

Sleigh the Season: 2024 Holiday Online Shopping Trends & Predictions



Introduction

The holiday season is one of the most critical periods for consumer spending, offering valuable insights into shopping behaviors and product preferences. Revuze’s Holiday Report 2024 analyzes over 3 million unique, unincentivized reviews from leading platforms like **Amazon, Walmart, Sephora, and Best Buy**. The report highlights the products and brands that gained the most traction during the **2023 holiday season**, uncovering key purchase motivations and pain points. It also provides forward-looking predictions for the **2024 holiday season** based on these findings.



Apparel & Footwear



Peripheral Equipment



Cosmetics

This report focuses on three main categories—**apparel & footwear, peripheral equipment, and cosmetics**. By examining consumer sentiment and review trends, it sheds light on the most in-demand products, from men’s thermal tops and gaming headsets to luxurious lipsticks. The data reveals what drives holiday shopping decisions and how brands can align with these preferences to optimize their strategies.

SOURCES

The reviews were sourced from various major retailers, including:



Amazon



Walmart



Sephora



Best Buy

PERIOD

2023 Holiday season

NUMBER OF REVIEWS ANALYZED

Over 3 million



Apparel & Footwear

During the latest holiday season, consumer interest in Male Tops saw a surge, driven by women purchasing holiday gifts for male loved ones. Key purchase motivations included **Fit, Quality, Design, Thermal Insulation**.

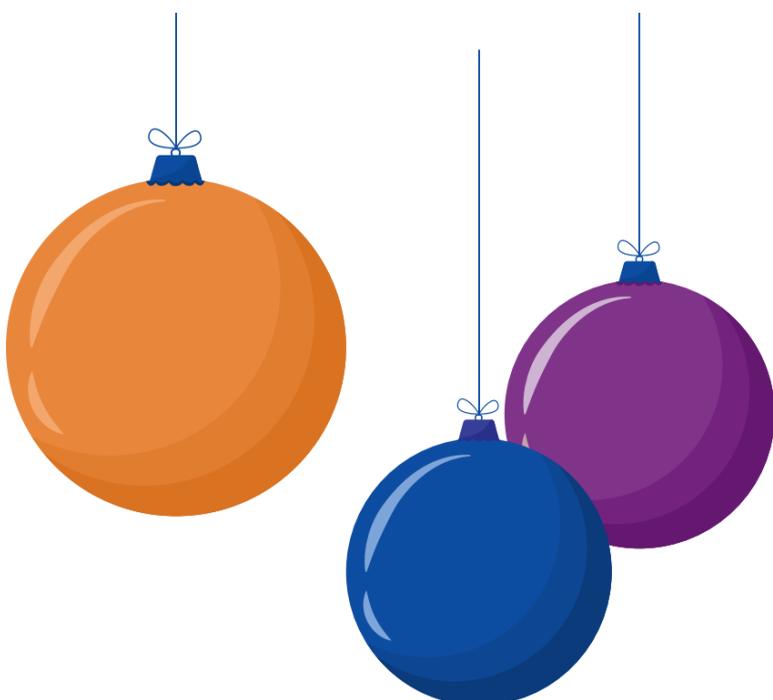
Brands like **Carhartt, Under Armour, and Nike** stood out, showing higher relevance in holiday-related discussions due to their alignment with consumer priorities.



An evaluation of 3,778 brands in the Male Top category, highlights **Columbia, Carhartt, and The North Face** as strong contenders for leading the 2024 e-commerce holiday season.

