

Season's Streamings

Holiday Shopping &
TV Viewing Trends in 2025

LG Ad Solutions



Study Methodology

Objective:

LG Ad Solutions conducted an online survey in the US to understand holiday shopping behavior and preferences, as well as the impact of TV viewing and advertising on those purchases.

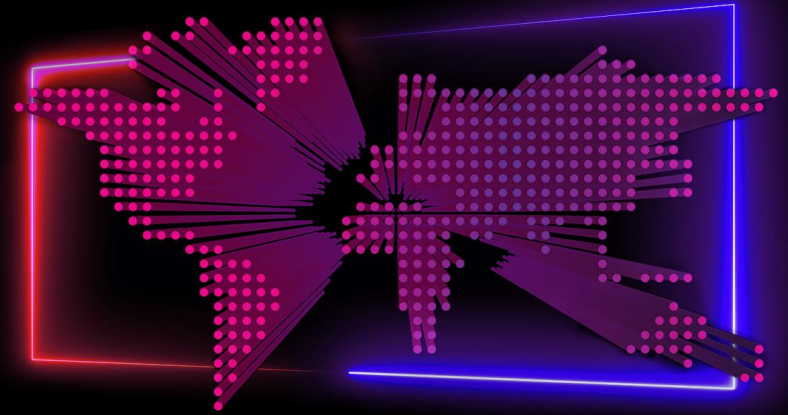
Survey field period:

June 2025

Sample:

n = 1,243 US CTV Viewers. All respondents were US adults with an internet-connected TV (CTV).

Conducted via online panel and representative of US Census by age and gender.



Holiday Shopping Isn't Just an End-of-Year Event

When CTV Viewers Plan to Start This Year's Holiday Shopping*

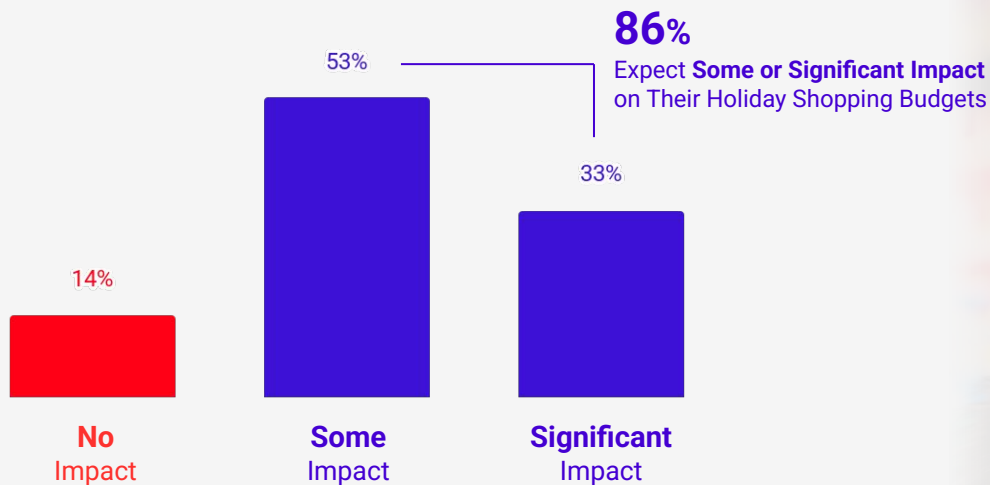


*Note: Aided Choices
Source: Season's Streamings, 2025

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CTV Viewers Anticipate **Economic Uncertainty** to Affect Their Holiday Shopping Budgets

Expected Impact on Holiday Spending due to Economic Uncertainty*



Shoppers are carefully considering each purchase due to **financial concerns**, which means value and relevance of ads are more important than ever.

*Note: Aided Choices
Source: Season's Streamings, 2025

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Black Friday & Cyber Monday

Remain Popular Amongst
Nearly All CTV Viewers



Black Friday and **Cyber Monday** continue to anchor holiday shopping plans. Participation remains strong, signaling these events remain key for driving sales.

