. Companies that design and develop seasonal decorations products, as well as retailers that sell these products, including internet and direct marketers, will benefit from the new insights presented in this report into the seasonal decoration customers' purchase behavior and mindset.
 - While survey respondents were asked about decorating for any winter holiday, including Christmas, Hanukah, winter solstice and Kwanzaa, throughout this report the term "Christmas" will be used to include all winter holiday decorations.
- Based upon a survey conducted in May 2014, with historical perspective provided by consumer surveys from 2012, among some 700 consumers, of which some 56% reported buying new decorations for Christmas 2013 celebrations or in anticipation of Christmas 2014. and a further 70% decorated their homes for Christmas or other winter holiday celebrations in 2013. Therefore, the survey reports on both active Christmas decorations buyers and active Christmas decorators, who represent the overall potential market for decorations marketers.
- >> Throughout this report the results of these surveys will be reported as the dates in which the surveys were conducted, or 2014, 2012.
- This report helps marketers and retailers tap into the psychology of people who buy these goods. The findings and insights presented in the report will help marketers and retailers understand the consumers' drives, motivations and passions in making their purchase and shopping decisions. This report will help marketers and retailers understand their consumers better. In this way, they can discover new marketing strategies and opportunities that will help them reach their target consumers more effectively and more productively.
- This study brings a special emphasis not just on what seasonal decorations consumers buy, but also on how they decorate their homes for Christmas celebrations. It also provides insights into why they buy and where they shop for these goods. These insights translate directly into actionable strategies and tactics that marketers can use to build their businesses. Understanding the mindset of the seasonal decorations consumer, their desires and needs, is critical for companies to forge a path to market growth in this time of economic challenges.

OBJECTIVES OF THE RESEARCH STUDY

Marketers can discover new marketing strategies and opportunities through this study of the Christmas decorations customer and their special needs and desires



- With a focus on consumers and their buying behavior, needs, desires and preferences, this research study will include research data and statistics about:
 - Christmas Decorations Market Size and Growth: What is the size of the holiday and seasonal decorations market, including the key product segments in the market, including indoor and outdoor decorations? How is the market segmented by type of product and channels of distribution? How rapidly is it growing? What are future growth trends in the seasonal decorations market?
 - Demographics of the Christmas Decorations Customers: What are the demographic characteristics that distinguish the prime target market for holiday and seasonal decorations marketers? What are the key demographic differences found among and between buyers of the different products and service segments (e.g., gender, age, generation, HHI, size, composition, ethnicity/race, education, etc.)?
 - Christmas Decorating Traditions: How do people decorate their homes for the winter holidays. How can marketers use these insights to bridge the gap between the active buyers and those who decorate their homes (i.e. have a need for decorations) but who may not be active buyers of decorations. Growth for decorations marketers lies in reaching out not just to customers, but these potential customers.
 - Buying and Shopping Behavior of Christmas Decorations Consumers: What are the primary characteristics of the consumers' buying behavior related to holiday and seasonal decorations? Where do consumers shop for the different types of products and services? What kind of shopping experiences do consumers crave and what kind do they disdain? What motivates them to buy seasonal decorations and how can marketers tap these motivators through branding and marketing communications initiatives? What factors influence their decision making in product purchase? How much do they spend buying each of the products and across the entire category? What are the popular price points for key products within the seasonal decorations market? What is the role of brand in product and services selection and shopping choices? How do different demographic segments differ in their shopping and buying behavior?
 - Favorite Christmas Decorations Shopping Destinations A major thrust of the research is to understand the brand preferences of holiday seasonal decorations customers in both their product selections and retail shopping choices. What retailers do consumers favor for seasonal decorations purchases?
 - Psychographic Profile and Segmentation of the Christmas Decorations Market: A psychographic profile of the seasonal decoration consumers is presented in this study. The profiles identify different types or personalities of consumers of these goods. These profiles identify each personality's drives and motivations in purchasing decorating products. By understanding the psychology of different types of shoppers, marketers will discover what factors are more or less important in driving each personality's purchasing decisions and how consumers' different attitudes and motivations influence what they buy and how much they spend. These insights will help seasonal decorations marketers and retailers better understand the hearts and minds of their consumers.

How to Use this Report

Both active Christmas decorations buyers are studied, as well as those who decorate their homes for Christmas and other winter holidays.

The decorators represent the total potential market for decorations marketers.

Marketers' challenge is how to bridge the gap between buyers and decorators.
Throughout this report we will try to call out insights that will help marketers do just that.