Male Top category

3,778

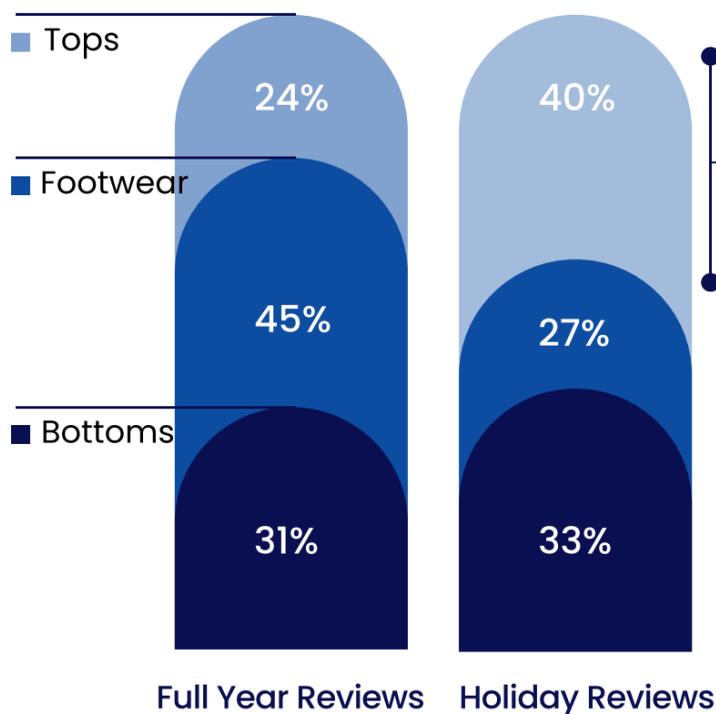


Segments with Most Traction During the Holiday Season

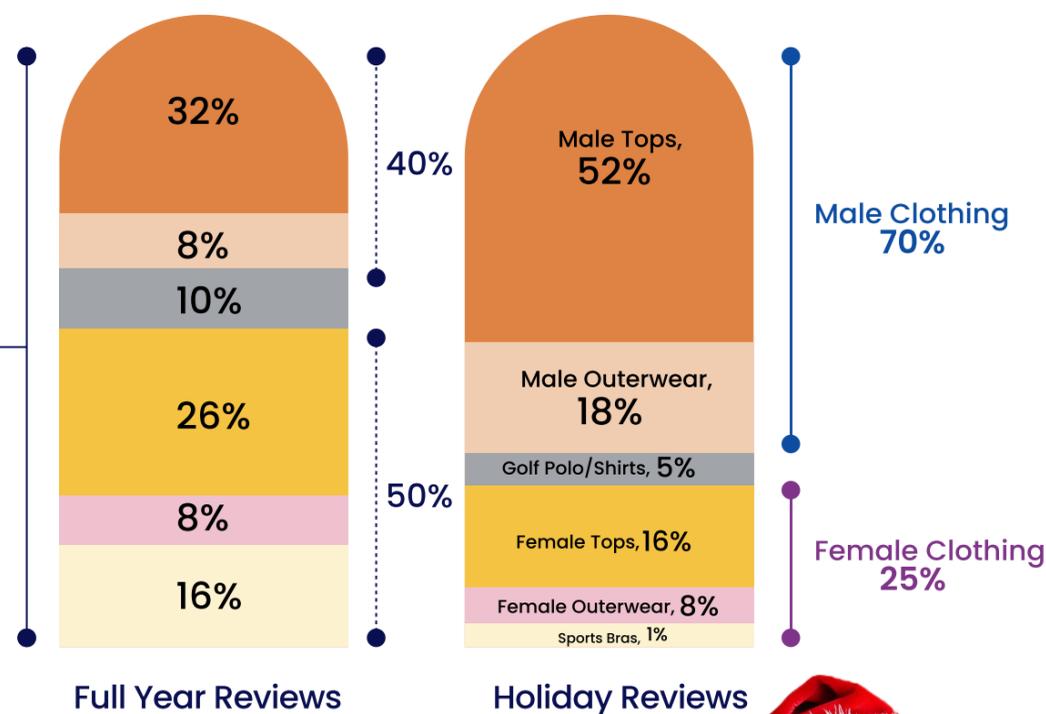
Tops became more prominent in consumer reviews during the latest (2023) Christmas season, rising from **24% to 40%** of Apparel and Footwear discussions (taking most of the share from Footwear). Within Tops, demand for Male clothing rose from **40% to 70%** of Tops related discussions, largely driven by females seeking holiday gifts for the male loved ones.



Share of Discussions



Tops Distribution



Top Purchase Motivations During the Holiday Season

During the latest holiday season, **Gift-Giving, Fit, Quality** and **Design** emerged as the most discussed (and important) purchase motivations in the male tops and outerwear categories, along with Thermal Insulation and Comfort, which received exceptionally high positive sentiment (97%).



So glad this was the **perfect gift for the holidays** and the cold weather!



Gift for my Grandson who absolutely loves it. He's wearing it for work and says **it's so warm and comfortable!**

Brands Showing Increased Demand During the 2023 Holidays

Carhartt, Under Armour and Nike over-indexed in the latest Holiday related discussions compared to their year-long average indicating a particularly high relevance to the holiday shopping season. The majority of the purchases were **made by women, often as gifts for their spouse, son, father, or other male recipients.**



Men's K288 Hoodie

Men's UA Storm Sweater Fleece ¼ Zip

Men's Sportswear Club Fleece Hoodie



"Bought this for my husband for Christmas. It fits great, it's great quality, He loves it."

"This was a Christmas gift for my son. I was impressed with the quality and speedy shipping. He's also already wore the sweater and commented how comfortable and roomy it was."

"Bought as a Christmas present for my nephew. Fabric is great. Sizing is true to size."

INDEX = 357%

INDEX = 183%

INDEX = 184%

Total Male Clothing

INDEX = 175%

INDEX = The extent to which Brand Share of Voice is higher in Holiday Discussions vs. year round

Clothing Category: Male Clothing

Consumers discussed **Male Tops and Outwear** products by **Under Armour**, **Carhartt**, and **Nike** more than average as their preferred 2023 holiday gifts due to these brands' strong alignment with the key topics consumers prioritize when selecting holiday gifts - **Thermal Insulation, Quality, and Fit**.



Comfort
Topic Share: 29%
Sentiment: 98%

Fit
Topic Share: 37%
Sentiment: 91%

Thermal Insulation
Topic Share: 15%
Sentiment: 95%

Thermal Insulation
Topic Share: 22%
Sentiment: 96%

Quality
Topic Share: 16%
Sentiment: 90%

Durability
Topic Share: 10%
Sentiment: 86%

Fit
Topic Share: 30%
Sentiment: 85%

Quality
Topic Share: 19%
Sentiment: 86%

Design
Topic Share: 13%
Sentiment: 86%

Male Tops and Outerwear Categories

Revuze analysis reveals that brands in the **Male Tops and Outerwear categories** are particularly well-positioned to leverage the heightened consumer interest during the holiday season. This makes it an ideal time to **target the female shopper** with messaging that highlights **Thermal insulation, Quality, Fit** and suitability for the **special males in their lives**.



🎄❄️ "Wrap Them in Warmth and Style This Christmas!" 🧥🎁

Whether braving winter chills or lounging in cozy comfort, these top-quality jackets, hoodies, and tees are the **ultimate gifts for your loved ones**. With excellent **thermal insulation**, perfect **fit**, and superior **quality materials**, they'll stay warm and fashionable all season long.

🧑‍🎄 **Perfect for:**

- **Outdoor enthusiasts** who need durable, warm gear for winter adventures.
- **Fashion-forward friends** who love combining style and functionality...

❄️ **Make this Christmas unforgettable—give the gift of cozy moments and endless smiles!** 🎁

2024 Holiday Online Shopping Season

Columbia, Carhartt, and The North Face are well-positioned to dominate the 2024 e-commerce holiday shopping season due to their strong alignment with the key topics consumers prioritize when selecting holiday gifts (**Thermal Insulation, Quality, and Fit**).



 	 	 
<p>Brand Strengths</p> <ul style="list-style-type: none">1. Quality2. Thermal Insulation3. Durability	<p>Brand Strengths</p> <ul style="list-style-type: none">1. Fit2. Thermal Insulation3. Comfort	<p>Brand Strengths</p> <ul style="list-style-type: none">1. Thermal Insulation2. Softness3. Fit

Peripheral Equipment

During the latest holiday season, consumer interest in Mobile Bluetooth Speakers and Gaming Headsets surged, driven by a growing consumer interest in gifting great sound quality and an epic gaming experience.