CTV Viewers Plan to Spend an **Average of \$820 Total** on Holiday Shopping, with Early Shoppers Spending More

\$820

avg. **expected spend**
this holiday season



28%

plan to spend
MORE in 2025

Early Shoppers
(before Thanksgiving)

\$875

avg. **expected spend**
this holiday season

31%

will spend **MORE**
in 2025

Late Shoppers
(after Thanksgiving)

\$687

avg. **expected spend**
this holiday season

20%

will spend **MORE**
in 2025



Households with Children Plan to Spend Significantly More Than Households without Children

Households with Children



\$963

avg. **expected spend**
this holiday season



43%

will spend **MORE**
in 2025



73%

are **Early Shoppers**

+47%
vs. HHs
without
Children

+334%
vs. HHs
without
Children

+6%
vs. HHs
without
Children

Nearly All CTV Viewers will Utilize **Wishlists** and **Gift Guides** for Gift-Giving Tracking and Inspiration

78%

keep a **wishlist**
of possible
holiday gifts

+5%

For Early
Shoppers

+11%

For
Parents

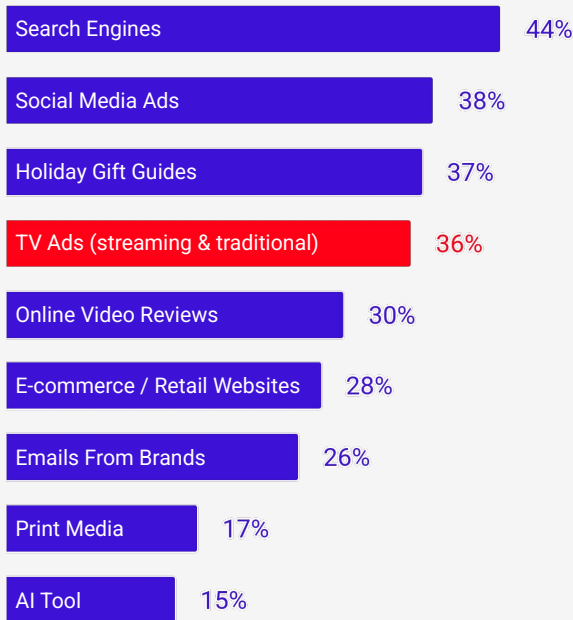
92%

will use **gift guides**
for holiday gift
inspiration

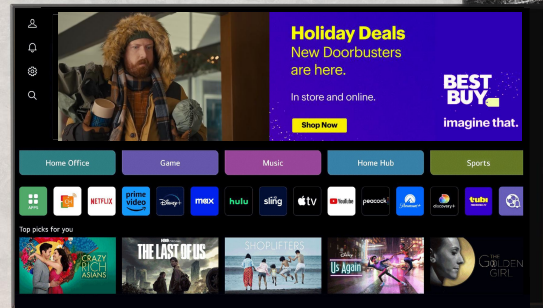
Wishlists and **gift guides** have become essential for planning and inspiration. They help shoppers stay organized and confident as new products hit the market.

Over a Third of CTV Viewers Get **Holiday Gift Inspiration** from TV Ads, Similar to Social Media

Top Sources for Holiday Gift Inspiration*



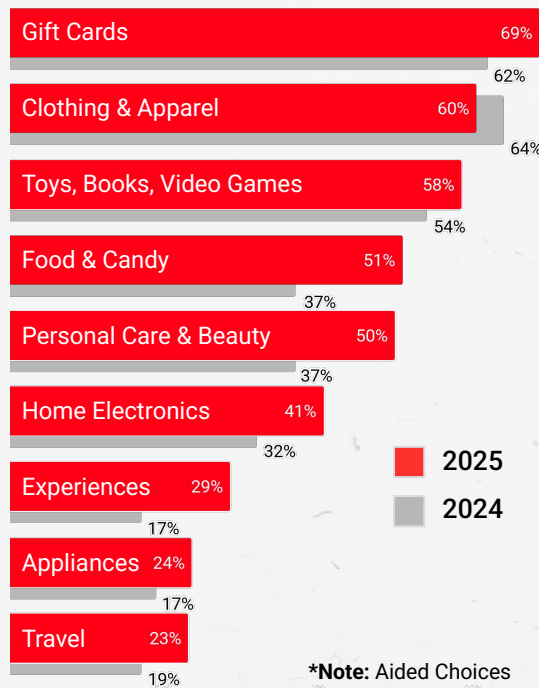
TV and streaming ads are matching digital channels as sources of **holiday gift ideas**, which offer marketers more visibility and touchpoints preceding purchase.