- This report focuses on the results of a survey conducted among some 700 consumers with incomes from \$25k and above were surveyed in May 2014 about their most recent Christmas decorations purchases. Out of the total sample, a majority of those surveyed, some 56%, reported making a decorations purchase to celebrate the Christmas or winter holidays in 2013 or making a purchase immediately after the Christmas holiday.
- The results of this survey is compared with an in-depth survey among consumers of seasonal decorations fielded in January 2012. The 2012 survey contains data about other holiday and seasonal decorations as well as Christmas.

In-Depth Decorations Survey 2012

- An in-depth survey among 1,238 holiday and seasonal decorations buyers was conducted January 7-18, 2012 covering purchases of decorations during the 2011 sales year. Survey respondents were qualified by income (\$35,000 or more of household income) and age (24-64 years) and as well as whether they had purchased any seasonal decorations product in the past 12 months. Respondents were further qualified by the level of involvement and/or responsibility for decorating decisions with only those who were either primarily or jointly responsible for holiday decorating or purchasing responding to the survey. A total of 2,043 respondents were queried to identify those 1,238 consumers that met the survey qualifications and completed the survey. This represents an overall 65 percent incidence.
- The average age in the seasonal decorations survey sample was 47.4 yrs.; household income averaged \$96,800 with two-thirds of the sample falling in the middle-to-upper middle income ranges of \$35,000-\$99,999. The gender split of the general survey sample was 67 percent female and 33 percent male.

Current
Christmas
Survey and
Comparative
Historic Survey

Unity Marketing's consumer surveys delve deeply into purchase behavior and motivations



Did you purchase any Christmas or winter seasonal decorations, such as Hanukkah, Kwanzaa, Solstice, for the most recent Christmas 2013 celebrations or immediately after the Christmas holiday in late 2013 or in 2014? (Check all that apply)

60% 56% 50% 46% 45% 40% 29% 30% 20% 10% 0% Net Any Yes, I purchased Yes, I purchased No, I purchased no Indoor/Outdoor outdoor Christmas indoor Christmas new outdoor or Decorations or winter seasonal or winter seasonal indoor Christmas Purchased decorations decorations or winter seasonal decorations

Potential Market for Christmas Decorations Is Large

The potential market for Christmas decorations is large, Based upon this 2014 survey, about half of all those who celebrate the Christmas holiday are highly likely to purchase new decorations in order to enhance their holiday celebrations. Decorations marketers have a large pool of potential customers to target. Those who best understand the customers' needs, desires and decorating traditions are best positioned to successfully tap the potential in this market.



LET UNITY MARKETING BE YOUR RESEARCH PARTNER

Today's consumer marketers face an increasingly competitive environment with many business and marketing challenges.



Unity Marketing leads with research to help businesses gain insights into their core customers and their best target customers – the affluent who have discretionary income to spend.



Affluent Consumer Tracking Study

- Two waves
 - Spring Shopper Track
 - Fall Product & Services Track

Consumer Gifting Study

- In-depth investigation into gift choices and shopping behavior among middle-income to upper-income consumers.
- Special investigation into how consumers use the internet for their gift research, planning and buying needs.
- Survey completed April 2015 (n=1,649 consumers HHI \$97,900)

Art, Framing & Wall Décor Study

- The 'selfie' culture has created a new market for frames and wall décor. In addition, affluent consumers are collecting more original, one-of-a-kind artwork to display on their walls.
- An in-depth study is planned in 2016 to investigate the new art, framing and wall décor market, with a special section devoted to how consumers use the internet in their pursuit of new art and frames to display.

Millennials on the Road to Affluence

 This new study has important implications for every brand that wants to connect with the next generation of luxury consumers: the Millennials

UNITY MARKETING'S 2016 RESEARCH INITIATIVES

To deliver more actionable insights to marketers about the best potential customers in the U.S. consumer market today – the affluent top 20%.





Qualitative expertise

- Focus groups, IDIs
- Expert, influential & channel partner studies

Quantitative expertise

- Survey design
- Data analysis including statistical data analysis
- Analyzing survey results for key take aways

Marketing & branding consulting

 How to use research to create more powerful brands and more compelling marketing

Speaking experience

 Presentations that deliver the most important information and insights that the audience can take away and put into action



UNITY MARKETING LEADS WITH RESEARCH

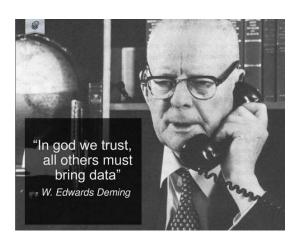
We are a boutique marketing research and consulting firm.

We lead with research to advise businesses that need insights into mind of affluent consumer with incomes \$100k and above.





- Greater access to new AFFLUENT consumer SAMPLES
- In-depth data about HIGH-END & LUXURY customers
- Understanding of BRAND USAGE & AWARENESS
- Key COMPETITOR BRAND usage & awareness
- Purchase & usage TRACKING STUDIES
- CUSTOMER SURVEYS and studies to identify new opportunities



DOES YOUR COMPANY NEED MORE DATA?

