

## Fast Facts



What you need to know about new & emerging trends, platforms or technology

# Unwrapping the Holidays

## 5 Ways Multiscreen TV Brings Festive Cheer to Retailers





## Multiscreen TV creates opportunities to connect with consumers during the holidays

The upcoming holiday season presents both **uncertainties** and **opportunities** for marketers, as consumers navigate economic pressures while **still seeking connection, celebration** and **memorable experiences**.

Consumers are **deeply committed to traditions, gift giving** and **special moments**, reinforcing the holidays as a key buying period. Their **planning habits, shopping preferences** and **spending motivations** provide actionable insights for **brands seeking to capture attention in meaningful ways**.

At the same time, **multiscreen TV drives inspiration** while **mobile delivers instant purchasing**, underscoring the importance of cross-screen strategies in meeting holiday demand.

This report dives into shifting holiday habits and spotlights **five distinct ways that multiscreen TV enables brands to shine bright and stand out**, even in uncertain times.

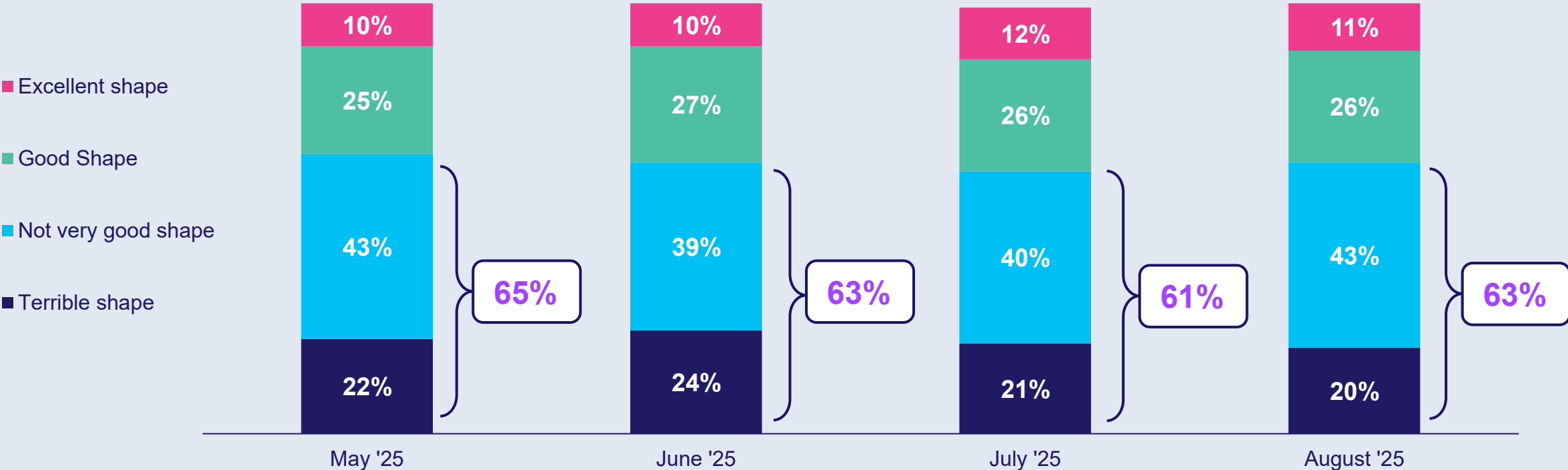
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Holiday outlook remains hopeful, though policy shifts and potential tariffs add uncertainty for consumers



# Economic uncertainty remains a key factor, with two-thirds of consumers cautious as ongoing tariffs continue to cloud confidence in the future

Rolling 3-month avg: How consumers feel about the 'shape' of the economy  
August 2025



Source: Dentsu, Consumer Navigator – American Mindset, August 2025.

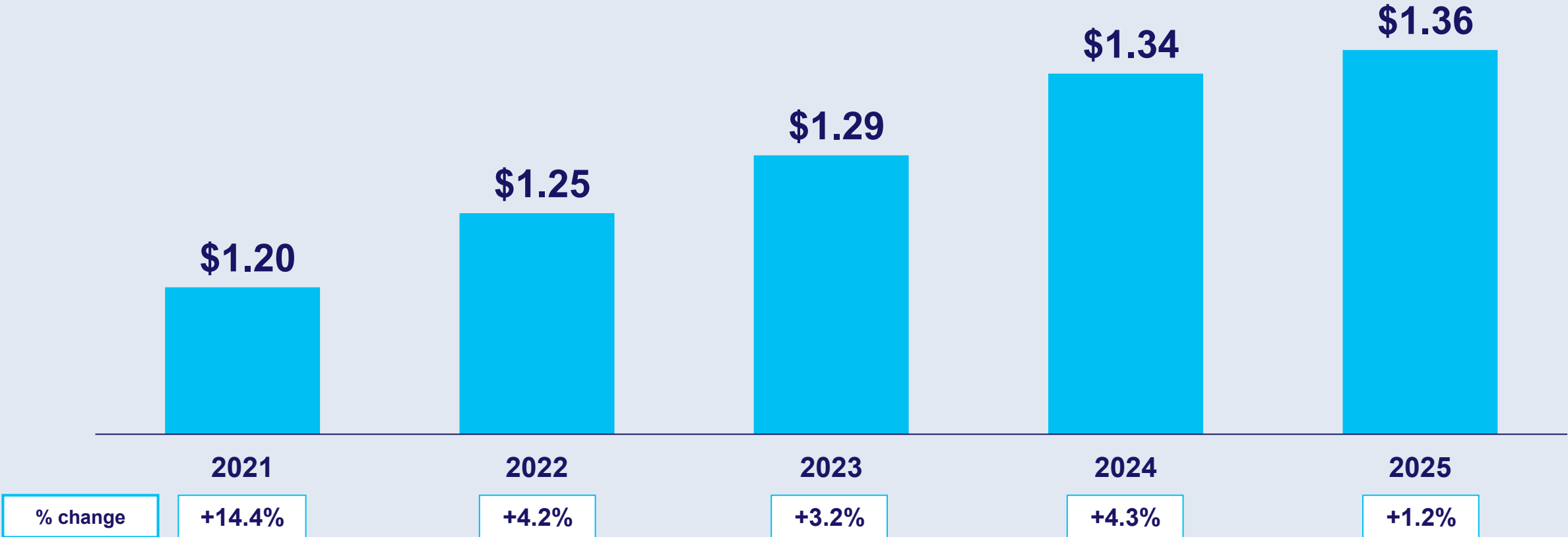
## Although demand is healthy, marketers should focus on building brand value and trust in cautious consumers