*Note: Aided Choices
Source: Season's Streamings, 2025

Gift Cards, Clothing & Apparel and Toys, Books, Video Games Represent the **Top Gifting Categories**

Top Categories CTV Viewers Plan to Buy this Holiday Season vs. Last Year*



*Note: Aided Choices

Top Luxury Categories CTV Viewers Plan to Buy*



42%

Fashion, Clothing & Apparel



36%

Fragrances



30%

Watches & Jewelry



26%

High-End Electronics



23%

Travel Experiences

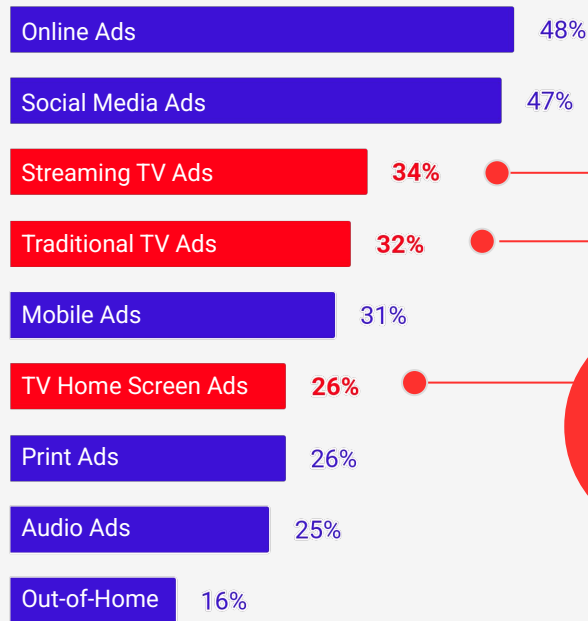
Clothing, gift cards and toys are mainstays of holiday spending, while **luxury gifts** are increasingly common.

Source: Season's Streamings, 2025

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Over Half of CTV Viewers **Find Helpful Information** About Holiday Gifts from Different Types of TV Ads

Sources for Helpful/Useful Information About Possible Holiday Gifts*



59%

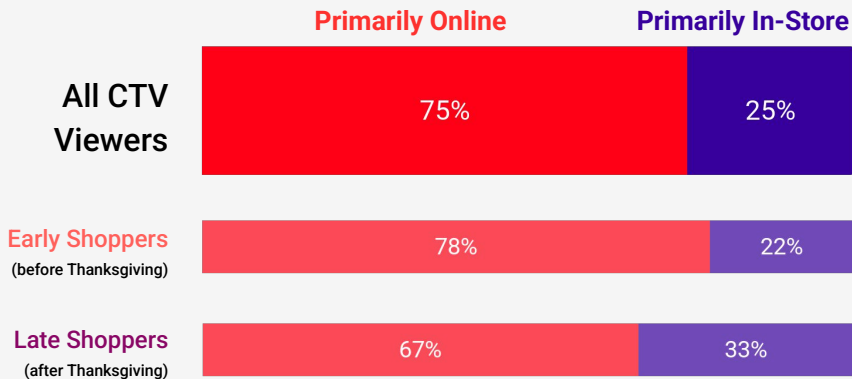
of CTV Viewers find any TV ads provide **helpful/useful information** for holiday shopping

