



Alike Audience



Think Alike Playbook

Festive

Audience Targeting



Connect with Audiences Based on Different Festive Shopping Tendencies

Welcome to your ultimate guide to festive shopping audiences in the US. We have included **122 segments** to reach over **1 billion audiences** curated by data scientists and advanced lookalike modeling, combining insights from past shopping behaviors, shopper interests, and location data. We invite you to explore and leverage our top-selling segments to amplify your data strategies and achieve outstanding success during festive seasons.

Halloween

Total Halloween spending reached a record \$12.2 billion in 2023, exceeding 2022's record of \$10.6 billion. A record number of 73% of people are expected to participate in Halloween-related activities in 2024 alone, making the expected spending to reach another record amount in 2024.

- **AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Halloween**

Holiday Entertainment Lovers

Holiday Shoppers

Trick or Treat shoppers

Grocery Shopping Mums

- **AlikeAudience: United States > Reach/Scale/Awareness > Entertainment > Halloween Holiday Entertainment Lovers**

Holiday Entertainment Lovers

Trick or Treat shoppers

Grocery Shopping

- **AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Halloween**



Black Friday / Cyber Monday

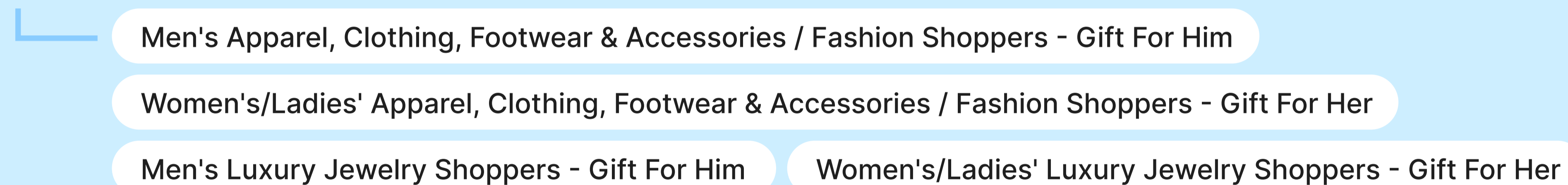
Shoppers spent an average of \$321 during the period between Thanksgiving and Cyber Monday. In total, the Cyber Five sales market is projected to reach approximately \$278 billion in 2024.

- **AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Black Friday and Cyber Monday**



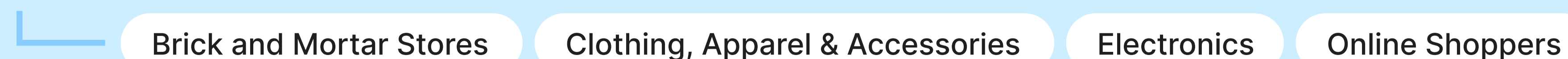
- **AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Cyber Monday Shoppers**

- **AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Black Friday / Cyber Monday**



- **AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Black Friday Shoppers**

- **AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Purchasing Habit > Black Friday/Cyber Monday**



• AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Cyber Monday Shoppers

• AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Black Friday / Cyber Monday

Electronics (incl. Computer, Cell Phones, etc.) Shoppers

Home Appliances Shoppers

Apparel, Clothing, Footwear & Accessories / Fashion Shoppers

Sports Goods and Equipments Shoppers

Games & Toys Shoppers

Health, Beauty & Personal Care Shoppers

Jewelry Shoppers

Home Goods, Tools, Improvements & Furnitures Shoppers

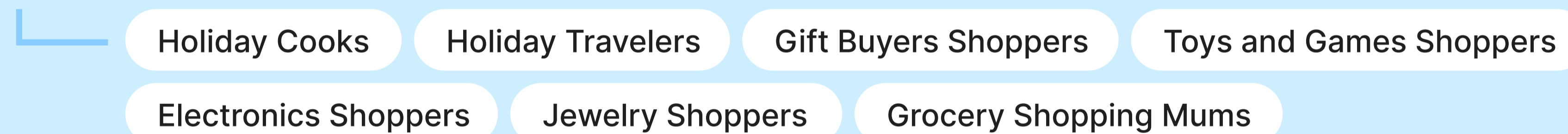




Christmas

The US holiday retail sales number in 2024 is estimated to grow by 4.8% YoY to reach \$1.3 trillion for the holiday season alone.