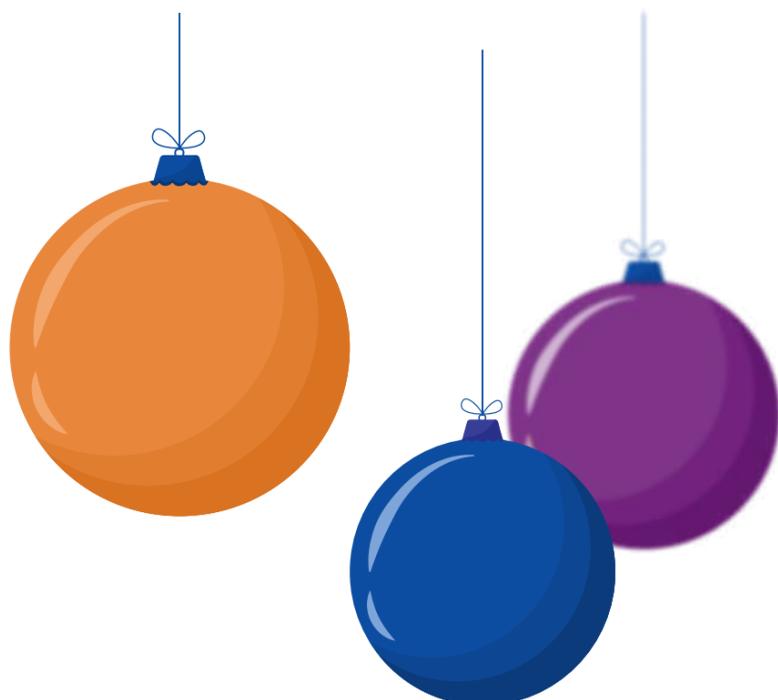
Brands like **JBL**, **Bose**, **Turtle Beach** and **WolfLawS** stood out, showing higher relevance in holiday-related discussions due to their alignment with consumer priorities.



An evaluation of **1,138 brands** in the Gaming Headsets and Mobile Speakers categories, highlights **Bose**, **onn**, **JBL**, **Logitech**, **Turtle Beach** and **steelseries** as strong contenders for leading the 2024 e-commerce holiday season.

Gaming Headsets and Mobile Speakers categories

1,138

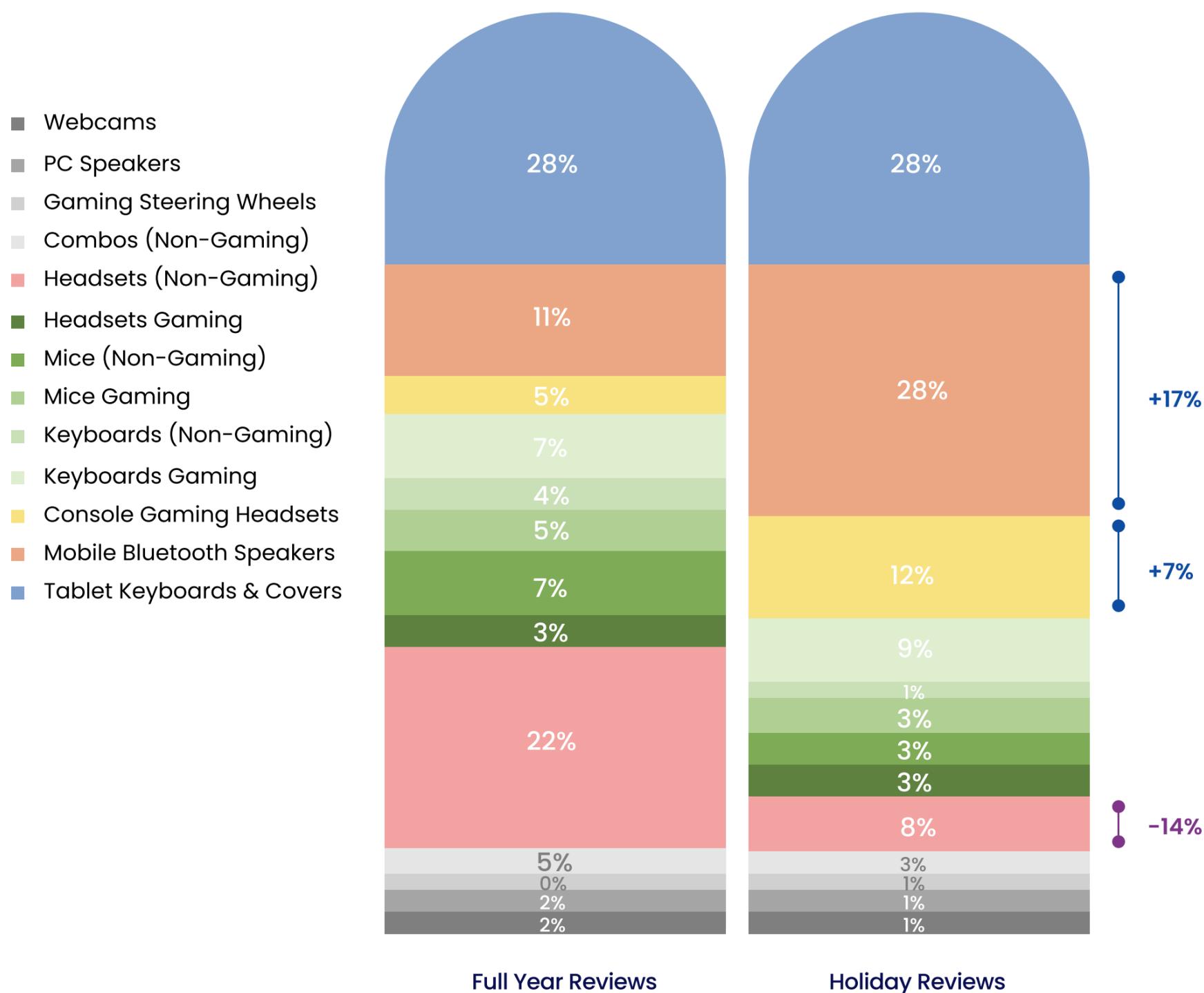


Peripheral Equipment Category

Mobile Bluetooth Speakers and Console Gaming Headsets became more prominent in consumer reviews during the latest (2023) Christmas season, rising from **16% to 40%** of total Peripheral equipment discussions (on account of Non-Gaming Headsets, Keyboards and Mice).

