



2025 Holiday Insights Report

Part II – The Shopping Evolution

Generational Divides in Digital Adoption
and Shopping Methods



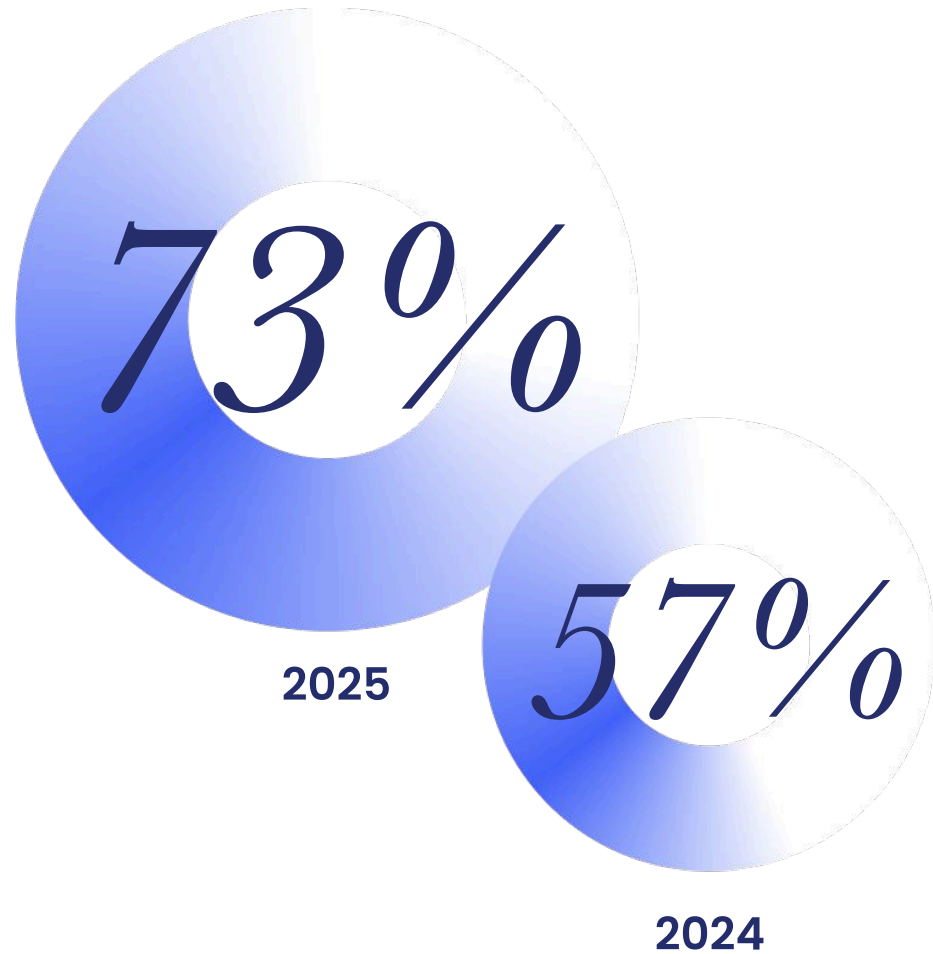
The Shopping Evolution

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

15%

prefer online delivery

10%

choose online pickup

24%

