



2025 Holiday Insights Report

Part II – The Shopping Evolution

Generational Divides in Digital Adoption
and Shopping Methods



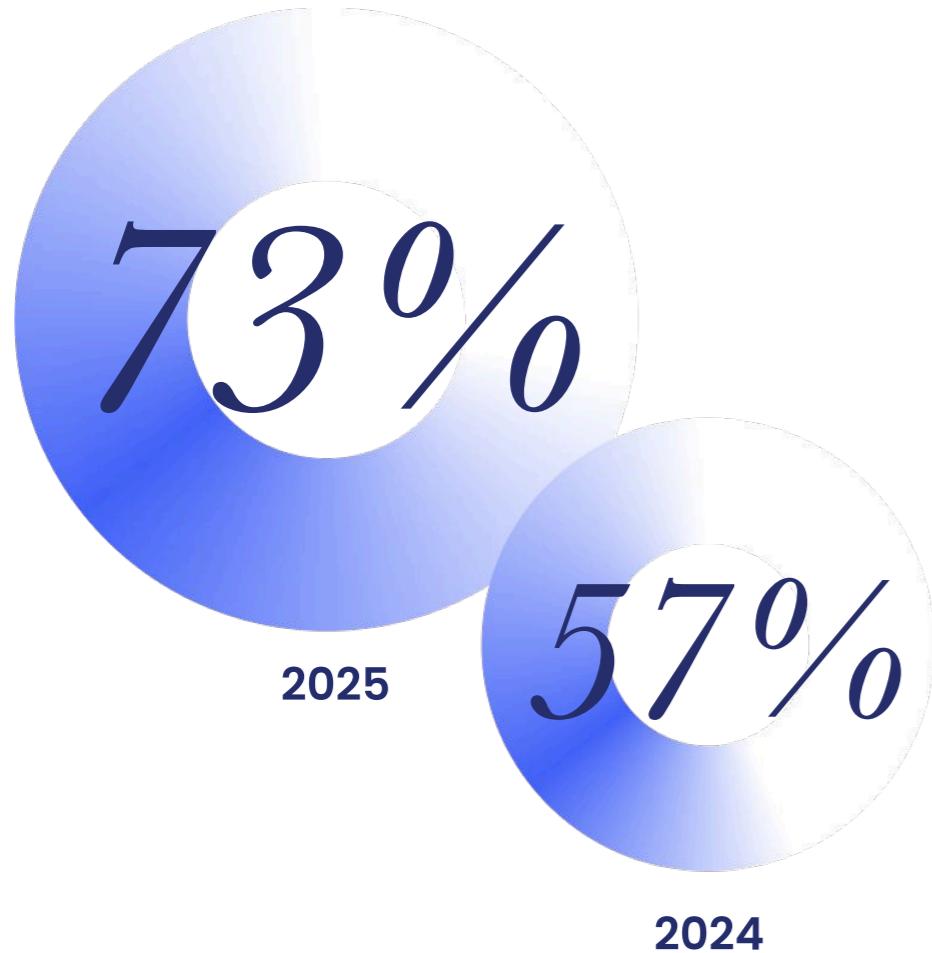
The Shopping Evolution

Generational Divides in Digital Adoption and Shopping Methods

Bottom Line: Consumer shopping behaviors are undergoing a fundamental transformation across all categories, with digital adoption accelerating dramatically but revealing distinct generational preferences that brands must navigate strategically.



Millennials 2025 Grocery Shopping Behavior:



48%

plan hybrid
shopping

10%

choose
online pickup

15%

prefer online
delivery

24%

shop exclusively
in-store

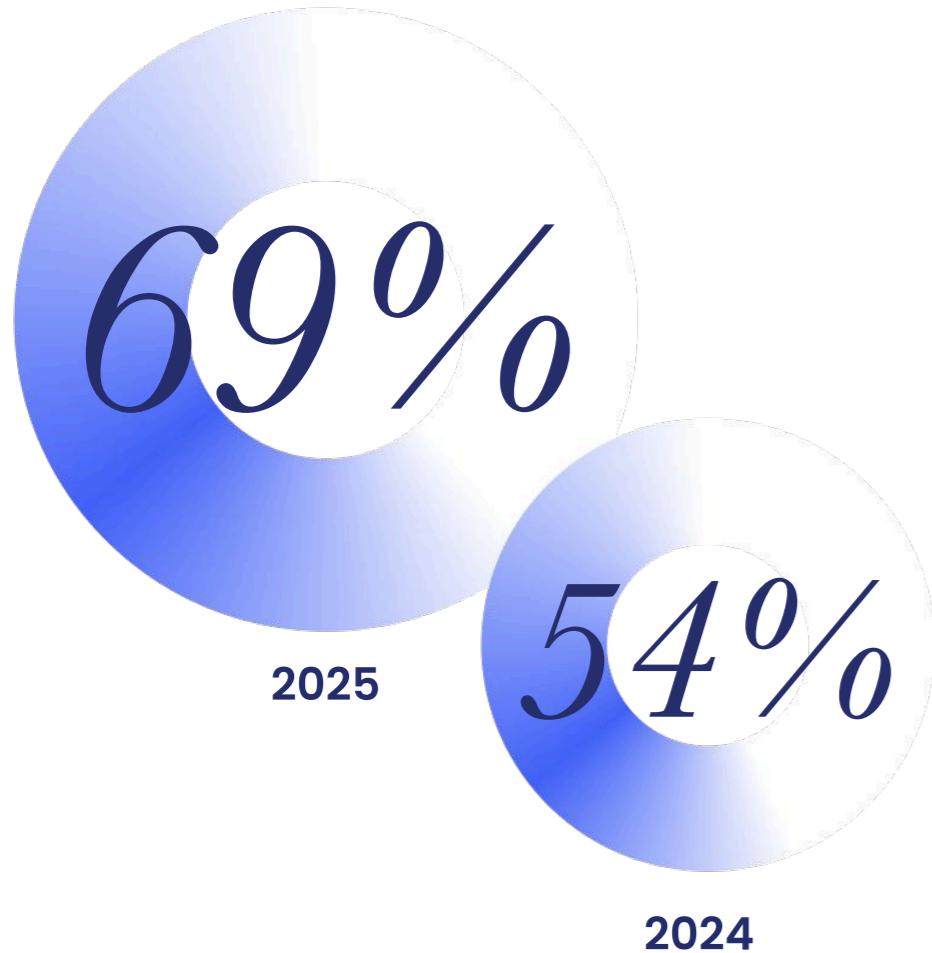
2024

Millennials Digital Engagement:

- ↓ 35% planned hybrid shopping
- ↓ 12% preferred online delivery
- 10% chose online pickup
- ↑ 42% shopped exclusively in-store



Gen Z 2025 Grocery Shopping Behavior:



38%
plan hybrid shopping

13%
choose online pickup

18%
prefer online delivery

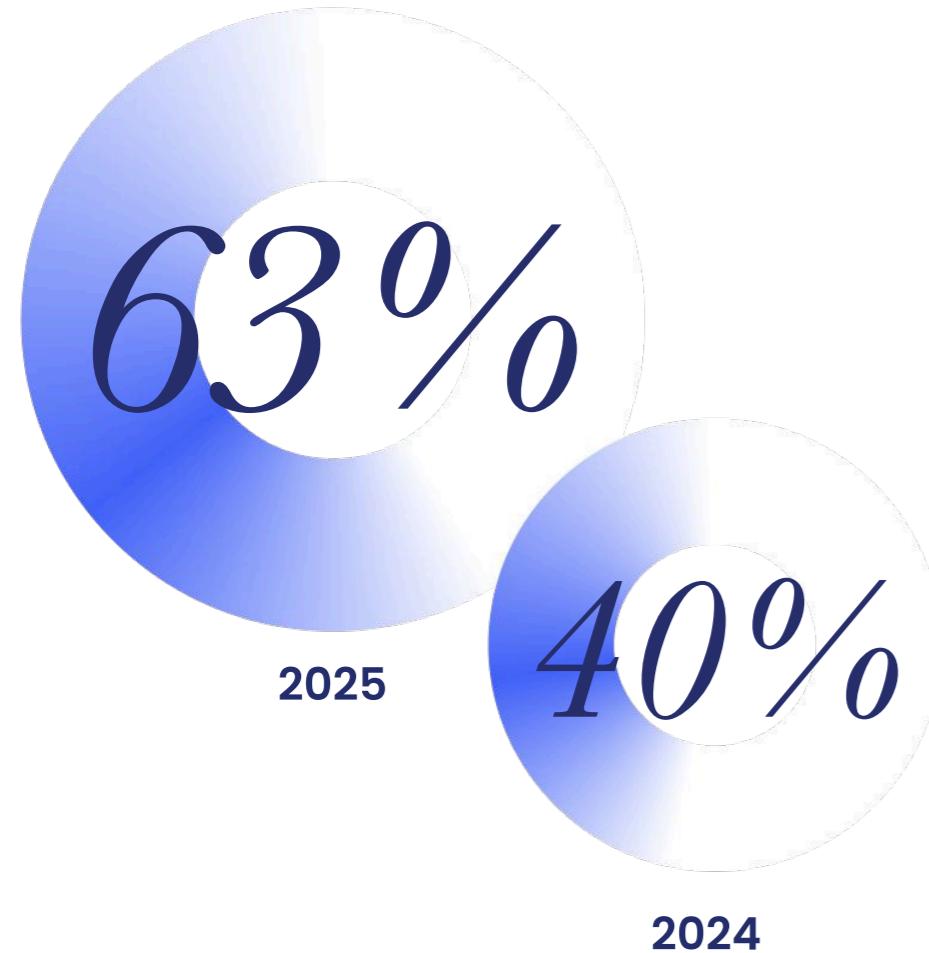
29%
shop exclusively in-store



2024 Gen Z Digital Engagement:

- ↓ 33% planned hybrid shopping
- ↓ 13% preferred online delivery
- ↓ 8% chose online pickup
- ↑ 46% shopped exclusively in-store

Gen X 2025 Grocery Shopping Behavior:



18%
prefer online delivery

33%
shop exclusively in-store

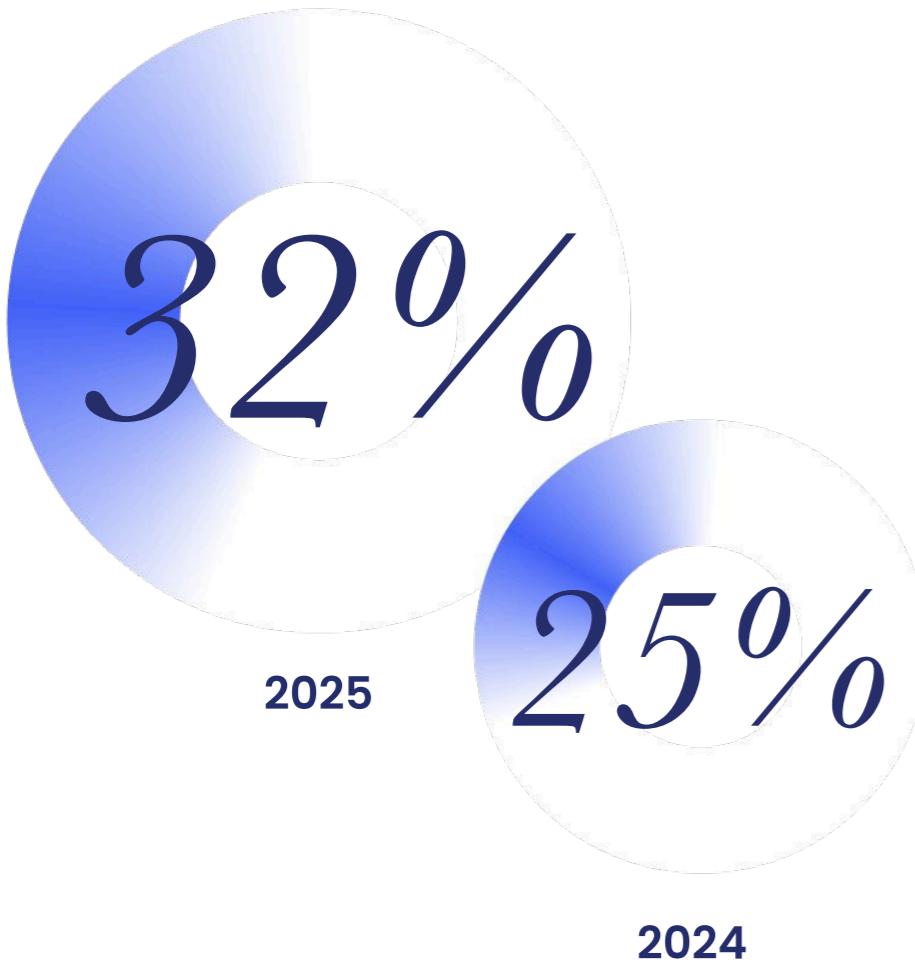
39%
plan hybrid shopping

6%
choose online pickup

2024
Gen X Digital Engagement:

- ↓ 26% planned hybrid shopping
- ↓ 9% preferred online delivery
- ↓ 5% chose online pickup