Mobile Bluetooth Speakers and Console Gaming Headsets
16% → **40%**
 (2023) Christmas season

Share of Discussions



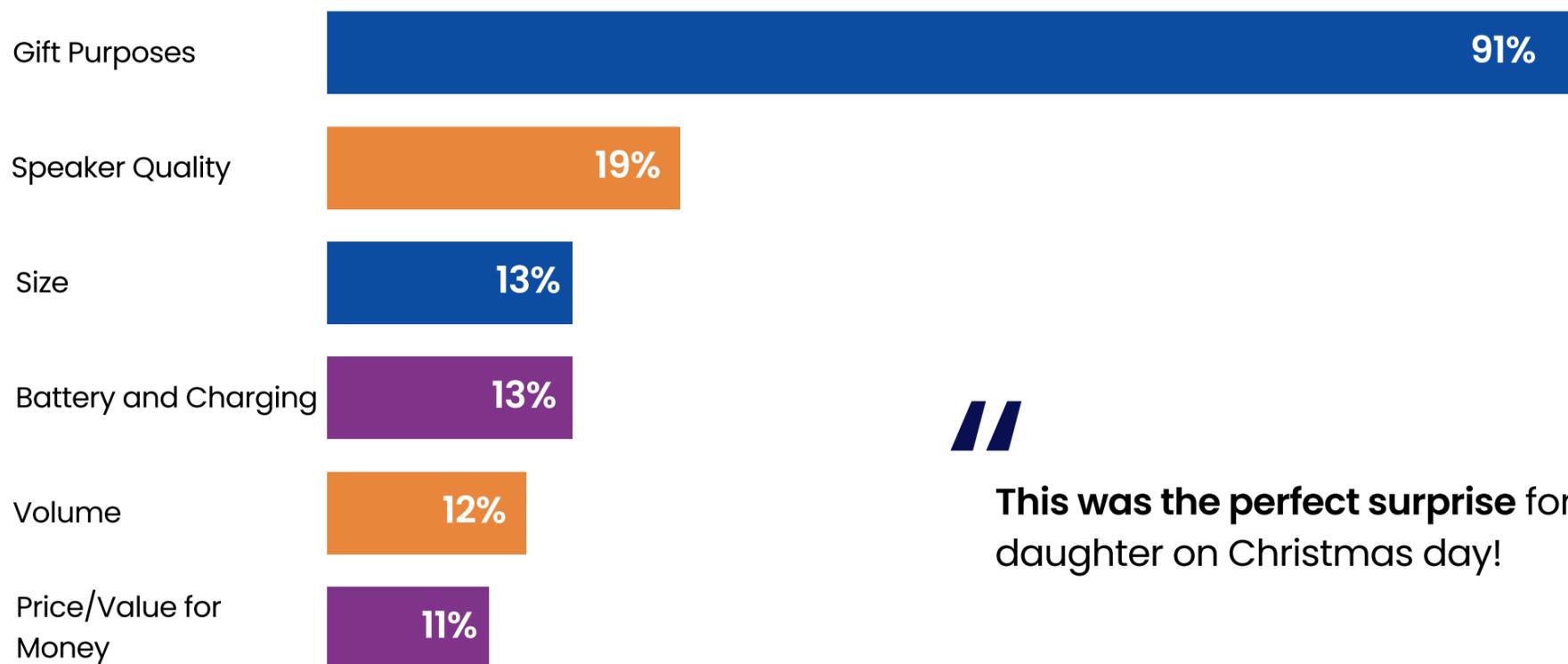
Peripheral Equipment Category

During the latest holiday season, **Gifting, Sound Quality** and **Price/Value for Money** emerged as the most discussed (and important) purchase motivations in the Bluetooth Speakers and Gaming Headsets segments.

Microphone Quality was the main pain point for Console Gaming Headset buyers, while **Charging/Battery Life** was the main pain point for Bluetooth Speaker buyers.

Mobile Bluetooth Speakers

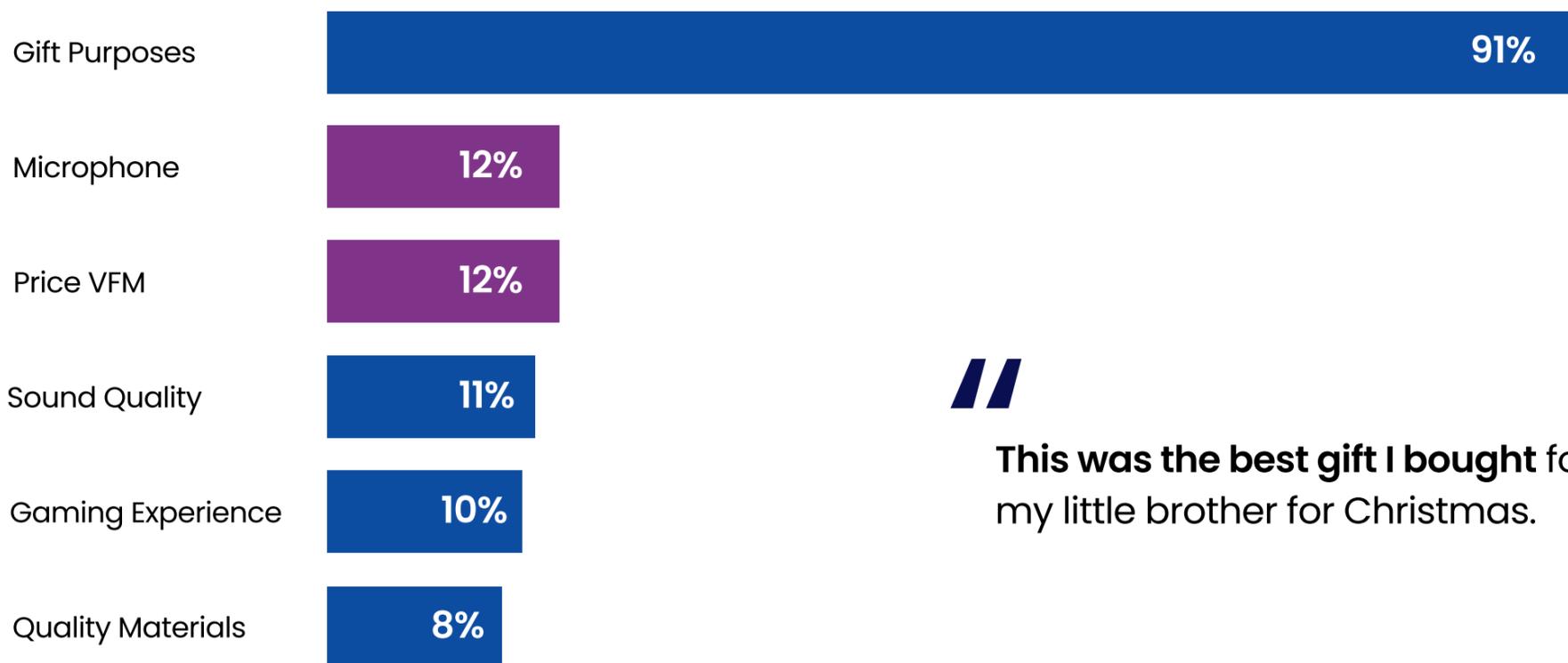
■ Below Avg. ■ Avg. Sentiment ■ Above Avg.