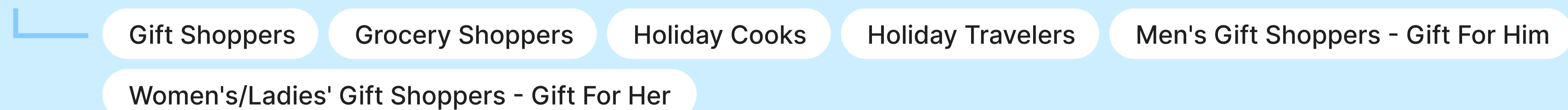
- **AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Christmas**



- **AlikeAudience: United States > Reach/Scale/Awareness > CPG/FMCG > Christmas Holiday Cooks**

- **AlikeAudience: United States > Reach/Scale/Awareness > Travel > Christmas Holiday Travelers**

- **AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Christmas**



- **AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Christmas / Boxing Day**



New Year

- AlikeAudience: United States > Reach/Scale/Awareness > CPG/FMCG > New Year's Holiday Cooks

- AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > New Year's

└─ Holiday Cooks Sale Shoppers

- AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > New Year's

└─ Resolution Takers Holiday Cooks Sale Shoppers

Chinese New Year

In 2024, data shows that the average daily active use scale during the Chinese New Year holiday broke the 900 million mark for the first time in history.

- AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Chinese New Year

└─ Food Shoppers Gift Buyers Shoppers Travelers

- AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Chinese New Year

└─ Food Shoppers Gift Buyers Travelers



Easter

81% of Americans celebrated Easter in 2024. They plan to spend an average of \$177.06 per person distributed in three major categories, food, clothing, and gifts.

- **AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Easter**

└─ Holiday Entertainment Lovers Holiday Cooks Candy & Gift Buyers

- **AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Easter**

└─ Holiday Entertainment Lovers Holiday Cooks Candy & Gift Buyers

Back to School

The total US back-to-school sales will reach \$81.16 billion in 2024, a 3.2% YoY increase.

- **AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Back to School Shoppers**

- **AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Back-to-School**

└─ School Supply Shoppers Electronics Shoppers Shoppers



For Your Loved Ones

• AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Weddings & Marriages

• AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Valentine's Day

Men's Gift Buyers - Gift For Him

Gift Buyers - Gift For Her

Men's Jewelry Shoppers - Gift For Him

Women's/Ladies' Jewelry Shoppers - Gift For Her

Gift Buyers

Jewelry Shoppers

For Your Parents

• AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Mother's Day

Women Fashion Shoppers

Gift & Jewelry Shoppers

• AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping > Father's Day

Gift Shoppers

Tools, Grills, Gardening Shoppers

Menswear Shoppers

Sporting Events

- AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping

Champions League Fans

NBA Fans

FIFA World Cup

Superbowl Fans

Premier League Fans

Others

- AlikeAudience: United States > Reach/Scale/Awareness > Seasonal/Festive/Holiday > Oktoberfest

- AlikeAudience: United States > Festive Seasons, Special Events & Holiday Shopping

Super Saturday Gift Shoppers

Oktoberfest

Music Festivals

Memorial Day Shoppers

Fourth of July Independence Day Sales Shoppers

Labor Day Sales Shoppers

Labor Day Tools, Grills, Gardening Shoppers

Labor Day Home Appliances Shoppers



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AlikeAudience is a data science company focused on omnichannel data activation. We enable advertisers to seamlessly connect with their target audiences through AI-powered, future-proof data solutions.

Connect with our Audience Specialists for support.

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