Unity Marketing can provide more data about the affluent consumers, combining both qualitative and quantitative research strategies.





- UNDERSTAND your best prospective CUSTOMERS' needs and desires
- Get the COMPETITIVE EDGE
- Develop more effective MARKETING STRATEGIES
- RESEARCH your market
- SHARE customer KNOWLEGDE & INSIGHTS
- Evaluate NEW PRODUCTS
- Find best CHANNELS OF DISTRIBUTION
- Track TRENDS in the market

The challenge:

Provide insight that integrates demographics, attitudes and behavior and turn raw data (numbers or statements) into meaningful, actionable information

DO YOU NEED HELP TO USE DATA MORE EFFECTIVELY?

Unity Marketing can help you use the research data you have on hand to greater effect to drive growth for your business.

We consult with companies of all sizes, from small to midsized to large multi-nationals.

We support retailers, manufacturers and marketers in both B2C and B2B marketing strategies.





- Presentations CUSTOMIZED to specific needs of your group
- PREPARE your marketing and sales teams for the competitive landscape of tomorrow
- Gain "All Access" into the mind of today's most influential shoppers – the AMERICAN AFFLUENT
- Turn research-based INSIGHTS into ACTIONABLE STRATEGIES for reaching your most profitable customers



DO YOU NEED TO SHARE INSIGHTS & INFORMATION?

For over a decade Pam Danziger has studied the changing preferences, shopping habits, attitudes, and lifestyles of affluent consumers.

Her presentations, speeches, seminars, webinars & workshops are customized to the needs of each audience.

Each presentation is designed to give the audience news they can use to understand the mind of today's most influential shoppers – the American Affluent.

The goal is to deliver researchbased insights that can be turned into actionable marketing strategies for each member of the audience to reach their most profitable customers.







Pam Danziger and the Unity Marketing team offer a range of tools and resources to help marketers and retailers identify their best customers and channel partners and how to reach them most effectively with targeted marketing strategies and tactics.

UNITY MARKETING CAN HELP YOU FIND YOUR BEST TARGET CUSTOMERS & MARKET MORE SUCCESSFULLY TO THEM

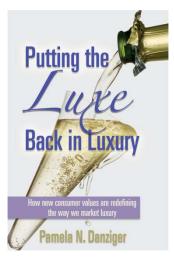
Unity's research-based approach can help marketers and retailers find new opportunities for growth in their businesses.

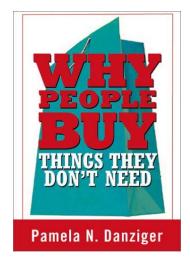
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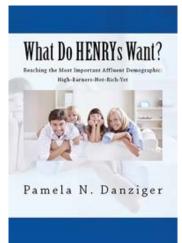
MARKETING ?

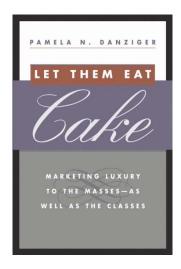
MORE ABOUT PAM DANZIGER & UNITY MARKETING

- Speaker, author, and market researcher <u>Pamela N. Danziger</u> is internationally recognized for her expertise on the world's most influential consumers: the American Affluent. Her new minibook, <u>What Do HENRY's Want?</u>, explores the changing face of America's consumer marketplace.
- As founder of Unity Marketing in 1992, Pam leads with research to provide brands with actionable insights into the minds of their most profitable customers.
- Leadership in luxury marketing recognized through Global Luxury Award presented by Harper's Bazaar, London May 2007.
- She was named to Luxury Daily's Luxury Women to Watch in 2013. She is a member of Jim Blasingame: The Small Business Advocate's Brain Trust and a contributing columnist to The Robin Report.
- Currently Pam is working on a new book: Meet the HENRYs: Millennials on the Road to Affluence
- Her most recent books are What Do HENRYs Want? and Shops that POP! 7 Steps to Extraordinary Retail Success.
- Previous books, Putting the Luxe Back in Luxury:
 How New Consumer Values Are Redefining the Way
 We Market Luxury; Shopping: Why We Love It, Let
 Them Eat Cake: Marketing Luxury to the Masses as
 well as the Classes & Why People Buy Things They
 Don't Need

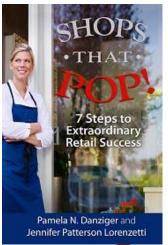














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TRADE & ENTERPRISE











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Fine Homes

MOEN

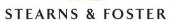


PPR









Sleep Exceptionally...



























LUXURY HOMES

Holidays, Special Days, Every Day,"





WATERFORD

CRYSTAL

ALWAYS THE PERFECT INSPIRATION...













Google