“Overall, the economy has shown **continued momentum so far in 2025** — bolstered by low unemployment and real wage gains — however, **significant policy uncertainty** is weighing on consumer and business confidence.”

Matthew Shay, President and CEO, *National Retail Federation*  
*NRF Press Release, 4/2/2025*

# Policy pressures are slowing overall retail sales growth, making it even more important for brands to compete on value and differentiation

U.S. Holiday Season Retail Sales  
In trillions



Source: EMARKETER, *Holiday Shopping 2025*, May 2025. Note: sales are for Nov and Dec of each year; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales.

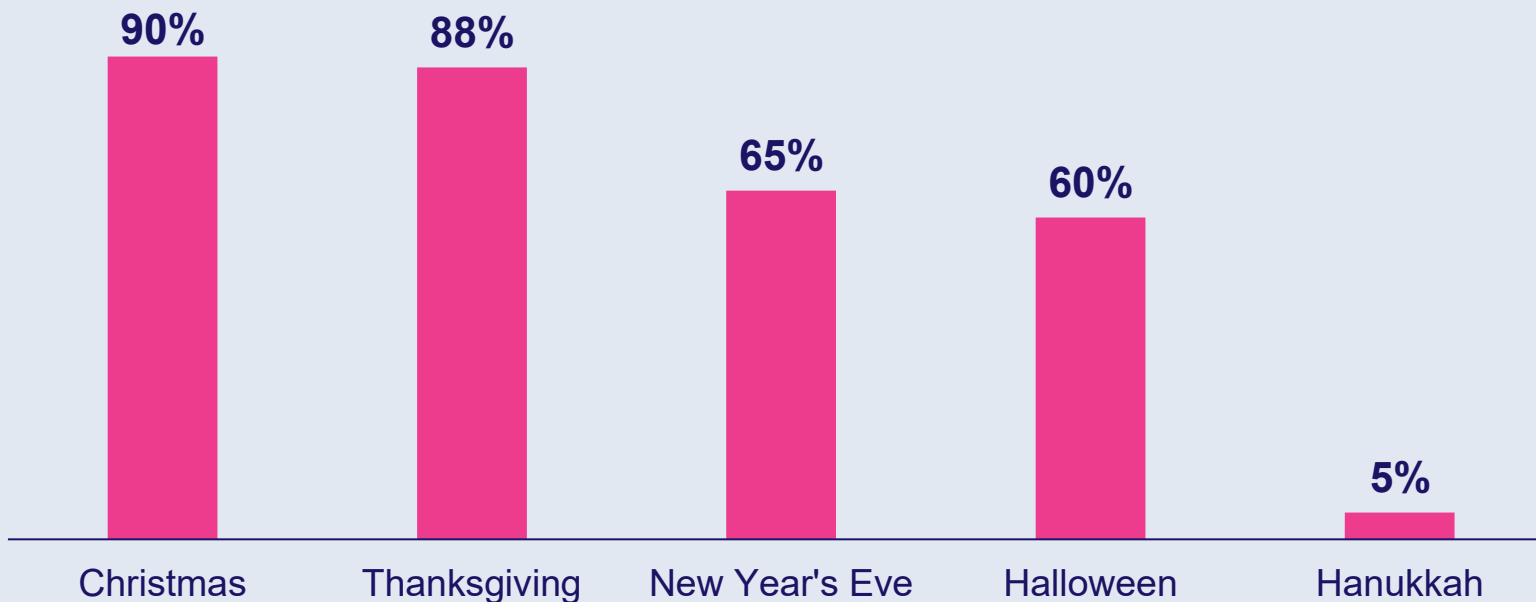
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Consumers are committed to holiday traditions, creating reliable opportunities for brands despite economic uncertainty



# Amidst uncertainty, consumers continue to prioritize holiday traditions, making seasonal moments a reliable driver of engagement