+43%
YOY

*Note: Aided Choices
Source: Season's Streamings, 2025

CTV Viewers Plan to **Shop Primarily Online**, Especially Early Shoppers

How CTV Viewers Plan to Shop this Holiday Season



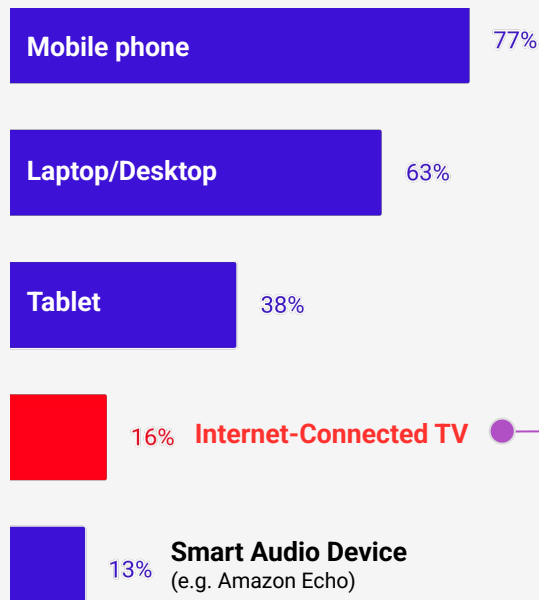
Source: Season's Streamings, 2025



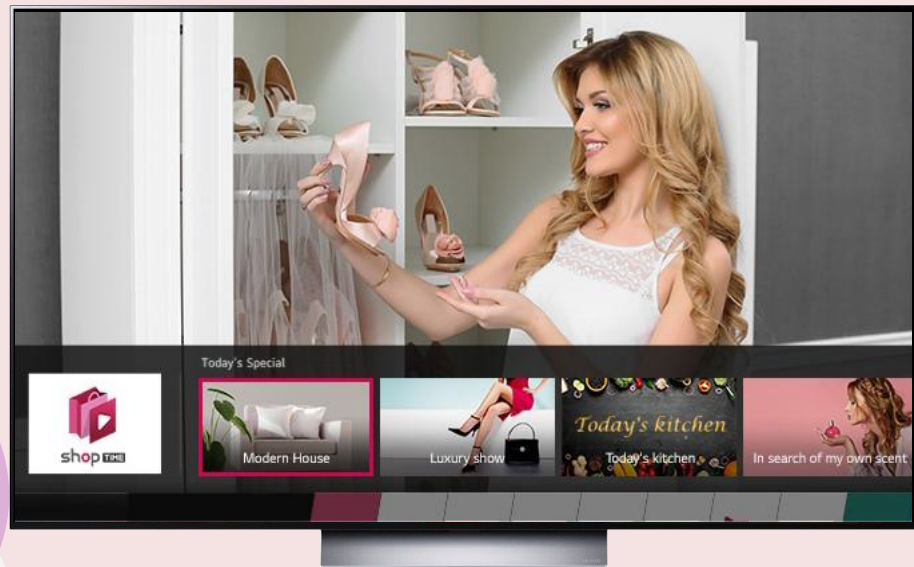
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While Most CTV Viewers Plan to **Purchase Holiday Gifts** via Mobile, Some Will Buy Directly on their Smart TV

