



criteol.

EUROPE

# What to Expect for Festive Season 2020:

## 5 Key Consumer Trends

*Anticipation*

*Values*

*Giving*

*Renewal*

# The festive season is a special time that's *warm, comforting, and happily familiar.*

Family gatherings, classic carols and films, tinsel, and twinkle lights—it's all part of a season of traditions that bring joy to millions around the world, year after year.

## **While some traditions will stay the same, many will change.**

With millions of people around the world adapting to a new normal and businesses adjusting to lockdowns and restrictions, we know this year's festive season will be very different compared to 2019. There's a lot of uncertainty, but we believe that the spirit of the festive season will be stronger than ever. People will want to connect with each other, physically or virtually, and celebrate together.

"Festive Season traditions and gift-giving may look very different in 2020, so marketers need to ensure they're adding value to consumers' lives and helping them stay connected to who and what they care about most. Keeping consumers' needs at the core of their planning will help businesses identify and share their unique value during this special time of year."



*Megan Clarcken*  
CEO, Criteo

## 5 Key Consumer Trends

Traditionally, marketers look at last year's festive playbook to understand how to plan this year's campaigns. But looking back at historical trends, like what happened during Black Friday 2019, won't cut it for 2020.

**However, there is one way to find out what consumers will buy: Ask them.**

In Criteo's "Peak to Recovery" survey, we surveyed 10,000+ European consumers to find out how they were planning to discover, buy, and give during the 2020 festive season.

Here's what we found...



#1 *Ecommerce*

#2 *Loyalty*

#3 *Apps*

#4 *Lifestyle*

#5 *Travel*

## TREND #1

# Ecommerce

**All gift-givers and festive shoppers will lean on ecommerce, and many will also want to visit stores.**

Criteo found that online retail sales in Europe were **18% higher year-over-year during the week of August 3-9, 2020**.<sup>1</sup> This growth in the face of continued retail disruption could be an early sign of healthy festive season ecommerce sales to come. Even for physical retail stores, research from Signifyd shows that BOPIS (buy online pick up in-store) orders more than doubled globally.<sup>2</sup>

In our “Peak to Recovery” survey, conducted in May and June across 15 countries, we asked how comfortable European consumers felt doing certain activities across the next few months:<sup>3</sup>



**84%**

planned to continue purchasing gifts online and sending them to recipients



**52%**

miss going to physical stores



**83%**

are already or will be comfortable going to shopping malls by mid-October



## TREND #1

## Ecommerce

## What Marketers Need to Know

These are great signs for the peak shopping season. As our research shows, by the time Black Friday rolls around in the autumn, most European consumers may be ready to shop in stores. Increased ecommerce sales during the coronavirus outbreak also indicate that more consumers than ever are familiar with new ecommerce websites and will likely visit them again for the festive season.

If you're a brand, think about how to get in front of Black Friday shoppers where they are already searching for deals (like on retailer websites). If you have physical locations, consider offering online discounts for buying in-store in order to drive foot traffic.



"The 2020 festive season will be like no other, and brands and retailers will be challenged to provide extra special shopping experiences. Connecting shopping data across channels will ensure your customers receive consistent, thoughtful, and personalized experiences, regardless of whether they prefer to get through their gift lists at a store, on a website, or in-app."



*Tim Rogers*

SVP, CRM and Omnichannel at Criteo

"In an unpredictable market, brands will need ways to easily adjust budget due to changes in the supply chain, reach people in a shopping mindset in contextually relevant and brand-safe spaces, and ensure every dollar spent is accountable to a sales outcome."