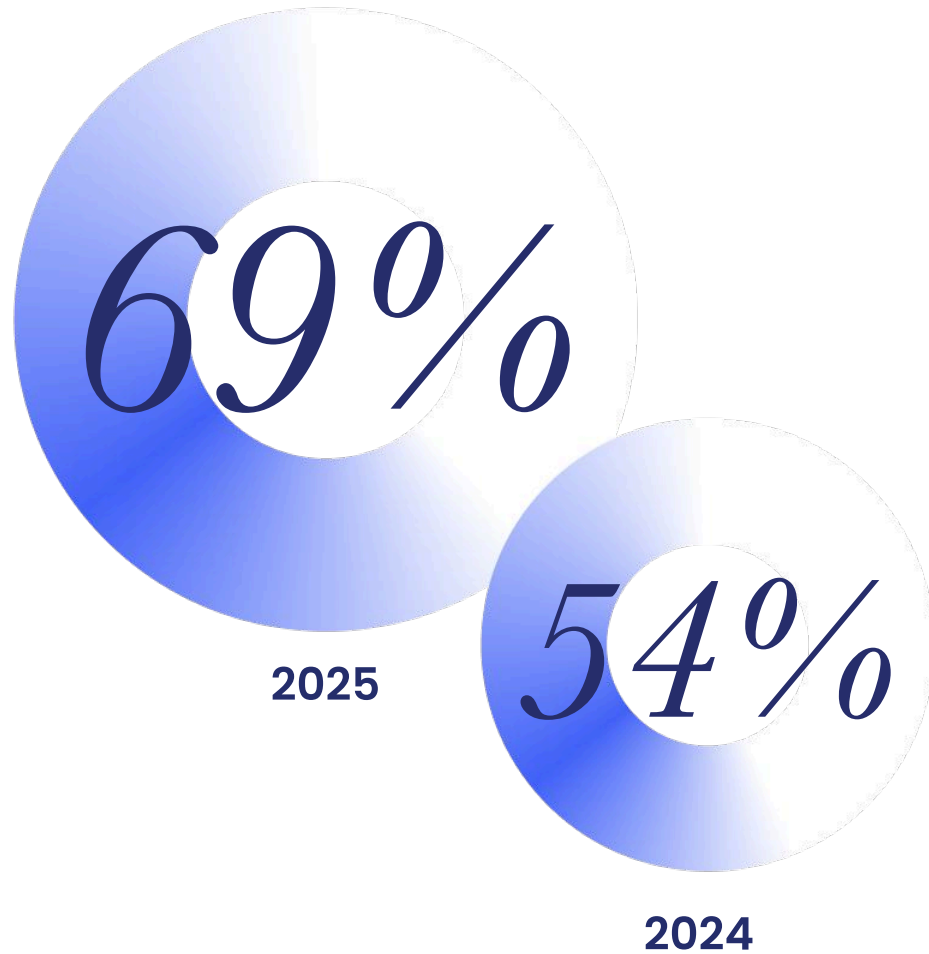
shop exclusively in-store

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

18%

prefer online delivery

13%

choose online pickup

29%

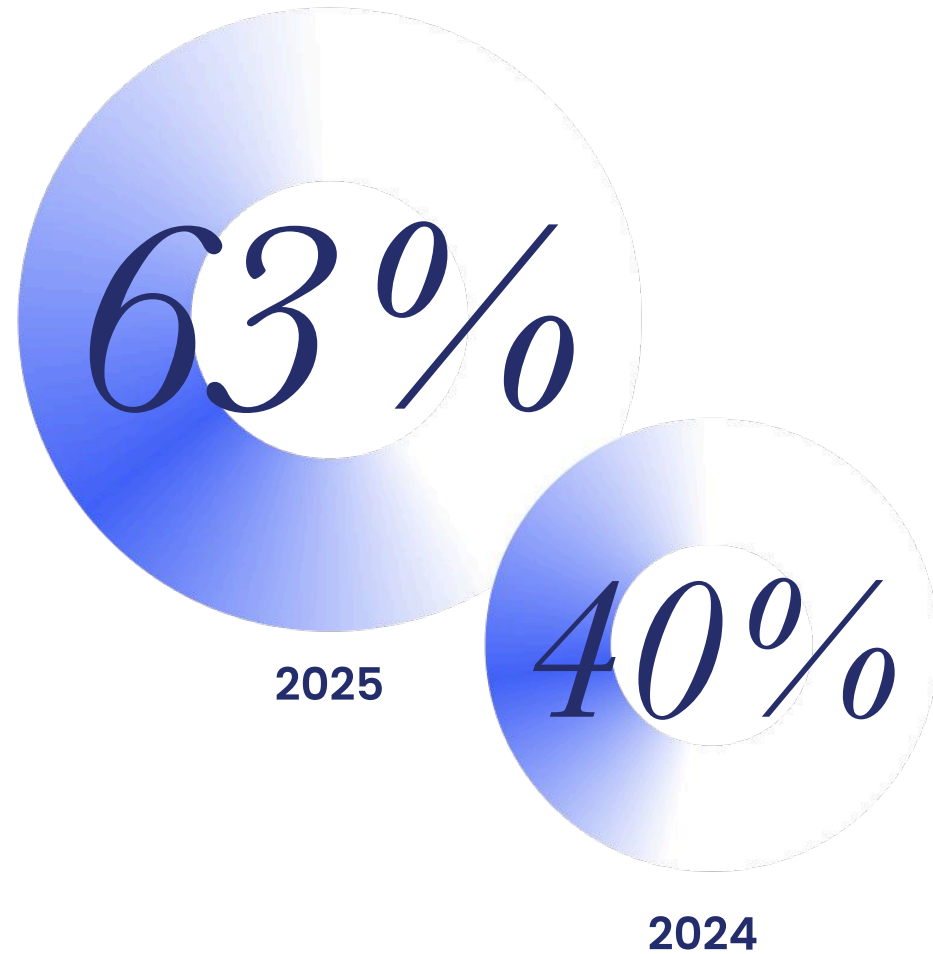
shop exclusively in-store

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:



39%

plan hybrid shopping

18%

prefer online delivery

6%

choose online pickup

33%

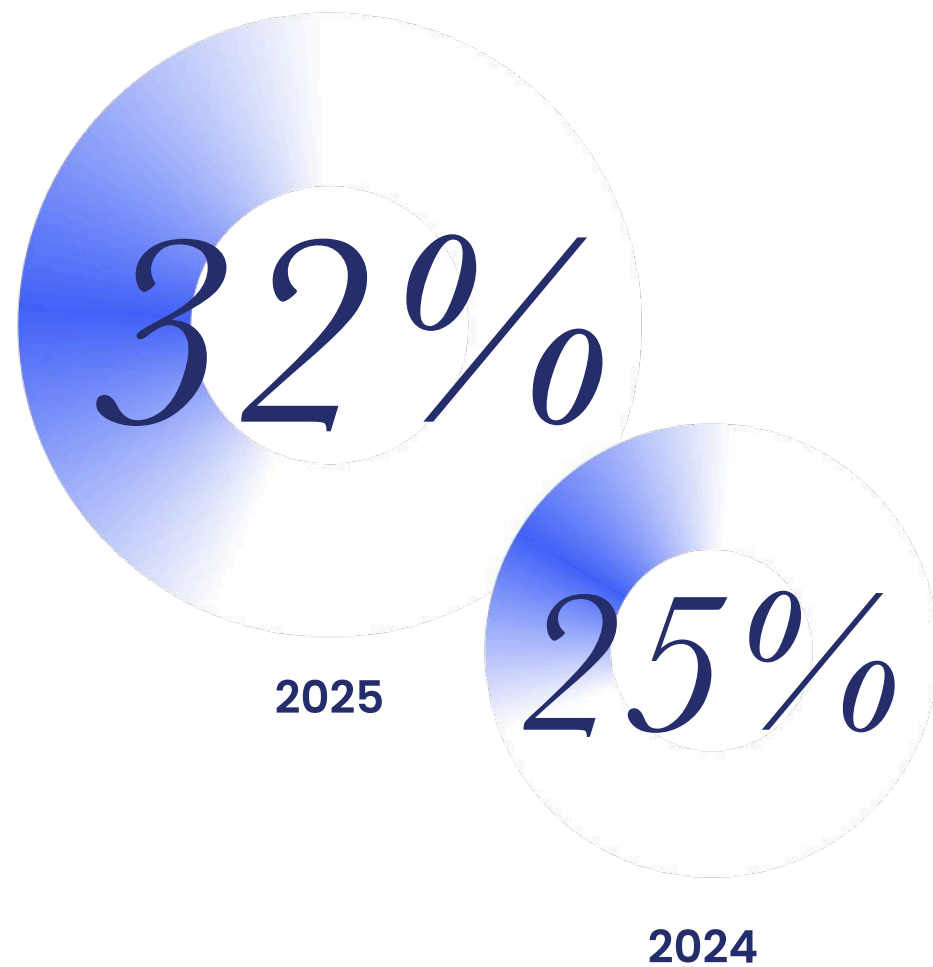
shop exclusively in-store

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