- ↑ 58% shopped exclusively in-store

Baby Boomers Grocery Shopping Behavior:



13%
plan hybrid shopping

6%
choose online pickup

14%
prefer online delivery

60%
shop exclusively in-store

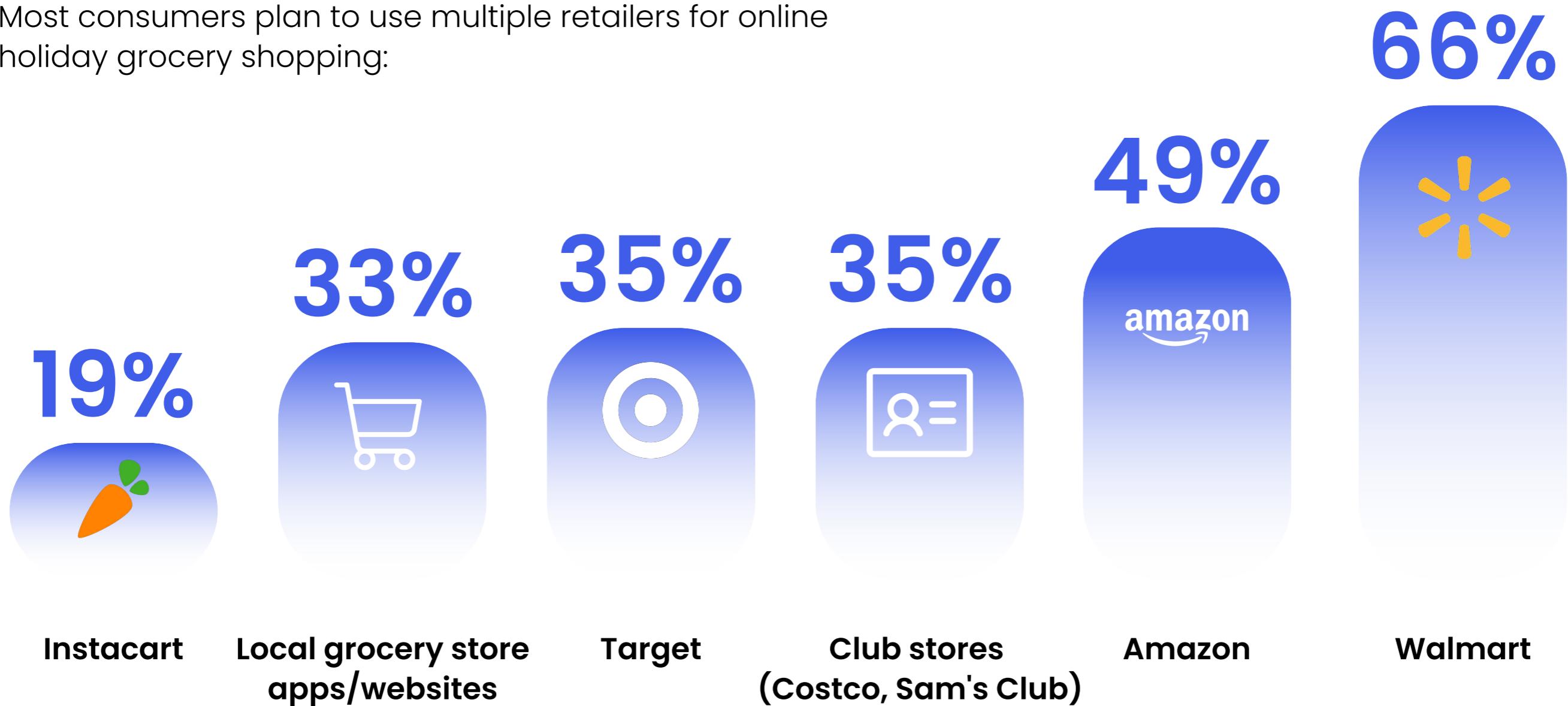
2024
Baby Boomers Digital Engagement:

- ↑ 25% planned hybrid shopping
- ↓ 6% preferred online delivery
- ↓ 4% chose online pickup
- ↑ 74% shopped exclusively in-store



Walmart Leads Online Grocery

Most consumers plan to use multiple retailers for online holiday grocery shopping:



The Booze Revolution: From Tradition to Digital

Alcoholic beverage purchasing represents the most dramatic shift toward digital adoption of any category surveyed, with traditional in-store shopping **dropping 21 percentage points** while hybrid shopping **tripled from 8% to 24%**. This transformation suggests that even the most regulation-heavy, traditionally in-person categories are embracing digital convenience.

2025: Digital Disruption

43%

shop mostly or only
in-store - **down**
from 64% in 2024

24%

use a mix of online and
in-store shopping -
up from 8% in 2024

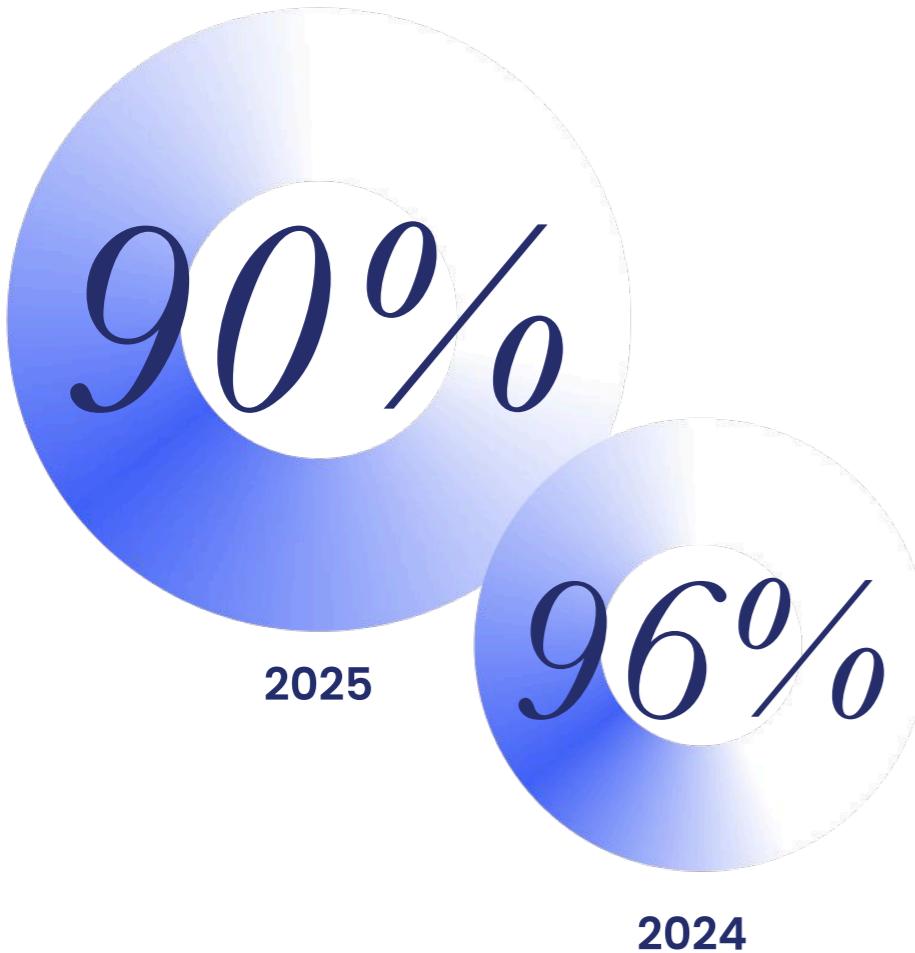
15%

shop mostly online
(8% delivery, 7% pickup)
- **up from 7% in 2024**

This represents the largest behavioral shift across all shopping categories, with combined digital engagement **jumping from 15% to 39%** in just one year.



Gen Z 2025 Gift Shopping Behavior:



64%
hybrid shopping

12%
online pickup

14%
online delivery

7%
in-store only

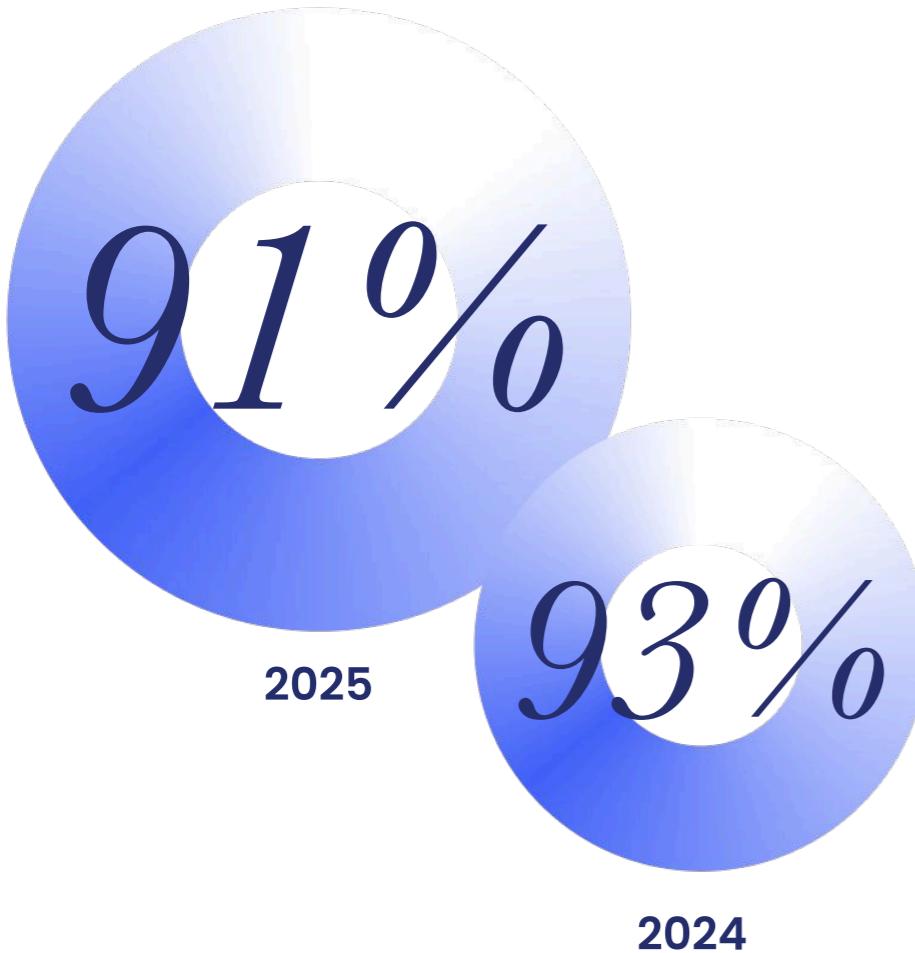
2024

Gen Z Digital Engagement:

- ↓ 57% hybrid shopping
- ↑ 30% online delivery
- ↑ 9% online pickup
- ↓ 4% in-store only



Millennials 2025 Gift Shopping Behavior:



61%
hybrid shopping

6%
online pickup

24%
online delivery

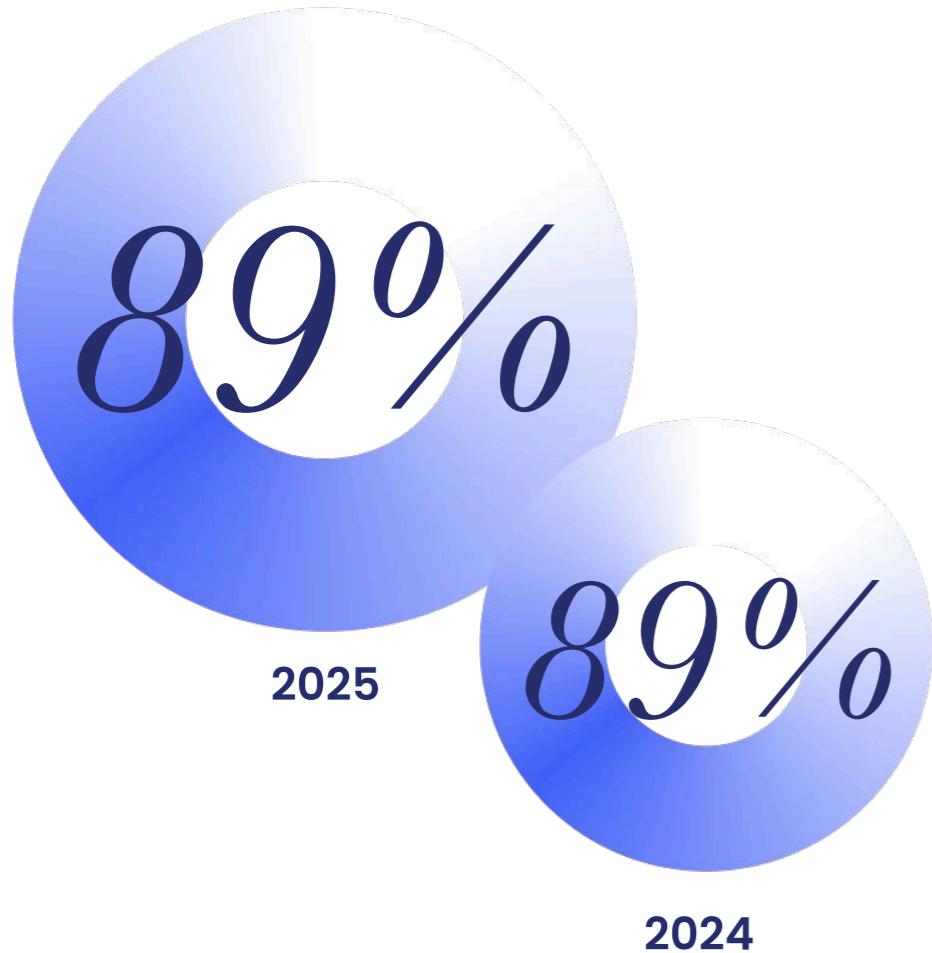
6%
in-store only



2024
Millennials Digital Engagement:

- ↓ 54% hybrid shopping
- ↑ 31% online delivery
- ↑ 8% online pickup
- ↑ 8% in-store only