Top Methods CTV Viewers will use to Purchase Gifts this Holiday Season¹



Parents are
2.8x
more likely to
purchase gifts on
their internet-
connected TV²



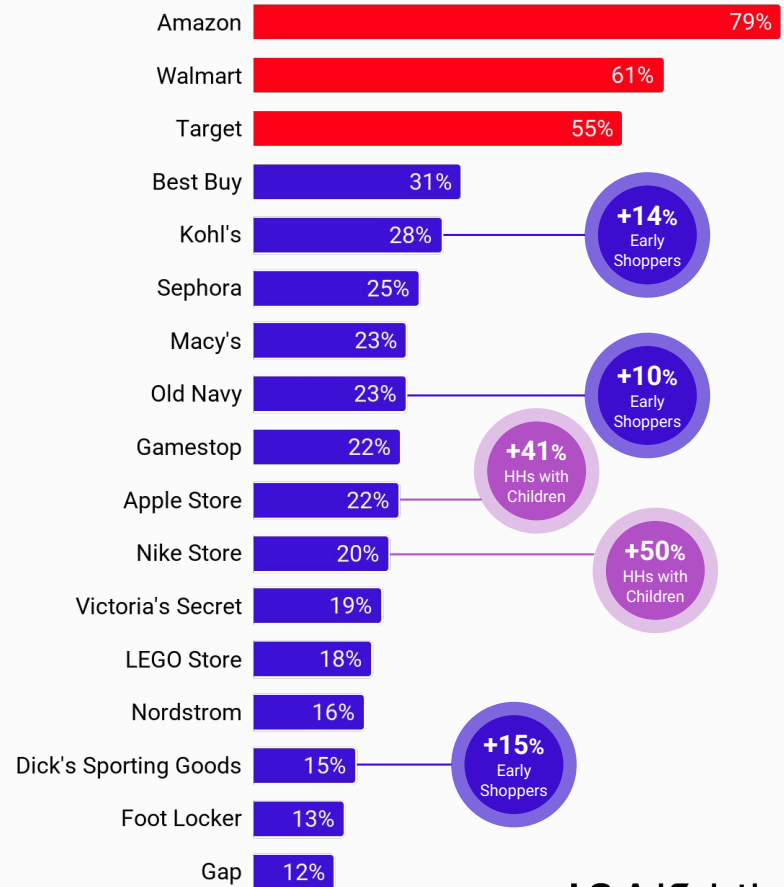
*Note: [1] Aided Choices; [2] Compared to non-parents
Source: Season's Streamings, 2025

While General Retailers are Popular for Holiday Shopping, CTV Viewers will Shop at a **Variety of Stores/Sites** in Search of the Perfect Gift



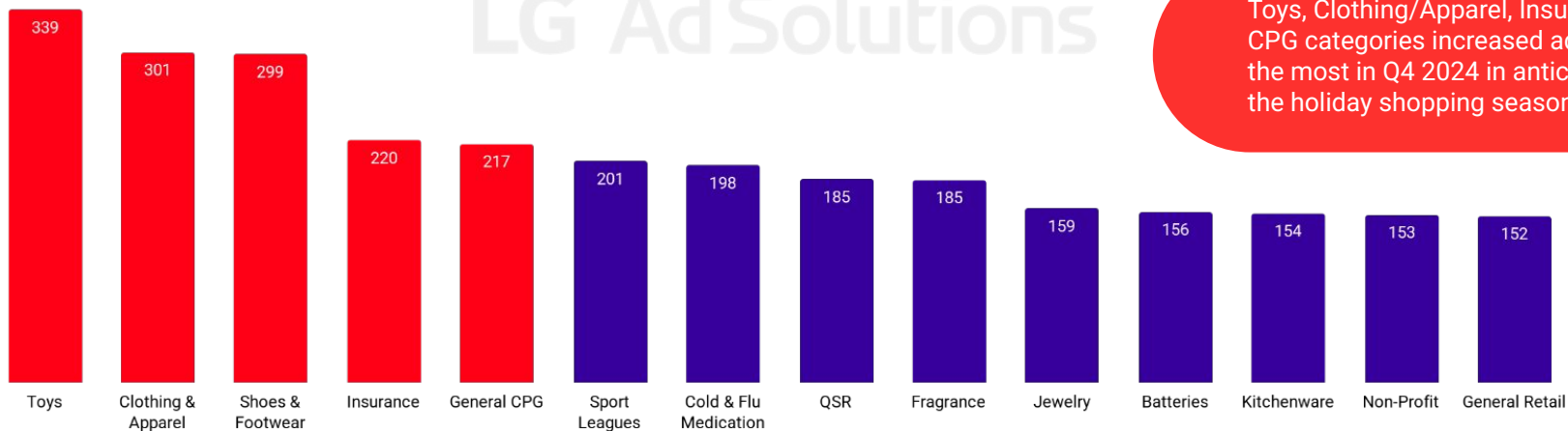
*Note: Aided Choices
Source: Season's Streamings, 2025