// **This was the perfect surprise** for my daughter on Christmas day!

Console Gaming Headsets

■ Below Avg. ■ Avg. Sentiment ■ Above Avg.



// **This was the best gift I bought** for my little brother for Christmas.

Peripheral Equipment Category

JBL and Bose in Mobile Bluetooth Speakers and Turtle Beach and WolfLawS Console Gaming Headsets, over-indexed in the latest Holiday related discussions compared to their year-long average indicating a particularly high relevance to the holiday shopping season.

Mobile Bluetooth Speakers

JBL

BOSE



JBL Flip 6

INDEX = 166%



Bose SoundLink Flex

INDEX = 153%



We purchased this as a Christmas gift for my son, the colors and sound were great



Best Christmas gift for myself, happy new year 2024

Console Gaming Headsets

TURTLE BEACH

WolfLawS



Turtle Beach Recon 50

INDEX = 169%



WolfLawS TA82

INDEX = 796%



I bought this for my Grandson for Christmas. I purchased it based on Reviews. He loved it.



My son received this for Christmas and absolutely loves it.

INDEX = The extent to which Brand Share of Voice is higher in Holiday Discussions vs. year round

Peripheral Equipment Category

Consumers discussed **JBL** and **Bose** Speakers and **Turtle Beach** and **WolfLawS** Gaming Headsets more than average as their preferred 2023 holiday gifts due to their strong alignment with the key topics consumers prioritize when selecting holiday gifts – **Speaker/Sound Quality**.

Mobile Bluetooth Speakers

JBL



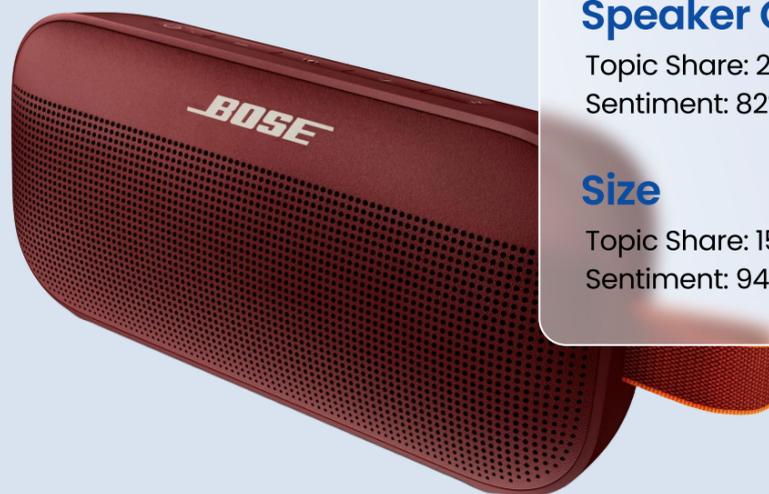
Speaker Quality

Topic Share: 16%
Sentiment: 89%

Color

Topic Share: 8%
Sentiment: 100%

BOSE



Speaker Quality

Topic Share: 28%
Sentiment: 82%

Size

Topic Share: 15%
Sentiment: 94%

Console Gaming Headsets

TURTLE BEACH



Value for Money

Topic Share: 21%
Sentiment: 63%

Sound Quality

Topic Share: 17%
Sentiment: 74%

WolfLawS



Sound Quality

Topic Share: 35%
Sentiment: 77%

Gaming Experience

Topic Share: 28%
Sentiment: 89%

Revuze Analysis

Revuze analysis reveals that brands in the **Mobile Bluetooth Speakers** and **Gaming Headset categories** are particularly well-positioned to leverage the heightened consumer interest during the holiday season, which makes it an ideal time to target consumers who are affiliated with gamers and music enthusiasts, with messaging that highlights the products' superior audio quality and portability (speakers) and immersive gaming experiences (headsets).



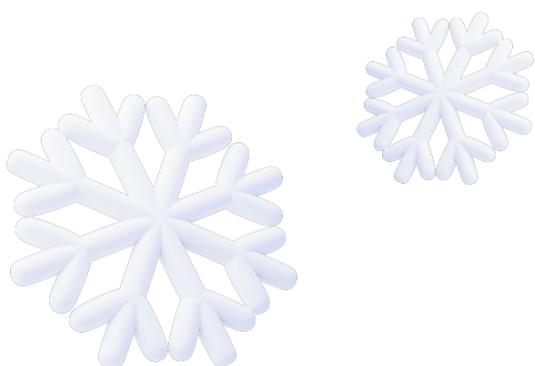
❄️ **Give the gift of incredible sound quality this holiday season!**

Whether it's a compact speaker with crystal-clear sound for travel or a cutting-edge gaming headset for epic audio immersion, these products are the perfect gift for sons, daughters, grandkids, and gamers alike.

👤 **Perfect for:**

- Gamers looking to level up with precise controls and immersive audio.
- Music lovers craving portable, high-quality sound everywhere they go.

❄️ **From heartwarming moments to gaming glory, these gifts will be their holiday favorites!** 🎁



2024 Holiday Online Shopping Season

Mobile Bluetooth Speakers by JBL, Bose and onn and Gaming Headsets by Turtle Beach, steelseries and Logitech, are well-positioned to dominate the 2024 e-commerce holiday shopping season due to their strong alignment with the key topics consumers prioritize when selecting holiday gifts – **sound quality and gaming experience**.