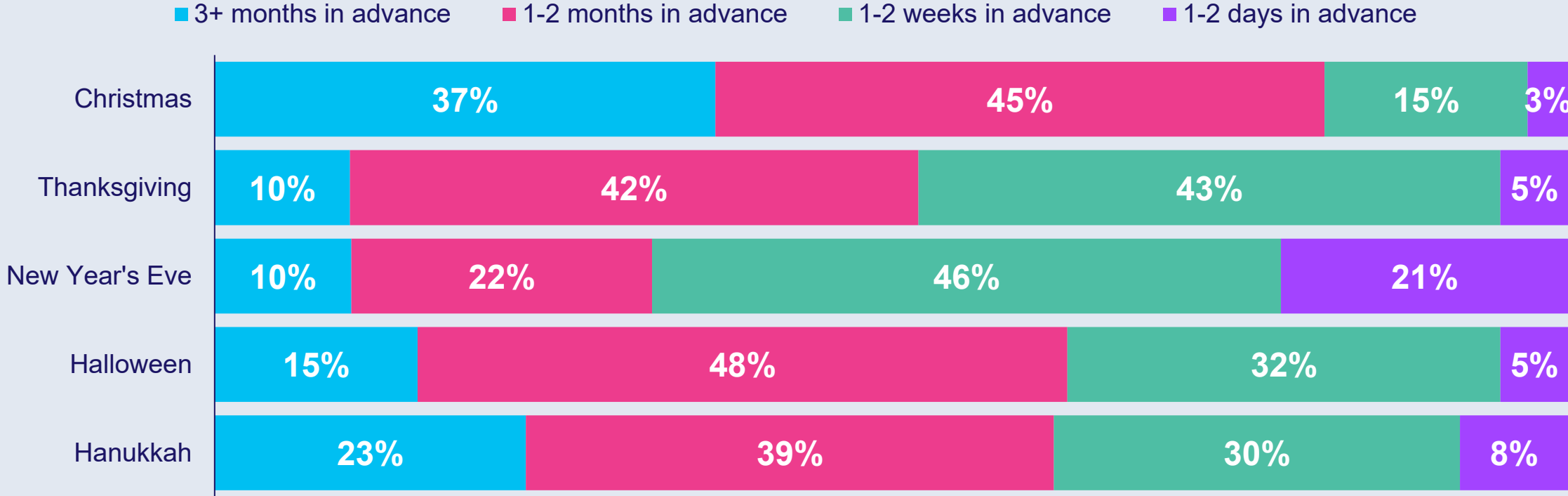
Which of the following holidays do you think you'll celebrate / observe this year?  
% who are planning to celebrate



Source: Numerator, 2025 U.S. Annual Holiday Preview, January 2025.

# While consumers start planning for most holidays just two weeks ahead, more than a third begin preparing for Christmas three months or earlier

'How far in advance do you typically start planning/preparing for [holiday]?'

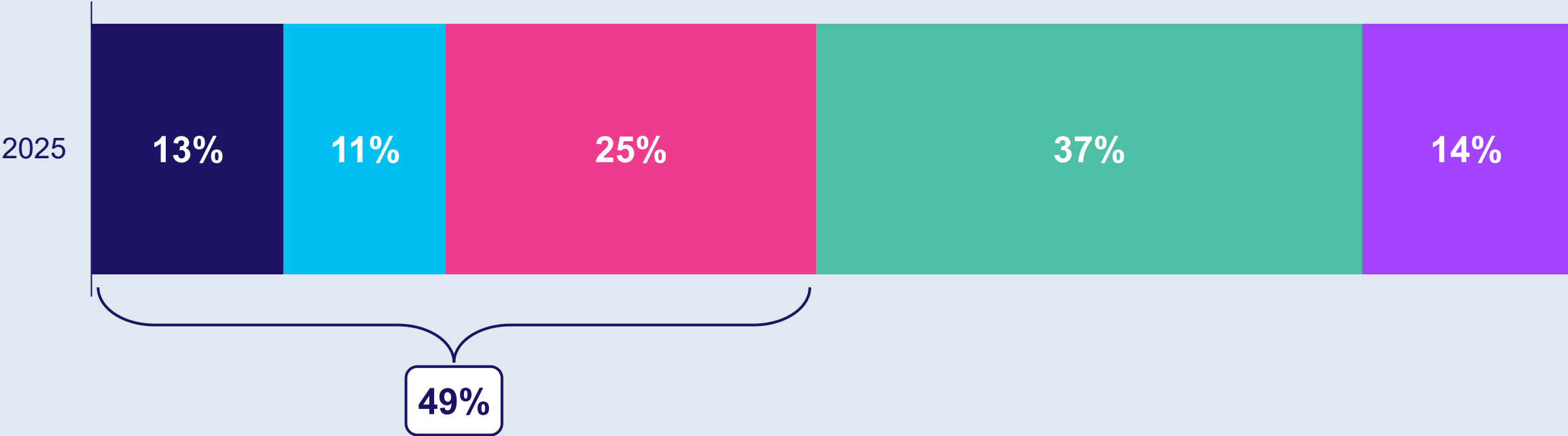


Source: Numerator, 2025 U.S. Annual Holiday Preview, January 2025.

# In fact, nearly half of all consumers begin Christmas shopping before November, making it important for marketers to reach audiences early

## 'When did you start, or plan to start, winter holiday shopping?'

■ By the end of August ■ September ■ October ■ November ■ December



Source: Bankrate, 2025 Holiday Spending Report, September 2025.

# Cautious consumers are shifting their habits and choosing to shop locally, in bulk and in a timely manner to avoid price increases

## How Economic Conditions Will Affect Consumers During The Holidays

% who agree with the following



65%

'Tariffs are encouraging me to **support local businesses** more'



55%

'I've started **buying in bulk** to avoid future price increases'



50%

'I'm **rushing to buy certain items** simply because I'm worried about future price increases'