Top Stores/Sites CTV Viewers Plan to Shop at this Holiday Season*



Advertisers Across Multiple Categories **Increase Spend in Q4** to Drive Holiday Shopping

Category Index* of Highest Year-End Increases in Ad Volume (Q4 2024)



Toys, Clothing/Apparel, Insurance & CPG categories increased ad spend the most in Q4 2024 in anticipation of the holiday shopping season.

*Note: Index calculated using trailing 9-month average

Source: LG Ad Solutions ACR Data, 2024

Most CTV Viewers Expect to **Return Holiday Gifts** Received and **Shop Post-Holiday**



64% expect to **return** at
least one holiday gift

Parents are **83%** more likely to return a gift*

***Note:** Compared to non-parents
Source: Season's Streamings, 2025

88%

of CTV Viewers are likely to
shop **after the holiday season**
to look for additional deals

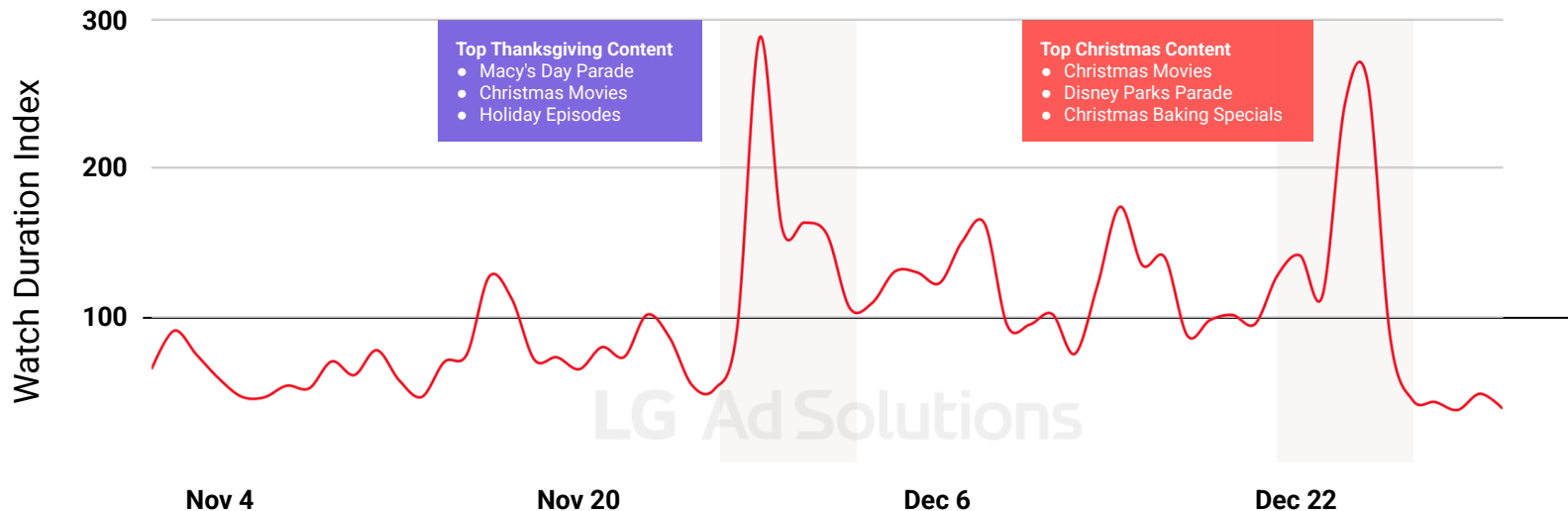
96%

expect to use **holiday gift cards**
they received after the holidays

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LG TV Users' **Holiday Content Watch Duration** Spiked 2-3x around Thanksgiving and Christmas Holidays in 2024