*Geoffroy Martin*

GM and EVP, Growth Portfolio at Criteo

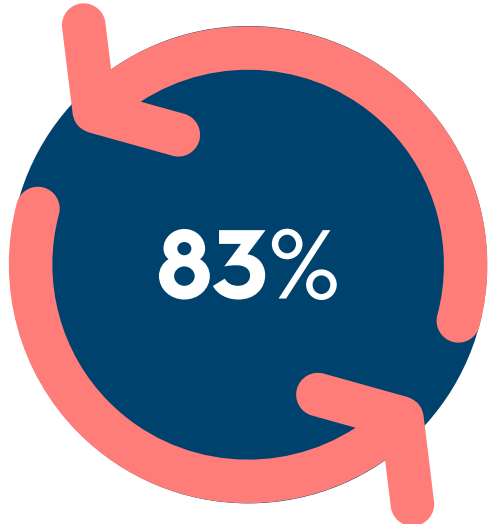
TREND #2

# Loyalty

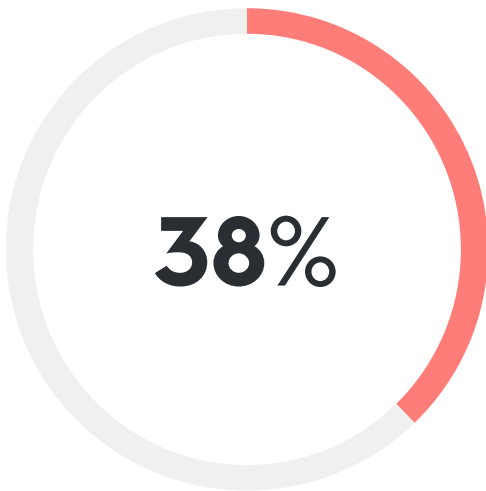
Loyalty is more important than ever—and new online shoppers are a big opportunity.



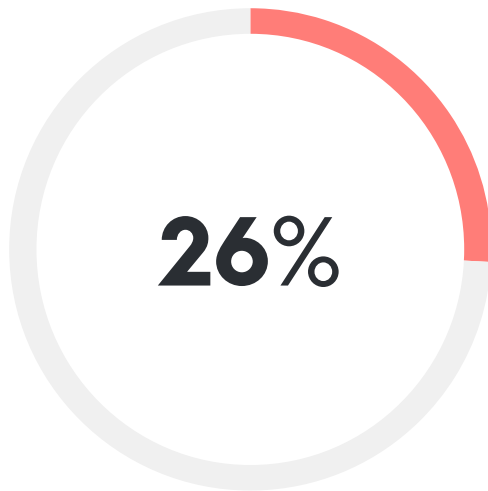
In our study, we asked European consumers about product discovery and purchases:<sup>3</sup>



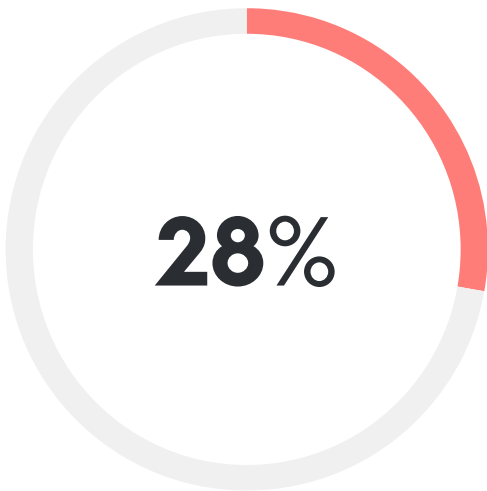
said they're likely to keep purchasing from the new stores they discovered



purchased from some online stores for the first time during the peak of COVID-19



discovered brands selling their products directly to consumers



discovered small merchants that they didn't previously know about



## TREND #2

## Loyalty

## What Marketers Need to Know

Consumers discovered new favorites during lockdown across online grocers, brand websites, and direct-to-consumer (DTC) businesses. Better yet, they'll keep going back if they were happy with the product and the experience.

Evolve your brand creatives and messaging to reflect your target audience's current situation and context. Most importantly, create additional touchpoints with shoppers who visited you over the past few months by serving up relevant offers appropriate for the peak shopping season.



"Put yourself in your customers' shoes and imbue your creative with empathy this festive season. Your creative should help customers understand what your brand is doing to ensure their safety as they connect with loved ones during the festive season."