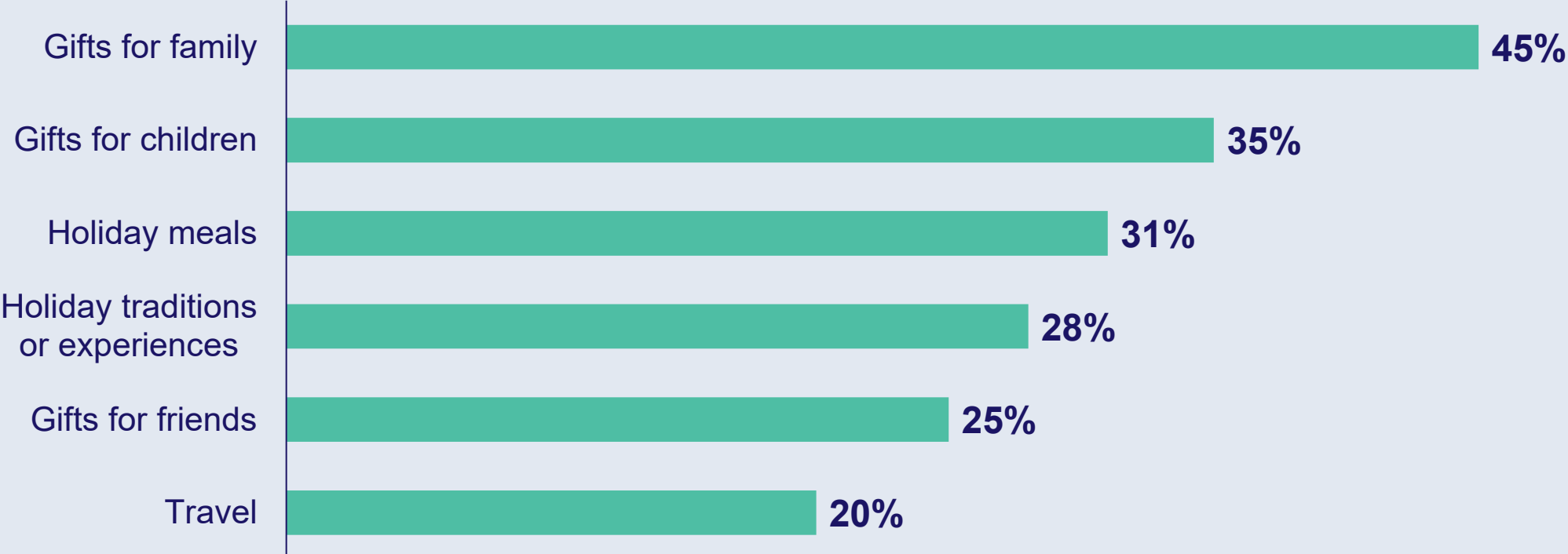
34%

'Tariffs **haven't** affected how or when I buy gifts'\*

Source: VAB analysis of MRI-Simmons Q3 2025 *Trending Topics Study*. Based on A18+. Reflects % of respondents who answered 'somewhat agree' or 'strongly agree'. \*CivicScience, *The State of Holiday Shopping Today Amid Tariff-Driven Uncertainty*, August 2025.

# Consumers prioritize spending on meaningful holiday traditions, underscoring the importance of staying resilient even with tight budgets

'Non-Negotiable' Categories Consumers Will Preserve Spending For  
% of respondents



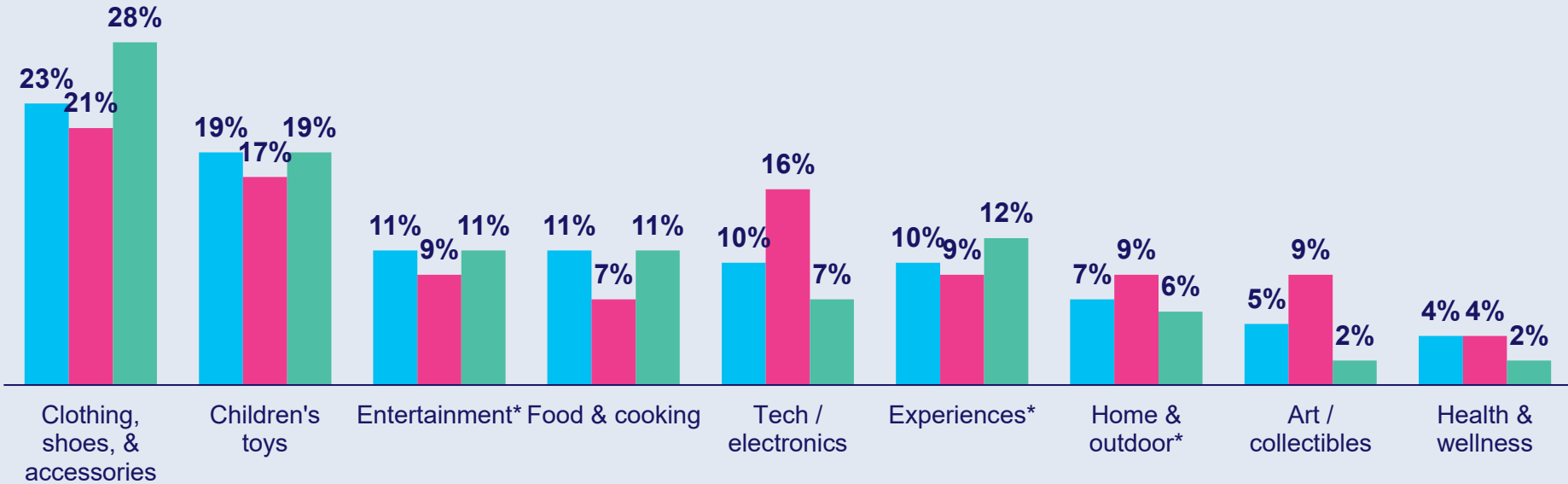
Source: Inmar Intelligence, 2025 Holiday Commerce Forecast, July 2025.

# Holiday shoppers focus spending on priority categories like apparel and toys, creating opportunities for brands tied to lifestyle and gifts

