bazaarvoice

HOLIDAY

GENERATIONAL CHEAT SHEET

Turn generational insights into strategic holiday wins with this quick reference guide.



Channels:

Best Bazaarvoice tools

- Visual Syndication
- Product Sampling
- Creator Marketing
- Social Commerce

GEN Z + YOUNG MILLENNIALS

The Scroll-to-Shop Generation

They shop as they scroll, trust creators, and move early. If you're not on their feed, you're off their radar.

Key traits

- Digital natives with high social commerce engagement
- Price-conscious but motivated by brand and peer validation
- Respond to urgency and creator-led content

Holiday shopping window
October to early November

Trust driver
Creator content and peer recommendations

Messaging tip
"Saw it. Loved it. Bought it - just like [creator name]."

50%+
prefer budget-friendly options

26%
are twice as likely to buy name brands than older shoppers

46%
use social media for at least a quarter of their holiday shopping



Channels:

Best Bazaarvoice tools

- Ratings & Reviews
- Q&A
- Visual Syndication
- Social Commerce

OLDER MILLENNIALS + GEN X

The Hybrid Pragmatists

They expect content to meet them where they are, from online to in-store, with proof, convenience, and value.

Key traits

- Prefer omnichannel shopping experiences
- Often shop around seasonal moments and major events
- Practical, value-driven, and prioritize reviews and efficiency

Holiday shopping window
Prime Day through Black Friday

Trust driver
Verified reviews and value transparency

Messaging tip
"Real reviews. Real savings. Real simple."

58%
research online before making in-store purchases

35-54s
most practical, most likely to compare good and bad reviews

46%
value in-store shopping as part of their journey



Channels:

Best Bazaarvoice tools

- Ratings & Reviews
- Q&A
- PDP Galleries

BABY BOOMERS + SILENT GENERATION

The Trust-First Traditionalists

They rely on proof, not trends, preferring verified experiences, real reviews, and established brands.

Key traits

- Still prefer in-store, but are influenced by online research
- Skeptical of AI, creators, and social content
- Trust in reviews, established brands, and real testimonials
- Need clarity, credibility, and consistency

Holiday shopping window
Late November through December

Trust driver
Verified reviews and clear product information

Messaging tip
"What you see is what thousands of real shoppers trust."

60%
of this segment are the most discount-focused

63%
prefer shopping in-store (highest)

61%
want to see detailed written reviews for holiday shopping

Create high-performing, segmented strategies across every channel with insights from the 2025 Bazaarvoice Holiday Consumer Study based on 8,000+ global shoppers.

Get started

Insights based on 2025 Bazaarvoice Holiday Consumer Study of 8,000+ global shoppers.