*Denise Blanco*

Director of AdOps & Creative Services at Criteo

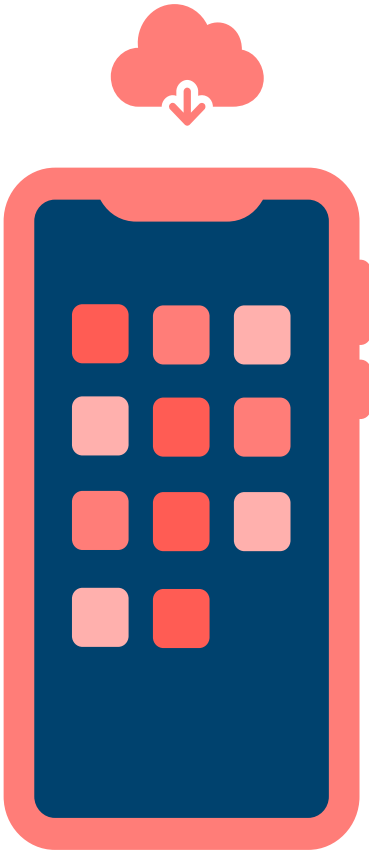
TREND #3

# Apps

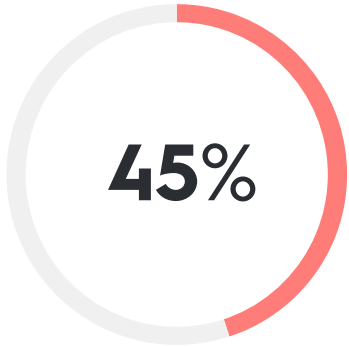
Apps are going to influence festive season shoppers across every stage of the funnel.

Data from AppsFlyer shows that, from March to June in countries across Europe, app revenue increased significantly for many categories, including shopping, food delivery, and lifestyle.<sup>4</sup>

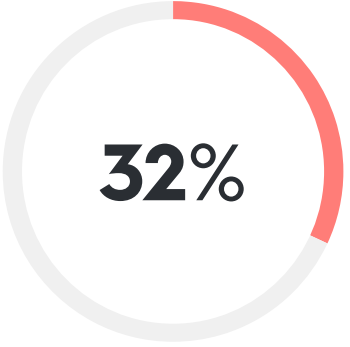
Criteo's Global App Survey, conducted from April to June, found that among consumers in Europe:<sup>5</sup>



**47%**  
downloaded at least one shopping app during the coronavirus outbreak



heard about an app from family, friends, or co-workers



said they use one or more of their newly downloaded retail shopping apps multiple times per week





### TREND #3

## Apps

### What Marketers Need to Know

Our survey found that respondents' most downloaded apps in the prior six months were **retail shopping apps (54%), gaming apps (51%), and podcast, music, and audio apps (50%)**. App marketers should focus on attracting new audiences and targeting the best potential app users in the long run. This new market will likely become more comfortable with apps and be on the lookout for others.



say they don't mind watching or seeing in-app ads if they get free content in exchange.<sup>5</sup>

The festive season is a great time to think about building a new user base for your app, especially ahead of peak shopping days, as well as bringing users back. App retargeting re-engages users who may have abandoned the app, targeting the best possible audiences.

"App marketers should prioritize creating a seamless brand experience for festive season shoppers. By targeting users across devices and using dynamic creative to serve relevant messaging, consumers only see ads for the exact gifts they're looking for. And with the ability to pick up where they left off across every device in their home, festive season shoppers will have a faster, simpler check-out experience with your brand."