## In which category will you buy the most gifts this holiday season?

% of respondents

■ Gen Pop ■ A18-44 ■ A45+

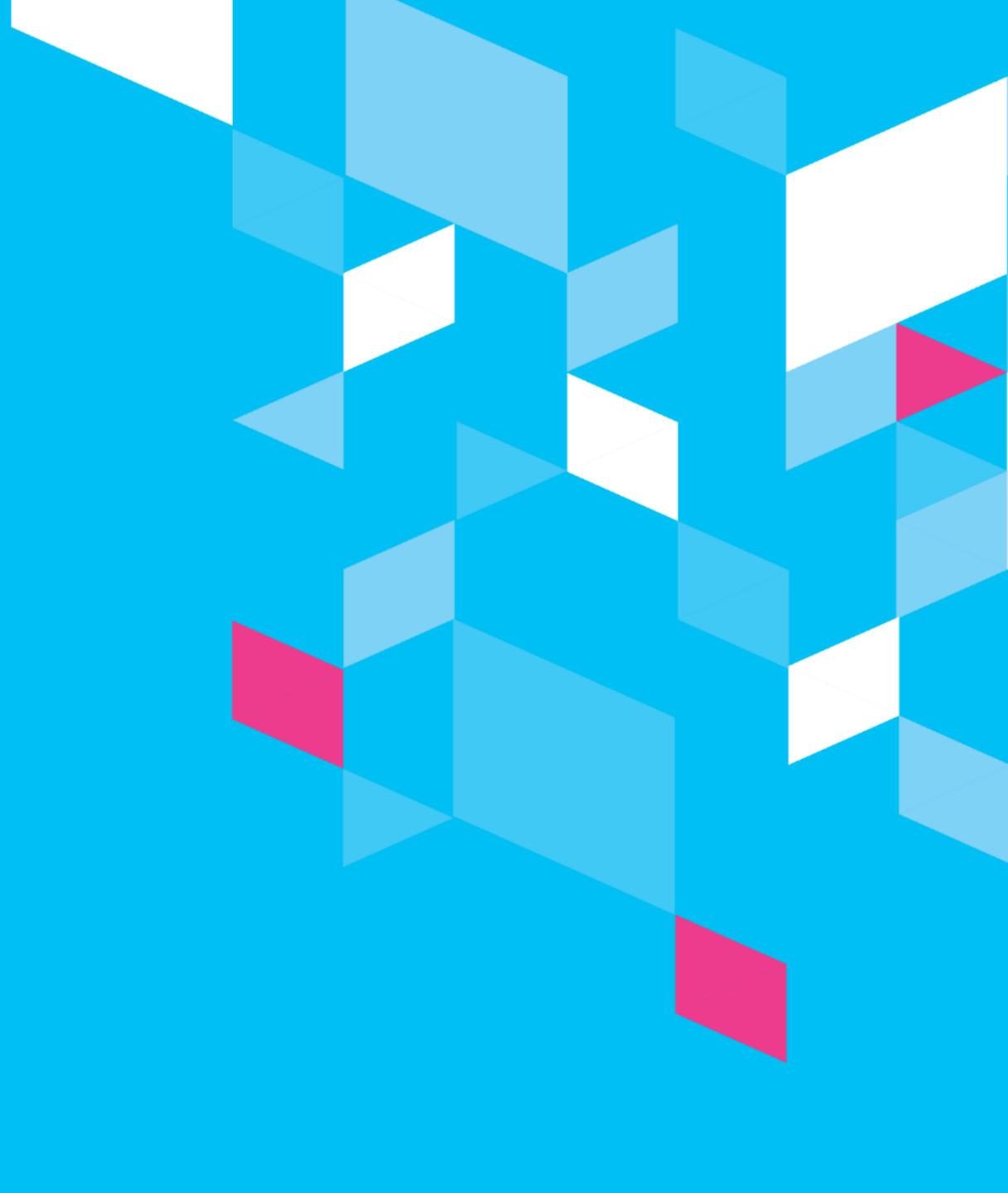


**24%**  
of consumers will spend  
**\$1,000+**  
on holiday gifts this year\*\*

Source: CivicScience, *The State of Holiday Shopping Today Amid Tariff-Driven Uncertainty*, August 2025. \*Note: Entertainment includes books, games, movies, gaming, etc.; Experiences include tickets, money for travel, etc.; Home & outdoor includes décor, kitchen items, furniture, etc.. \*\*Inmar Intelligence, *2025 Holiday Commerce Forecast*, July 2025.

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Holiday shopping trends show that consumers are increasingly mobile, experience-driven and savvy