Mobile Bluetooth Speakers



Brand Strengths

- 1. Speaker Quality
- 2. Size
- 3. Volume

Brand Strengths

- 1. Speaker Quality
- 2. Value for Money
- 3. Bass

Brand Strengths

- 1. Speaker Quality
- 2. Size
- 3. Portability

Console Gaming Headsets



Brand Strengths

- 1. Sound Quality
- 2. Gaming Experience
- 3. Comfort

Brand Strengths

- 1. Sound Quality
- 2. Comfort
- 3. Gaming
- 4. Experience

Brand Strengths

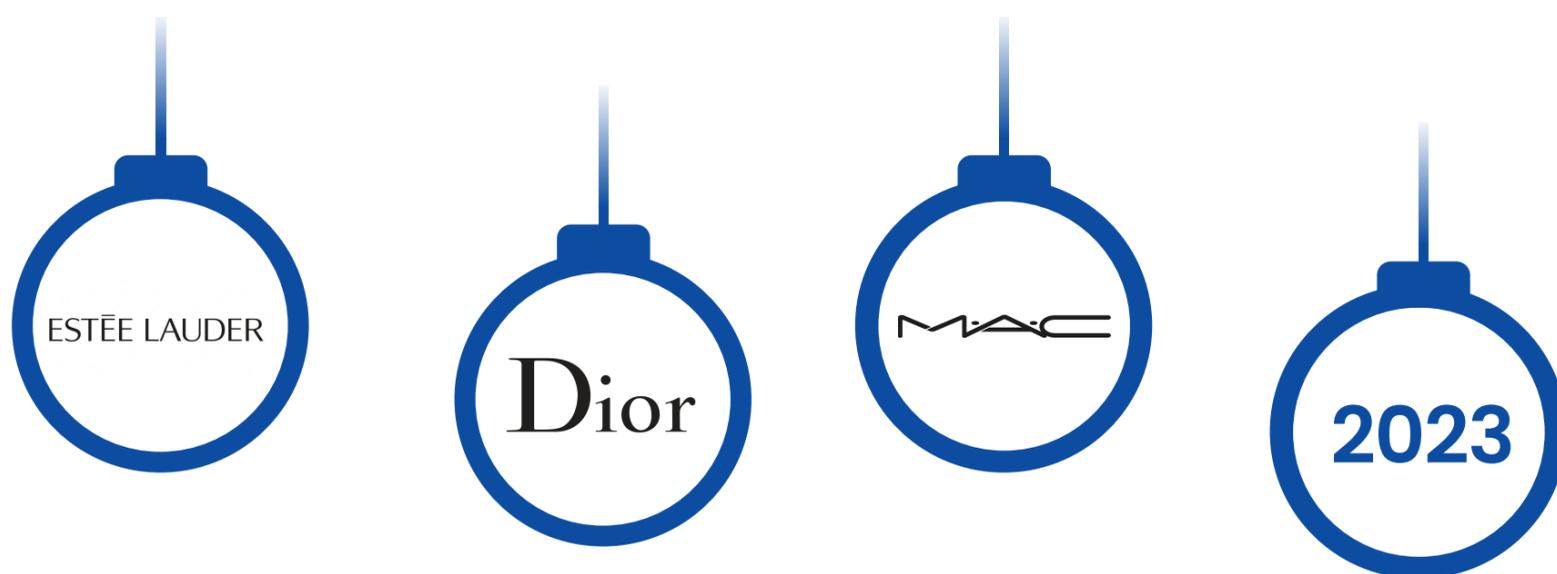
- 1. Sound Quality
- 2. Comfort
- 3. Gaming
- 4. Experience



Cosmetics

During the latest holiday season, consumer interest in Lipsticks surged, driven by a growing consumer interest in attractive color, hydration and longwear.

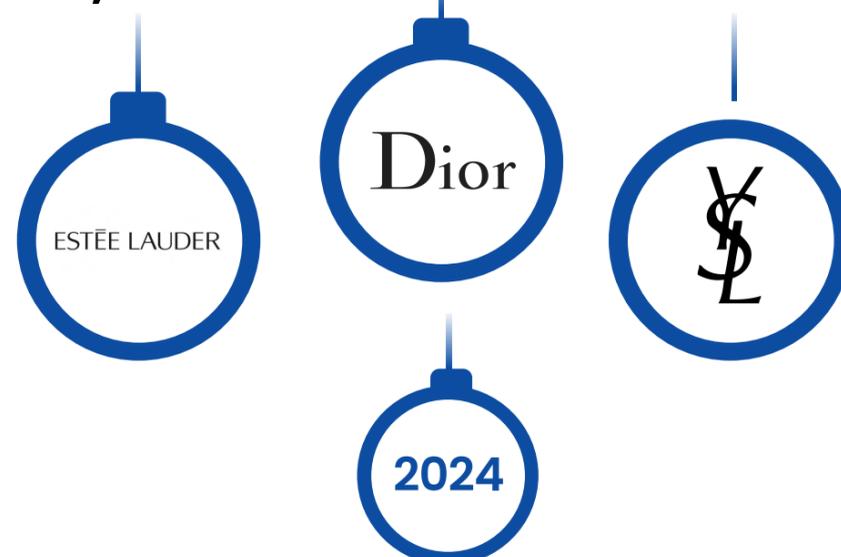
Brands like **Estée Lauder, Dior and Mac Cosmetics** stood out, showing higher relevance in holiday-related discussions due to their alignment with consumer priorities.



An evaluation of **1,844 brands** in the Lipstick category, highlights **Estée Lauder, Dior and YSL** as strong contenders for leading the 2024 e-commerce holiday season.

Lipstick category

1,844



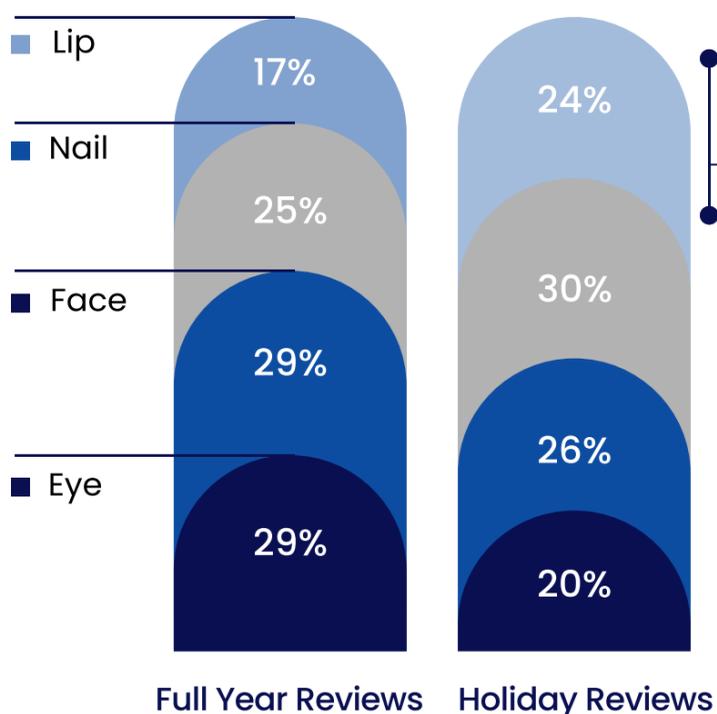
Cosmetics Category

Lip products became more prominent in consumer reviews during the latest (2023) Christmas season, rising from **17% to 24%** of Cosmetics discussions (taking most of the share from Eye). Within Lip, demand for Lipsticks rose from **44% to 51%** of Lip related discussions.