US Daily Watch Duration Index¹ - Holiday Content Only² (11/1/24-12/31/24)



Note: [1] Index calculated using 2-month average; [2] "Holiday Content" includes holiday movies, holiday-themed series episodes and major annual events

Source: LG Ad Solutions ACR Data, 2024

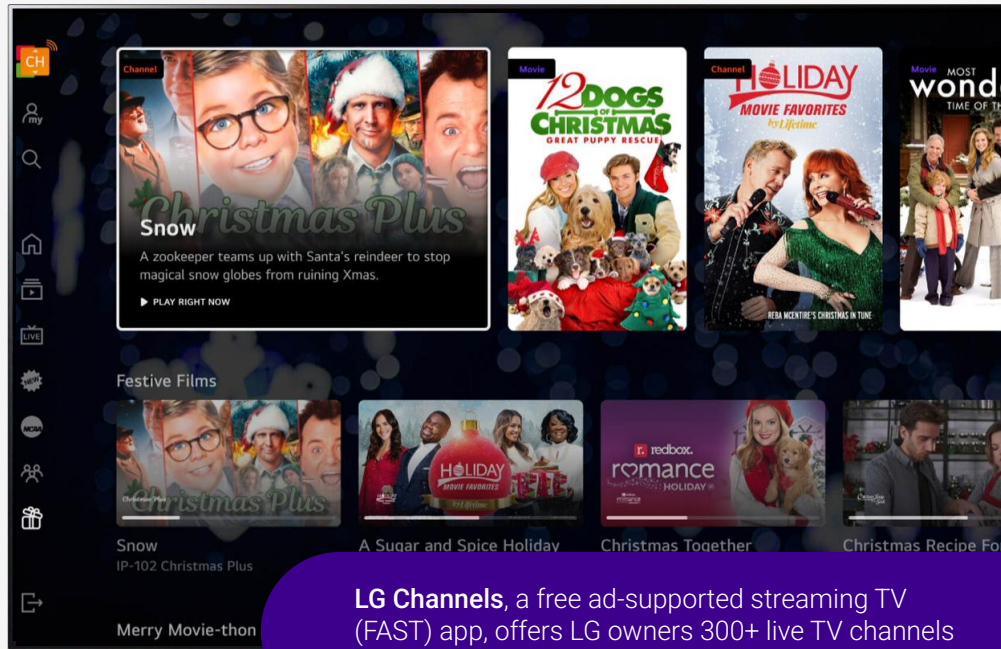
Free Ad-Supported Streaming is Popular with Holiday Shoppers; Most are Favorable of FAST Advertisers

81%

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

59%

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



LG Channels, a free ad-supported streaming TV (FAST) app, offers LG owners 300+ live TV channels & thousands of movies and shows on demand.

Nearly All CTV Viewers **Shop While Watching TV**, Creating Key Buying Moments for Advertisers

93%

of CTV Viewers **shop** on other
devices while **watching TV**

LG Household Extend campaigns reach beyond LG Smart TVs to mobile, tablet, desktop, and HDMI devices for complete viewer engagement using real-time, deterministic activation.