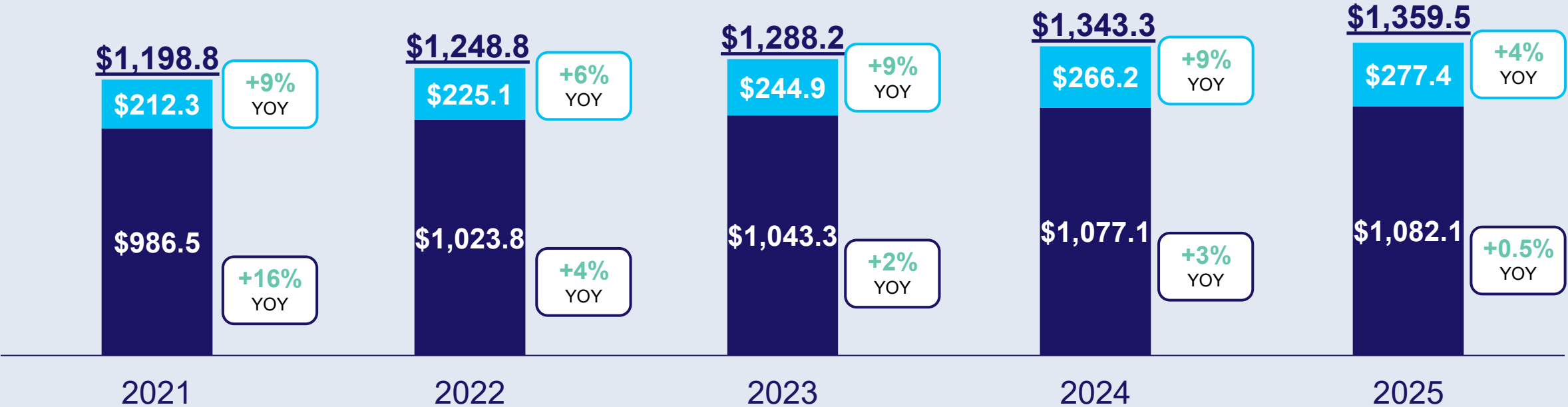


# Online shopping continues increasing, giving marketers more ways to engage consumers and drive holiday sales

## U.S. Holiday Retail Sales: Physical and e-commerce

In billions

■ e-commerce ■ Physical

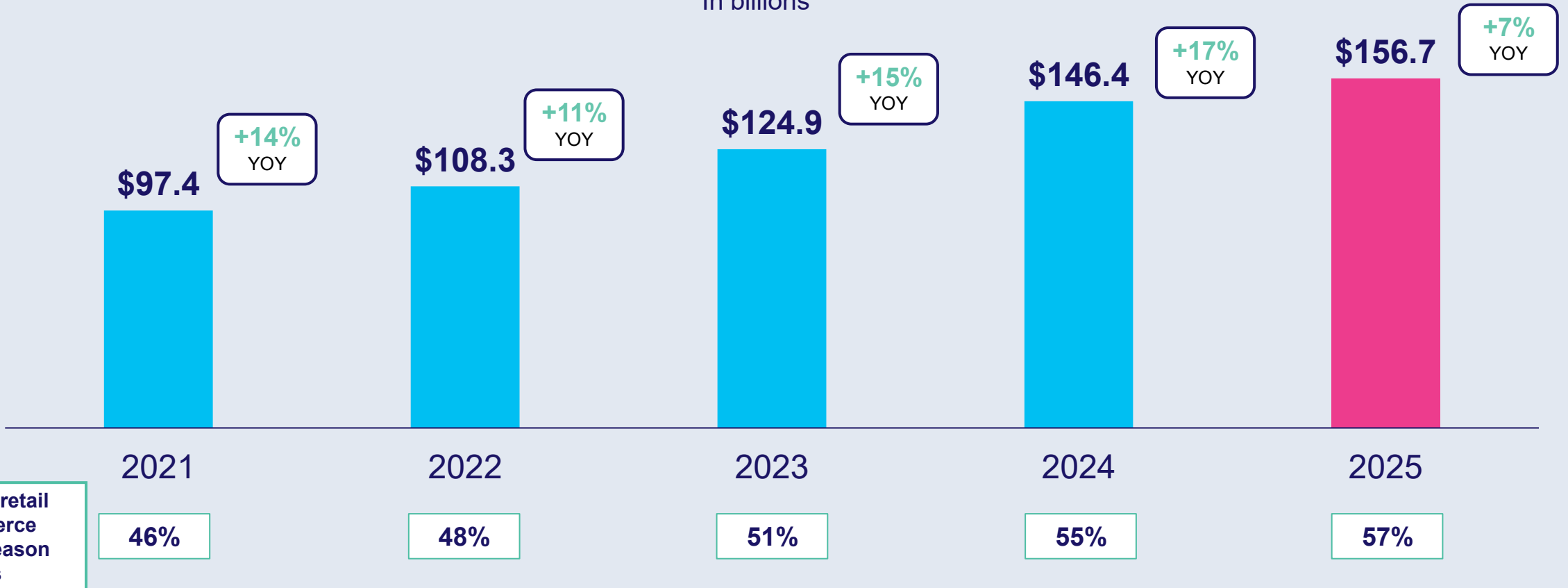


Source: EMARKETER, *Holiday Shopping 2025*, May 2025. Note: sales are for Nov and Dec of each year; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales; includes products or services ordered using the internet, regardless of the method of payment or fulfillment.

# Mobile is a key driver of ecommerce sales, now accounting for nearly 60% of all online shopping sales

## U.S. m-commerce (Mobile) Holiday Retail Sales

In billions



Source: EMARKETER, *Holiday Shopping 2025*, May 2025. Note: sales are for Nov and Dec of each year; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales; includes products or services ordered using the internet, regardless of the method of payment or fulfillment.

# Online 'deal days' are gaining even more momentum, making them key moments for marketers to capture heightened shopper attention