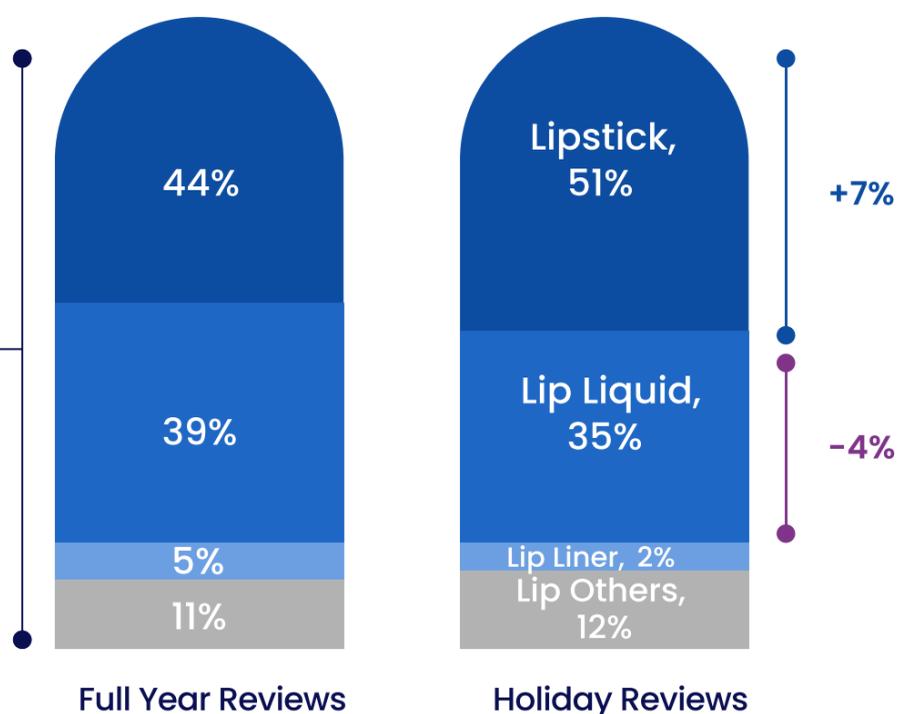
Lip products
17% → **24%**
 (2023) Christmas season

Within Lip
44% → **51%**
 (2023) Christmas season

Share of Discussions



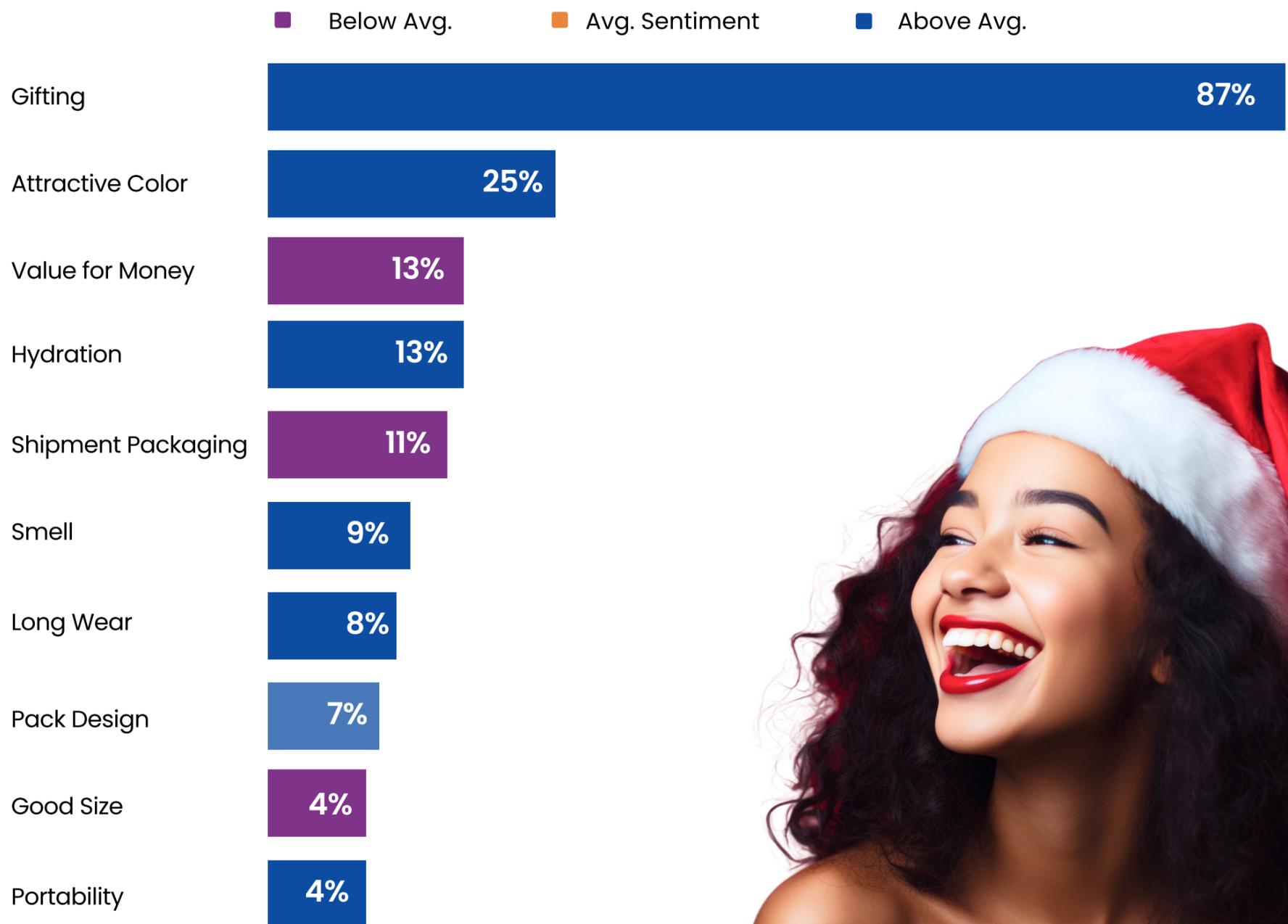
Tops Distribution



Cosmetics Category: Lipstick

During the latest holiday season, **Gifting, Attractive Color, Price / Value for Money, Hydration and Longwear** emerged as the most discussed (and important) purchase motivations in the Lip segment.

