

NIQ

Perspectives

Oct. – Dec. 2025

Shoppers Put *Themselves* on the ‘Nice List’ this Holiday Season

More than half of Holiday Shoppers plan to buy personal gifts this season, reflecting a strong self-gifting trend.

For retailers and brands, this data points to an opportunity: tailor holiday campaigns to reflect both traditional gifting and the growing self-gifting mindset.

Personalized promotions, “treat yourself” messaging, and curated gift guides for different recipient types can help brands connect with shoppers’ intentions.



Jacqueline Flam
SVP Beauty, Drug & OTC Retail
NielsenIQ



Nim Sharon
VP, Tech & Durables
NielsenIQ

Get more insights in our [Holiday Shopping Outlook >>](#)

Source: NIQ BASES 2025 Consumer Study



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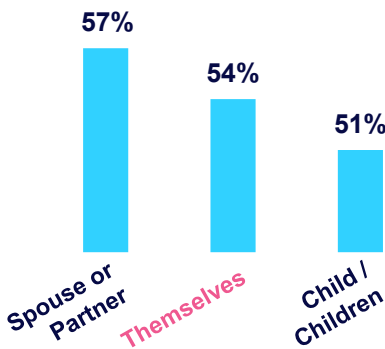


Holiday 2025 Shopper Outlook

Who is shopping, and who is getting gifts?

Spouses/Partners are the big winners this season. But the next gift recipients on the list may surprise you.

Who is On the Gift Shopper’s List?



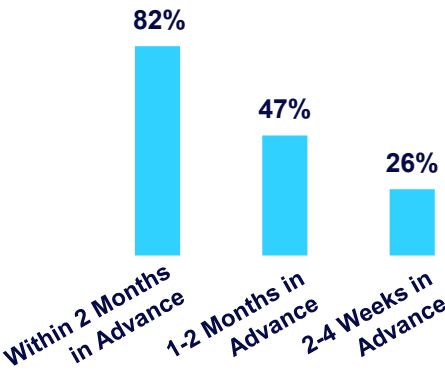
68%

...of Millennials are more inclined to shop for themselves, followed by Gen Z (at 67%).

When to expect Holiday gift shoppers

With multiple occasions and promotional days from Black Friday to Cyber Monday, Holiday shopping is truly a season.

When Do You Plan to Shop?



66%

...plan to Holiday Shop for others during Black Friday, Cyber Monday or Cyber Week.

Gen Z (at 70%) plan to take the most advantage of these promotional periods **to shop for themselves**, followed by Millennials (at 66%).

Where to Find Holiday Shoppers

An omnichannel strategy is key to connecting with Holiday gift shoppers.

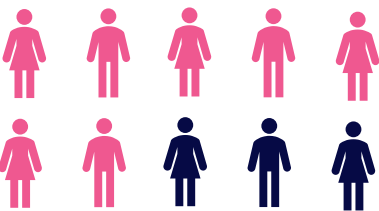
How Do Your Browse for Gifts?



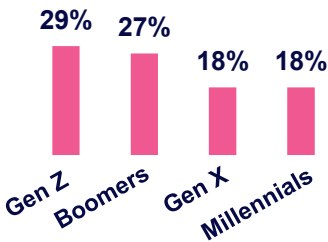
Expected Use of Social Media or Influencers for Inspiration



Nearly 7-in-10 self-gifters plan to browse in-store.



Which generation is most likely to shop in-store?

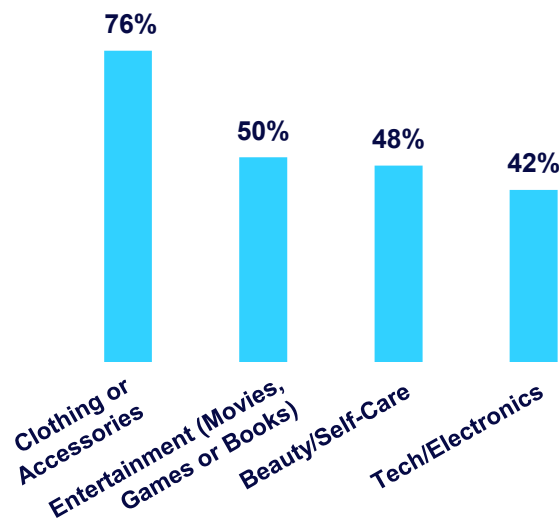


Seasonal Standouts

From Tech to Beauty, Which Categories Are Lighting Up Holiday Carts?



Which Items are on your shopping/gifting list?

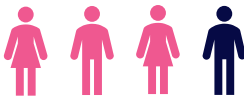
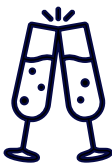


Festive purchase trends by Holiday Gift Shoppers

45%

High-income shoppers are more likely to purchase alcohol as gifts (45%).

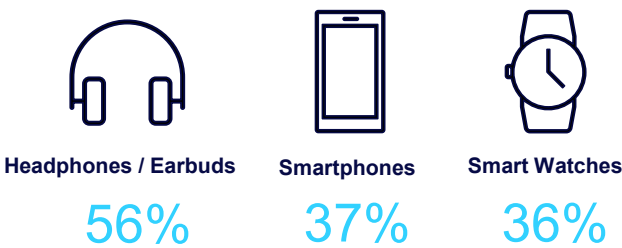
68% of Holiday Shoppers plan to attend holiday events or gatherings.



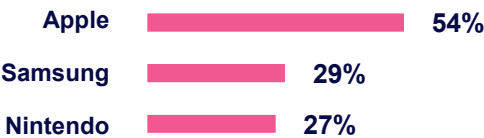
3-in-4 Holiday Shoppers plan to decorate this upcoming season.

Spotlight on Tech/Electronics

Which Tech items are on your gifting list?



Tech Brands Rising to the Top



53%

Holiday Tech Shoppers also plan to shop for themselves (53%), outpacing for their spouse/partner (48%) and child/children (45%).

45%

Tech Gift Shoppers are most influenced by brand experience (62%), outpacing brand recognition (56%), and product quality (56%).

Spotlight on Beauty/Self-Care

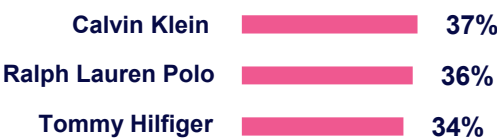
Which Beauty items are on your gifting list?



Top Fragrance Gift Brands for Women



Top Fragrance Gift Brands for Men



e.l.f. Cosmetics is the top makeup brand (46%), followed by Maybelline (42%) and L'Oréal (42%).



Leading skincare brands for gifts are Neutrogena (39%), CeraVe (36%), Clinique (32%).