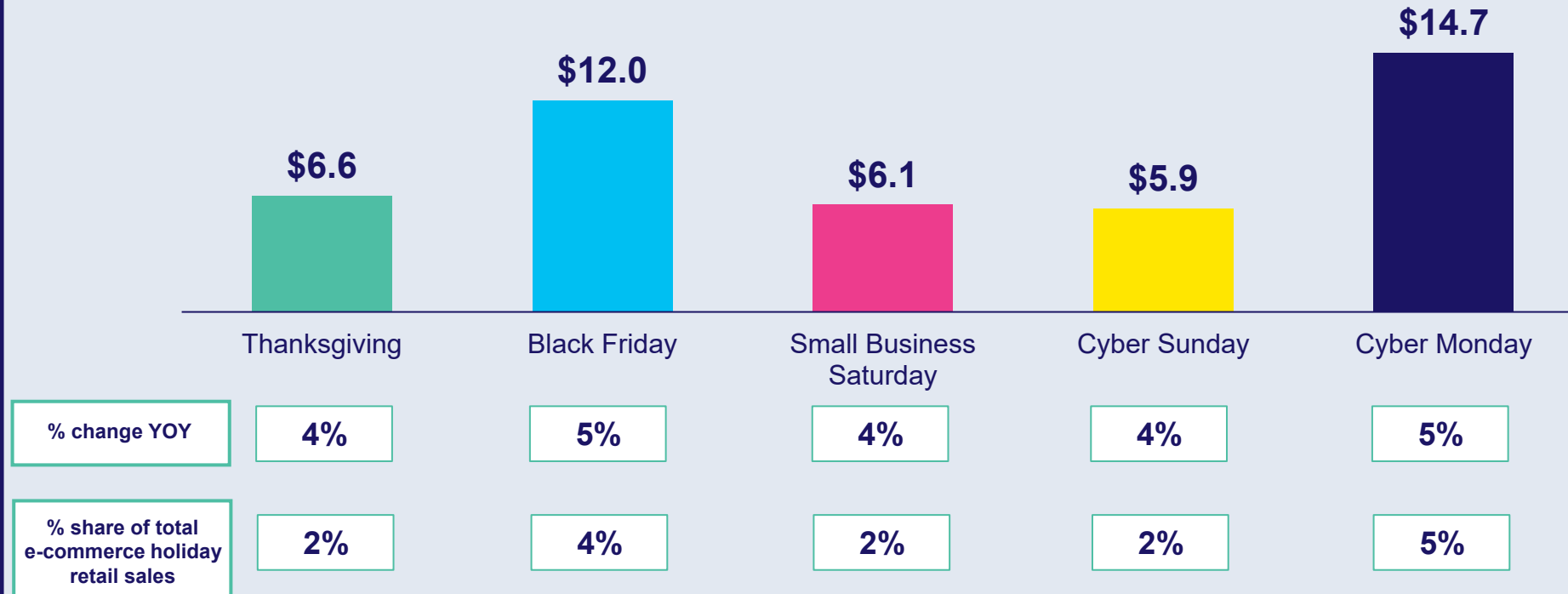
# 16%

of total e-commerce holiday retail sales will come from 'Cyber Five' deal days

\$45.3B total Cyber Five sales (+9% YOY\*)

## U.S. e-commerce Retail Estimated 2025 Sales: Across the Five-Day Holiday Cyber Shopping Period

In billions



Source: EMARKETER, *Holiday Shopping 2025*, May 2025. Note: sales are for the five-day span between Thanksgiving Day and Cyber Monday of each year; includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales. \*EMARKETER, *Guide to holiday retail: Trends and 2024 outlook*, November 2024.

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Five ways Multiscreen TV is creating opportunities for brands to connect with consumers during the holidays



# Multiscreen TV engages holiday shoppers at every stage of the customer journey, from attention and engagement to driving sales

## How Multiscreen TV supports the holiday shopping journey



### Co-Viewing

Families and friends watching multiscreen TV together **create deeper connections leading to more impactful brand exposures** during the holidays.



### Gift Inspiration

Ads viewed in co-viewing moments on multiscreen TV **inspire holiday gift ideas**.



### Brand Favorability

Ads on multiscreen TV channels like FAST **strengthen brand perception** as holiday shoppers **connect emotionally with campaigns**.



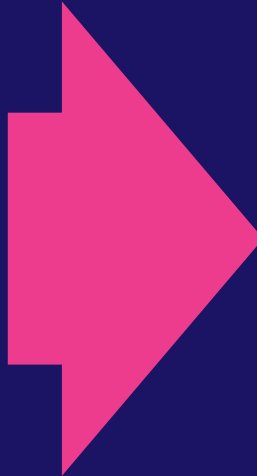
### Interactivity

Shoppable and connected devices give consumers simple, **seamless ways to look for more information and move closer to purchase**.



### Sales

From co-viewing to inspiration to perception and easy accessibility, **multiscreen TV converts holiday shoppers to buyers**.



# The holidays unite friends and families around shared viewing, giving marketers a chance to connect with engaged audiences