Gen X 2025 *Gift Shopping Behavior:*



64%

hybrid shopping

20%

online delivery

5%

online pickup

6%

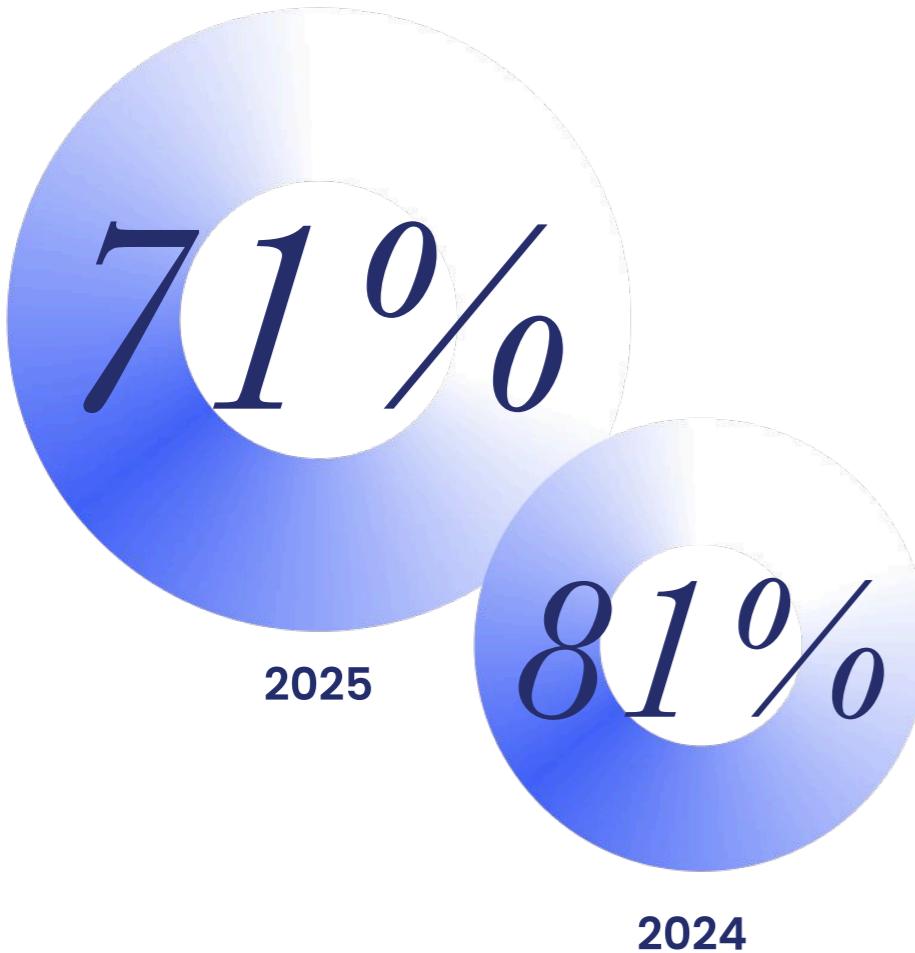
in-store only

2024

Gen X Digital Engagement:

- ↓ 50% hybrid shopping
- ↑ 33% online delivery
- ↑ 6% online pickup
- ↑ 12% in-store only

Baby Boomers 2025 Gift Shopping Behavior:



43%
hybrid shopping

3%
online pickup

25%
online delivery

17%
in-store only

2024
**Baby Boomers
Digital Engagement:**

- ↑ 50% hybrid shopping
- ↑ 29% online delivery
- ↓ 2% online pickup
- ↑ 20% in-store only



What Generations Buy Online

While apparel leads online gift purchases overall at **64%**, generational preferences reveal distinct shopping priorities:



Gen Z Priorities:

- 73%** Apparel
- 59%** Electronics
- 55%** Toys/books/games
- 48%** Gift cards



Millennials Balance Variety:

- 67%** Apparel
- 62%** Electronics
- 60%** Toys/books/games
- 58%** Gift cards



Gen X Embraces Convenience:

- 63%** Apparel
- 61%** Electronics
- 60%** Gift cards
- 54%** Toys/books/games



Baby Boomers Prefer Simple Solutions:

- 50%** Gift cards
- 47%** Apparel
- 41%** Toys/books/games
- 17%** Buy nothing online (vs 2-6% for other generations)

Contact

Want to know more?

Contact us at sales@smartcommerce.com.



Methodology: SmartCommerce conducted a quantitative survey July 31, 2025 with a national sample and collected 600 responses (n=600). Respondents were required to be between the ages of 18-99. The respondents identified as 300 women and 300 men. This data is compared with our August 2024 survey using the same methodology.