Boxes coming crushed was the main pain point for Lip gift buyers.



I received this product as a Christmas gift and I absolutely love it.



The product itself is fine **but this was a gift and the box came crushed.**



The packaging is beautiful and luxurious, with a magnetic feature when slotting the lipstick back into the case. would make a lovely gift for someone who loves a matte lip!

Cosmetics Category: Lipstick

Dior, Estée Lauder, and MAC Cosmetics over-indexed in the latest Holiday related discussions compared to their year-long average indicating a particularly high relevance to the holiday shopping season.

ESTÉE LAUDER	M·A·C	Dior
<p>Pure Color Lipstick, Creme</p>	<p>3-Pc. Hail To The Chic! Lipstick Set</p>	<p>5-Pc. Rouge Dior Minaudière Clutch Lipstick Set</p>
		
<p>“Bought this for my husband for Christmas. It fits great, it’s great quality, He loves it.”</p>	<p>“I got this as a gift, and could not be happier. We know the quality of this brand.”</p>	<p>“Christmas AND Birthday present for myself and I couldn’t be more pleased!”</p>
<p>INDEX = 392%</p>	<p>INDEX = 115%</p>	<p>INDEX = 472%</p>

Total Lipstick

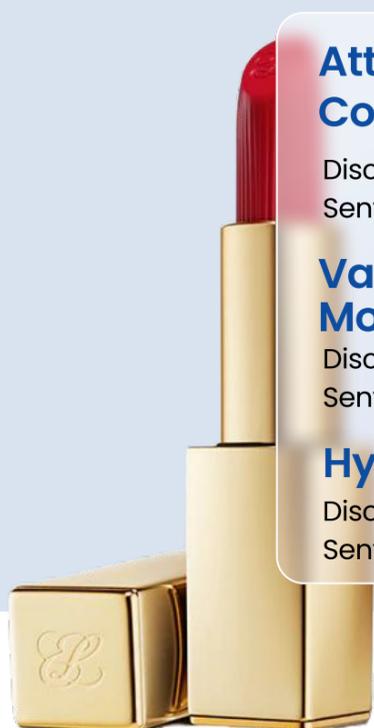
INDEX = 116%

INDEX = The extent to which Brand Share of Voice is higher in Holiday Discussions vs. year round

Cosmetics Category: Lipstick

Consumers discussed **Estée Lauder, Dior and Mac Cosmetics** Lipsticks more than average as their preferred 2023 holiday gifts due to their strong alignment with the key topics consumers prioritize when selecting holiday gifts – **Attractive Color, Longwear and Hydration**.

ESTÉE LAUDER



Attractive Color

Discussion Share: 27%
Sentiment: 70%

Value for Money

Discussion Share: 21%
Sentiment: 68%

Hydration

Discussion Share: 13%
Sentiment: 81%

Dior



Attractive Color

Discussion Share: 46%
Sentiment: 87%

Long Wear

Discussion Share: 17%
Sentiment: 86%

Hydration

Discussion Share: 25%
Sentiment: 87%

MAC



Attractive Color

Discussion Share: 60%
Sentiment: 83%

Long Wear

Discussion Share: 17%
Sentiment: 79%

Hydration

Discussion Share: 13%
Sentiment: 80%



Revuze Analysis

Revuze analysis reveals that brands in the **Lipstick Category** are particularly well-positioned to leverage the heightened consumer interest during the holiday season, which makes it an ideal time for messaging that highlights the lipsticks' **Attractive Color, Longwear and Hydration**.



🎁 "This Holiday Season, Gift the Perfect Pout! 🌲

"Whether it's bold reds, elegant nudes, or shimmering glosses, these lip essentials are designed to make your loved ones feel confident, beautiful, and pampered. Loved for their long-lasting colors, nourishing formulas, and luxurious packaging, they're the ultimate stocking stuffer for makeup enthusiasts and beauty novices alike. Show your thoughtfulness with a gift that keeps on glowing!"

👤 **Perfect for:**

- **Moms, sisters, partners, and best friends** – anyone who loves a touch of elegance and everyday beauty! 🎄 ✨

2024 Holiday Online Shopping Season

Estée Lauder, Dior and YSL are well-positioned to dominate the 2024 e-commerce holiday shopping season due to their strong alignment with the key topics consumers prioritize when selecting holiday gifts – **Attractive Color, Hydration and Pack Design**



<p>ESTÉE LAUDER </p>	<p>Dior </p>	<p> </p>
<p>Brand Strengths</p> <ul style="list-style-type: none"> 1. Gifting 2. Pack Design 3. Anti-Aging 	<p>Brand Strengths</p> <ul style="list-style-type: none"> 1. Attractive Color 2. Hydration 3. Pack Design 	<p>Brand Strengths</p> <ul style="list-style-type: none"> 1. Attractive Color 2. Highly Pigmented 3. Sheer Finish

Conclusion

This report offers a comprehensive look at the consumer preferences shaping holiday shopping across key product categories, highlighting the trends that brands should prioritize to capture consumer attention during the holiday season. By leveraging these insights, companies can align their marketing and product strategies with consumer needs, ensuring they remain competitive in the crowded holiday market.

As we head into the 2024 holiday season, brands that focus on delivering quality, addressing consumer pain points, and emphasizing the features that matter most will be well-positioned for success. Use this report as a roadmap to navigate the festive shopping landscape, ensuring your products resonate with both gift-givers and recipients alike.



Men's UA Storm Sweater



Bose SoundLink Flex



Pure Color Lipstick, Creme



About Revuze

Revuze is at the forefront of delivering cutting-edge AI-powered, actionable consumer insights and VoC solutions, revolutionizing how businesses leverage data to drive success in the digital landscape.

As the only solution providing brand and category-level, verified buyer data, Revuze helps truth-driven organizations transform online feedback across all sources into true, actionable insights to make informed data-supported decisions and lead categories.