*Mary Hasbrouck*

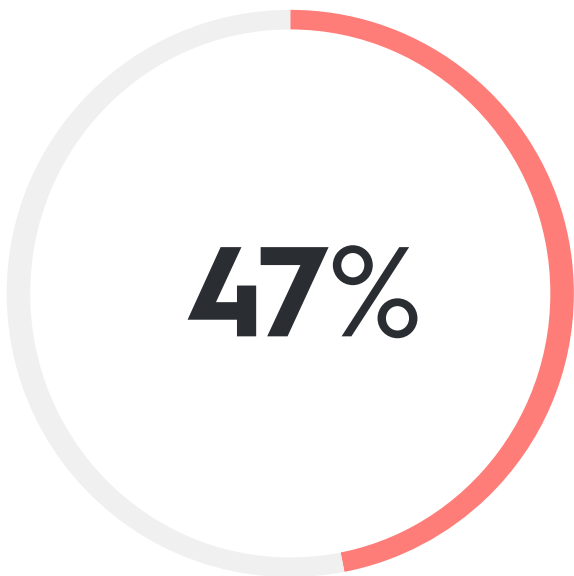
Director of Mobile App Strategy at Criteo

TREND #4

# Lifestyle

## New lifestyles mean new festive season gift choices.

In our “Peak to Recovery” survey, European consumers told us about their habits and behaviors that have changed.<sup>3</sup>



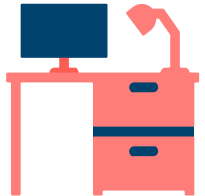
said the crisis period was a good opportunity to make lifestyle changes



Many people across Europe discovered or rediscovered activities that they plan to continue:



**50%**  
spending time at home



**29%**  
working from home



**47%**  
cooking at home



**25%**  
gardening



**35%**  
exercising at home

**TREND #4** *Lifestyle* **What Marketers Need to Know**

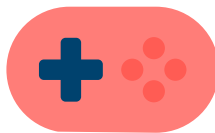
As new personas like home exerciser, home schooler, home office worker, and home cook have emerged, relevant products have been flying off shelves. Criteo's interactive Product Insights Finder, which includes data from 20,000 retailers globally, shows that sales have been spiking across categories like:



Consumer Electronics



Health & Beauty



Toys & Games



Sporting Goods



Furniture



Apparel

With Criteo, you can target 1,000+ audiences based on what they've been buying. Consider audience targeting to connect with your next best shoppers, and be sure to use data-driven product insights to drive your festive season deals and campaigns.

"All good advertising should start with providing a better customer experience to users—and this is more important now than ever. By keeping a pulse on observed behaviors from across the globe, advertisers can successfully build granular customer profiles aligned to what they want and need, while making sure that their advertising is driving value to them."