Source: Season's Streamings, 2025



19%

are **ALWAYS**
shopping while
watching TV

+17%
YOY

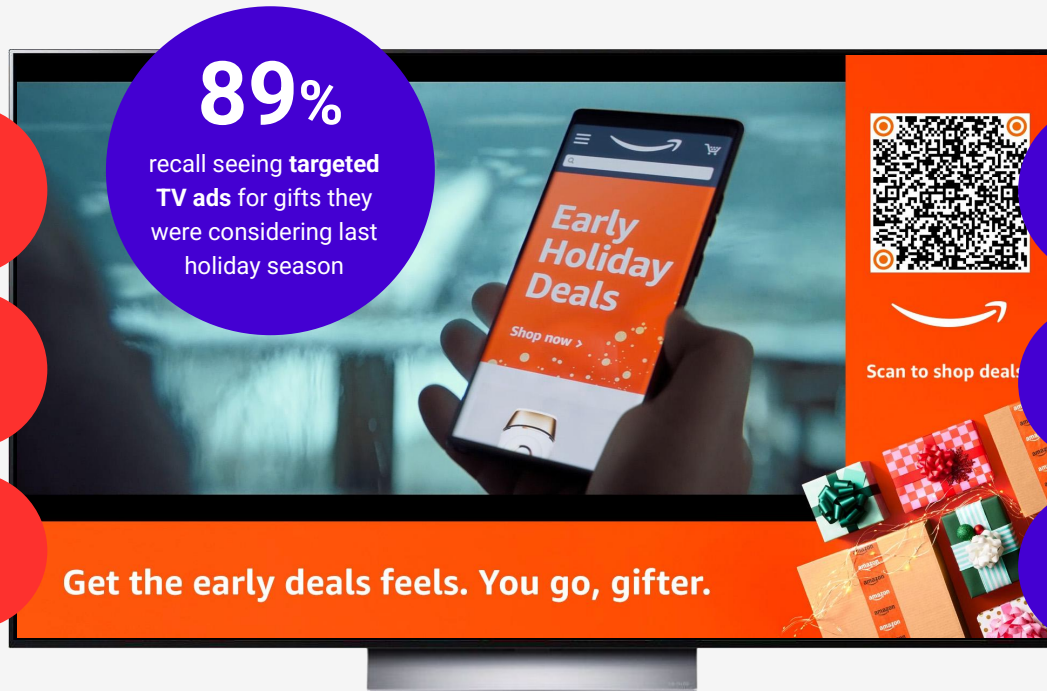
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CTV Viewers Like **Relevant Holiday TV Ads**, Especially if They Include a Deal or Promotion

89% want holiday TV ads to have a **specific deal or promotion**

69% want holiday TV ads to make it **easier** to buy the product

66% prefer video ads to inform their holiday shopping



89%
recall seeing **targeted TV ads** for gifts they were considering last holiday season

64% agree that streaming TV ads are **relevant** to them for holiday shopping information

71% want holiday TV ads to be **personalized** to their preferences

69% want holiday TV ads to be **relevant** to what they're **watching**

Get the early deals feels. You go, gifter.

LG Home Screen: Brands takes center stage in one of the most immersive advertising environments, the LG TV Home Screen.

Source: Season's Streamings, 2025

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Recommendations for Implementing an Effective CTV Campaign Strategy with LG this Holiday Season

- 1** Brands Should Plan Holiday CTV Campaigns to **Start Even Earlier**

As CTV viewers expect to start holiday shopping earlier than last year, advertisers in holiday gift categories—especially clothing & apparel, toys & video games, CPG and personal care & beauty—should **plan holiday campaigns to start as early as September** to engage with Early Shoppers.
- 2** Tap into the **TV Home Screen** to Engage with Holiday Shoppers Across Their Buying Journey

With over a third of holiday shoppers gaining gift inspiration and over half learning helpful information from TV ads, including on the Home Screen, brands can utilize **LG Home Screen** and **LG CTV Video** ads to engage with viewers from the moment they power on the TV.
- 3** Leverage **FAST Platforms** for Impactful, Timely Messaging

With four in five holiday shoppers watching free ad-supported streaming platforms (FAST), and over half favoring brands that advertise on FAST platforms, like **LG Channels**, brands can create effective holiday campaigns to complement linear and CTV media plans.
- 4** Increase Ad Relevance with **Effective Audience Targeting**

Since CTV viewers respond more positively to relevant ads, **LG household device graph** and **ACR viewership data** can help brands precisely and efficiently reach holiday shoppers with relevant messaging to influence shopping and gifting decisions.

LG Ad Solutions is a global leader in connected TV and cross-screen advertising, driven by our mission to create meaningful connections between brands and their audiences. With a vast network of award-winning LG Smart TVs worldwide, we offer advertisers and content creators unparalleled scale, reach, and personalized precision on the largest screen in the home.

Contact us at hello@lgads.tv for more information.

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