## Prevalence of Co-Viewing During the Holiday Season

**57%**

of TV viewing during the holiday season happens with **two or more people**

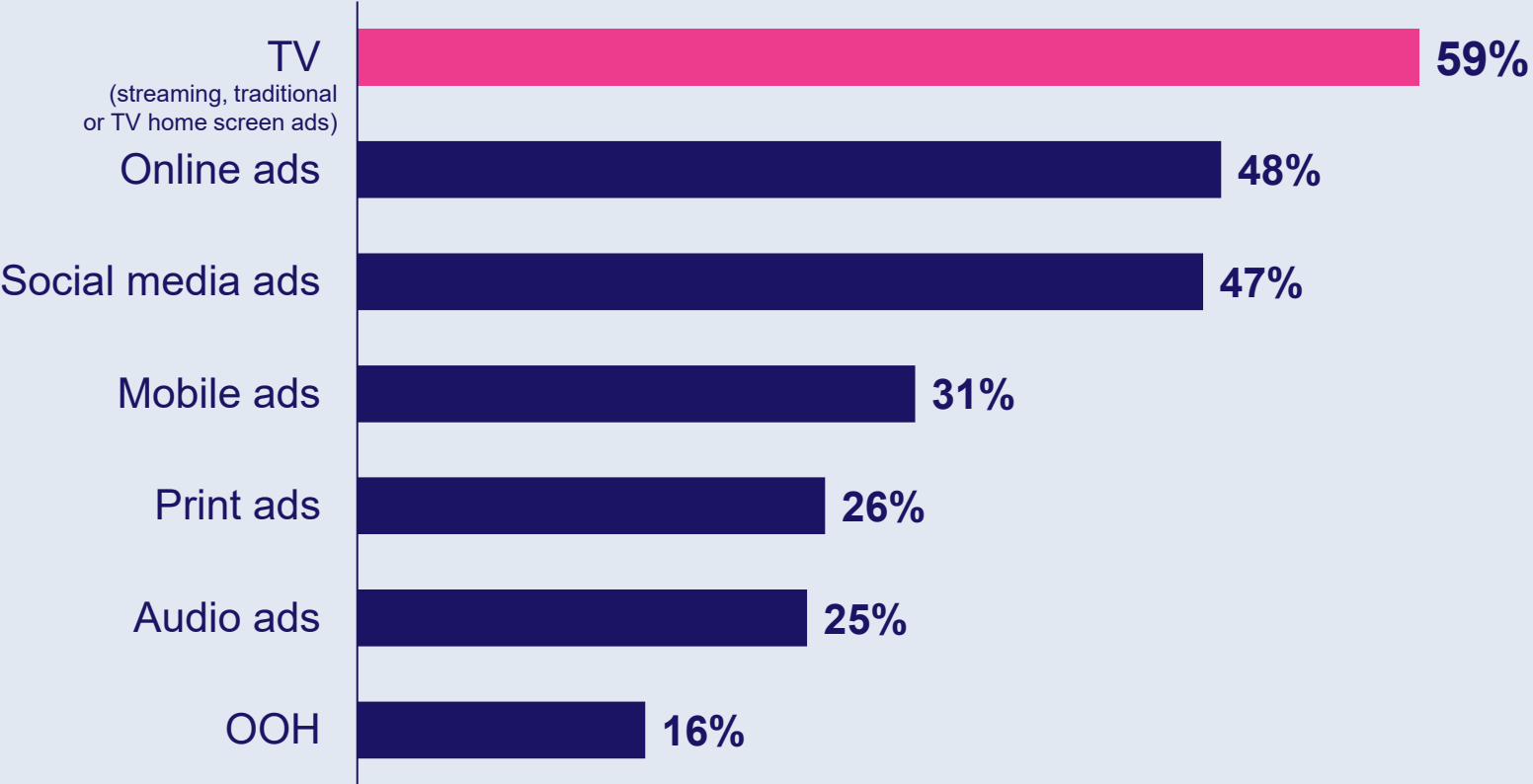
**+23%**

Increase in ad recall when **watching with others in the living room** vs. watching alone\*

Source: Comcast Advertising, *'Tis the Season to Reach Your Audience*, April 2025. \*Thinkbox US, Context Effects, Map The Territory & Tapestry Research, 2024. Source A18. Do you remember seeing any advertising when you watched [occasion]? A10. Who, if anyone, were you watching [occasions] with? Base: 4,005 viewing occasions with ads answered by 2,017 online respondents aged 18-75 who watched any type of video content via any source the previous day. Sample matched to Barb.

# TV is a primary driver of seasonal inspiration and purchase intent, with nearly 60% of shoppers getting holiday gift ideas from the TV ads they see

## Sources for Helpful / Useful Information About Possible Holiday Gifts



36%

of CTV viewers get holiday gift inspiration from TV ads\*

Source: LG Ad Solutions, Season's Streaming, June 2025. Note: Aided choices. \*Streaming & traditional TV ads.

# Free ad-supported streaming (FAST) is favored among holiday shoppers, which creates brand opportunities to directly access engaged audiences



64%

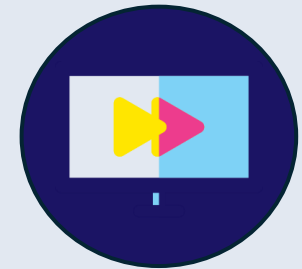
of CTV viewers agree that **streaming TV ads are relevant to them** for holiday shopping information



81%

of holiday shoppers watch **free ad-supported streaming services**

And of those holiday shoppers...

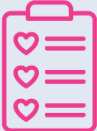


59%

feel more favorable towards **brands that advertise** on free, ad-supported streaming TV

# Consumers are very open to interacting with brands on TV through multiple devices including their remotes, mobile phones and smart speakers

% of viewers who are open to using the following methods for purchasing products or services via TV



**70%**  
Saving products to a wish list directly on the TV



**67%**  
Sending a text for more information or discount code



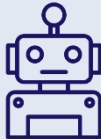
**62%**  
Scanning a QR code to checkout on a mobile device



**62%**  
Using a voice to add to cart via home smart speaker or TV



**60%**  
Saving shipping / payment details for quick checkout on TV



**54%**  
AI assistant contacting them via email, text or social media

Source: LG Ad Solutions, *Shoppable TV Report 2025*, March 2025.

[Click here to download VAB's full report, 'The Rise of Shoppable TV: Bringing Commerce and Premium Video Content Together'](#)

# Connected TVs and mobile work together during the holidays as multitasking shoppers turn 'second-screening' into sales

## CTV Viewer Behavior Trends During the Holidays

93%

of CTV viewers shop on other devices while watching TV

77%

of CTV viewers plan to purchase holiday gifts via mobile

19%

are *always* shopping while watching TV

+17%  
YOY



Source: LG Ad Solutions, Season's Streaming, June 2025.

# Key Marketer Takeaways

- ▶ Even with continued economic uncertainty leading to tighter budgets, consumers are committed to celebrating the holidays as they prioritize gift gifting and related experiences – they are planning earlier, shopping more locally and capitalizing on cyber deal days
- ▶ Holiday retail sales are set to top \$1.3T by 2025, with e-commerce continuing to climb alongside the enduring strength of physical stores, highlighting the importance of reaching consumers through both digital and in-store touchpoints
- ▶ With TV driving inspiration and interactivity which enables instant purchases from remotes, mobile phones and other connected devices, multiscreen TV engages holiday shoppers at every stage of the consumer journey from attention and engagement to sales

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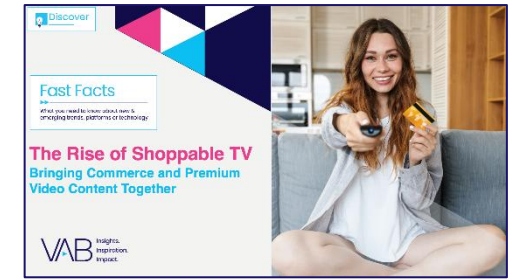
**The Power of Premium Video**  
What It Means for Multiscreen TV  
and Why It Matters to Marketers



**Best in Show**  
Five Advantages of Multiscreen TV,  
From Brand to Performance



**“How should I think about my advertising  
in the wake of economic uncertainty  
caused by tariffs?”**



**The Rise of Shoppable TV**  
Bringing Commerce and Premium Video  
Together



**It's the Most Opportune Time  
of the Year**  
Why consumers' holiday spirit triumphs over  
economic uncertainty



**Shortening the Path to Purchase**  
How new opportunities in Shoppable TV  
are igniting viewer engagement and brand  
performance

# About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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