*Cedric Vandervynckt*  
EVP, Product Commercialization at Criteo



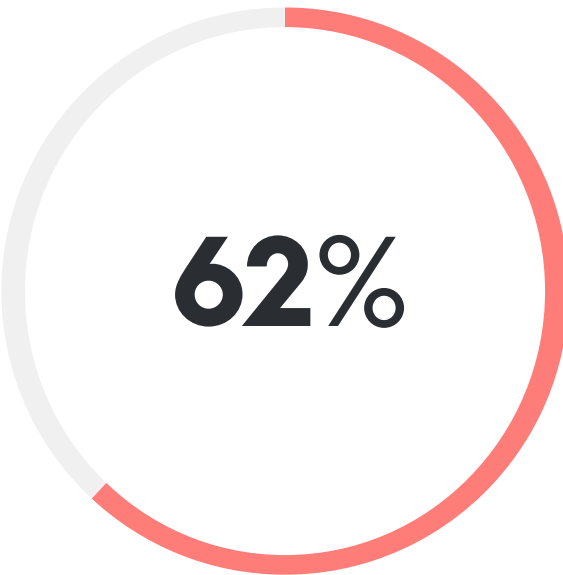


TREND #5

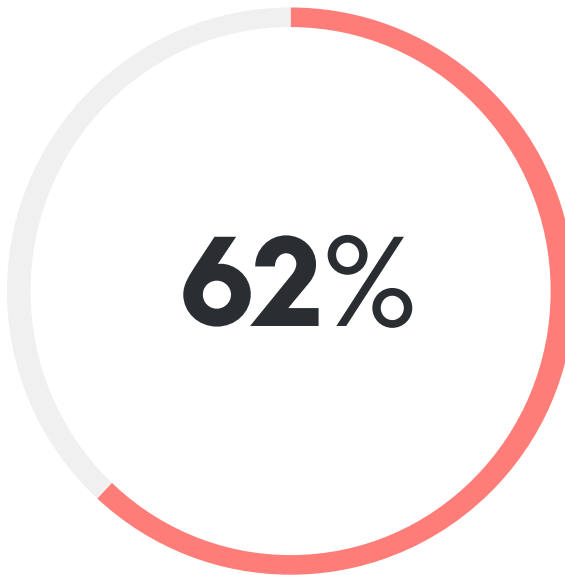
# Travel

## Festive season travel will stay local—or virtual.

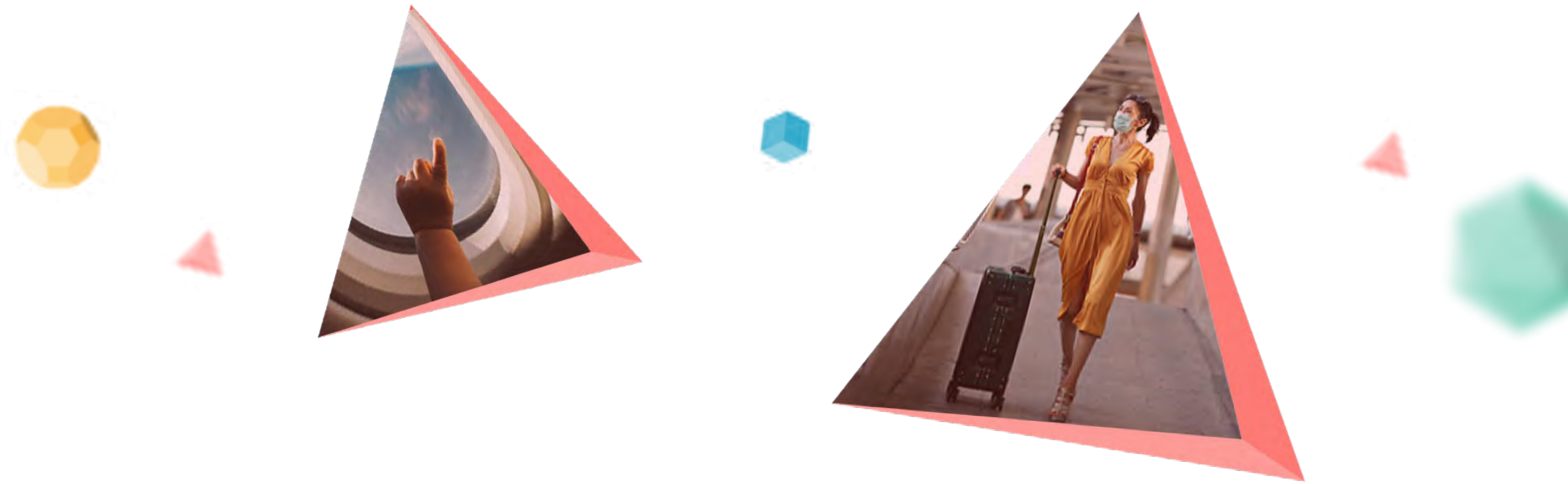
In our “Peak to Recovery” survey, we asked European consumers about travel:<sup>3</sup>



are looking forward to traveling again



will be wary of planes and trains for some time



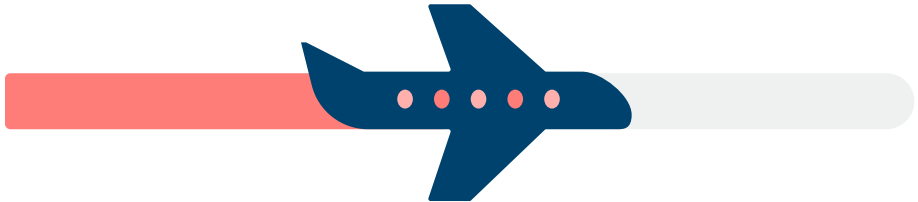
By the beginning of festive season in mid-October:



**78%**  
will be comfortable going on weekend trips



**68%**  
will be comfortable taking a train



**51%**  
will be comfortable travelling by plane

TREND #5 *Travel* What Marketers Need to Know

We expect comfort levels to rise as time goes by, but this festive season, people are more likely to take short trips, and long-haul flights will tick up more in 2021. This could have an impact on how people visit family members, too.

Criteo data shows that travel is beginning to show signs of recovery. In late July in Europe, autumn hotel searches were up significantly compared to early spring figures.<sup>6</sup>



“One trend we expect to see is for families to ‘get away’ together and spend a portion of the festive season somewhere besides their home. This shift should have a positive end of year effect for hotels and rentals, activities, restaurants, and other tourism-related industries.”



*Jason Glas*  
Head of Travel, US at Criteo

# Preparing for *Festive Season 2020*: How Criteo Helps Advertisers

Whether you're trying to reach new festive season shoppers or re-engage ones who visited you earlier in the year, Criteo has the best-in-class teams, tools, and technology to help businesses of all sizes navigate the changing retail landscape in anticipation of an exceptional festive period.

## Criteo Ad Platform

Offers powerful dynamic retargeting and audience creation tools across a pool of two billion active monthly shoppers around the world and 1,000+ targeting options for audiences—all based on actual purchase data.

## Criteo Retail Media

Allows brands to build ads across premium retailer websites and personalize those ads to each shopper's preferences, ensuring that ads are relevant across retail partners.

## Criteo Omnichannel

Syncs customer data from email lists and point-of-sale systems to online ads, building a seamless customer journey across offline and online touchpoints.

## Criteo App Retargeting

Generates more app installs, app engagement, and app conversions with powerful, in-app advertising technology.

For more festive season marketing 2020 insights, contact [Criteo](#).

Get Started



"It has been a year of adaptation for the Ad Tech industry and the world at large. Taken on its own, the pandemic and resulting economic impact, the protests and social justice movements, or the political climate would be historic. As 2020 presented the intersection of all three, journalists and publishers remained focused on keeping the public informed. Publishers continue to provide value to the ecosystem through impactful content and by meeting the needs of advertisers, both more important now than ever."



*Marc Grabowski*

EVP, Global Supply at Criteo

## Sources

<sup>1</sup>Data from retailers in 22 European countries, 2019 and 2020, Criteo.

<sup>2</sup><https://www.signifyd.com/ecommerce-business-data-covid-19-crisis-pulse/>

<sup>3</sup>Criteo "Peak to Recovery" Survey. Criteo surveyed 16,244 respondents having experienced partial or complete lockdown at any point within the past few months across 15 countries between May 13 and June 18, 2020 (10,397 in EMEA). Respondents were asked to evaluate how forced social distancing had affected their daily habits and how they envisaged returning to normal. The sample is representative of the populations of the respective countries by age and gender (ethnicity in the US).

<sup>4</sup><https://www.appsflyer.com/coronavirus-marketing-updates/>

<sup>5</sup>Criteo Global App Survey, EMEA, April/May/June 2020 n=8999.

<sup>6</sup>Hotel Travel Categories, Indexed Weekly Searches, compared to Average between March 9 and April 5, 2020, for Check-in Dates Between September 1st to November 30th, 2020. Same set of Travel Players with stable weekly searches during the period in 2020.

## About Criteo

Criteo (NASDAQ: CRTO) is the global technology company powering the world's marketers with trusted and impactful advertising. 2,800 Criteo team members partner with over 20,000 customers and thousands of publishers around the globe to deliver effective advertising across all channels, by applying advanced machine learning to unparalleled data sets. Criteo empowers companies of all sizes with the technology they need to better know and serve their customers. For more information, please visit [www.criteo.com](http://www.criteo.com).