14%

prefer online delivery

6%

choose online pickup

60%

shop exclusively in-store

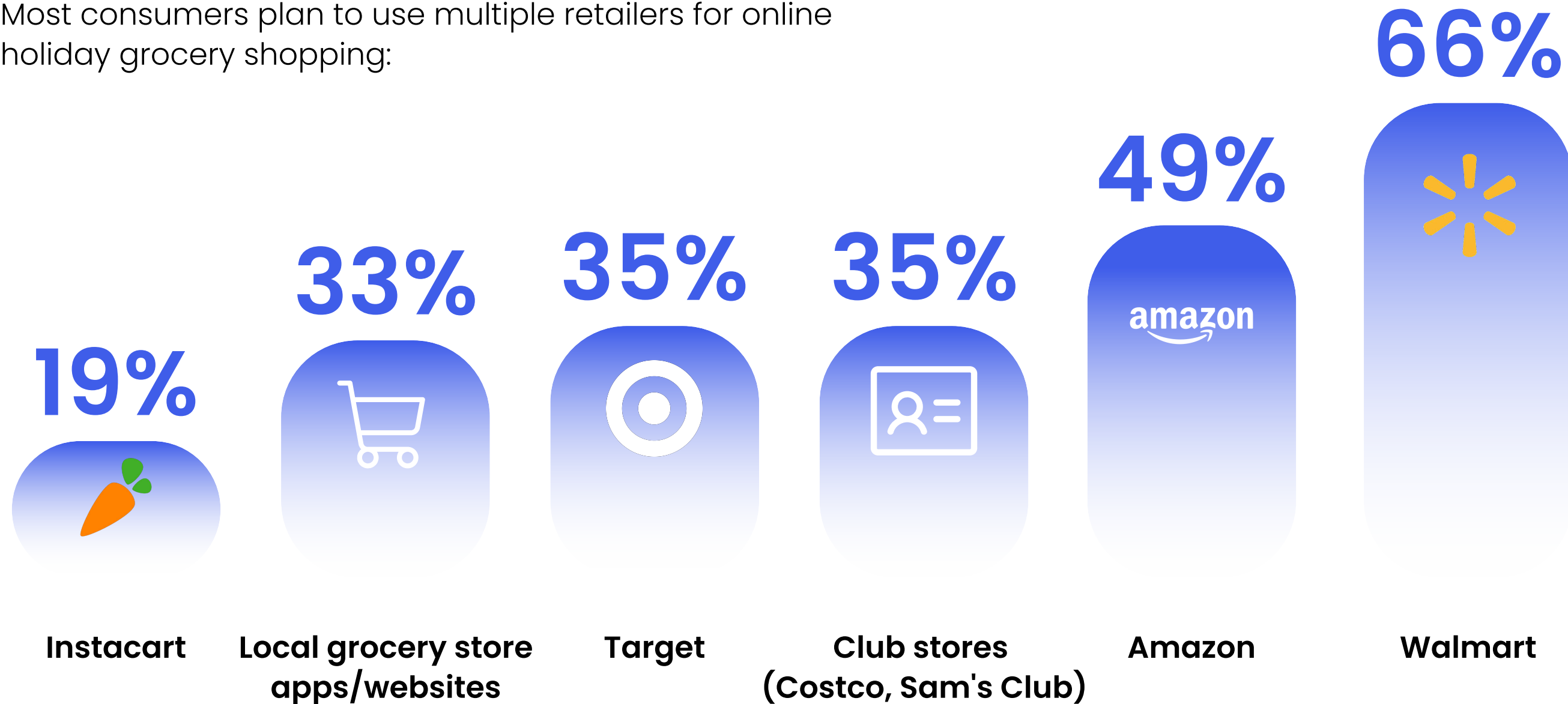
2024

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

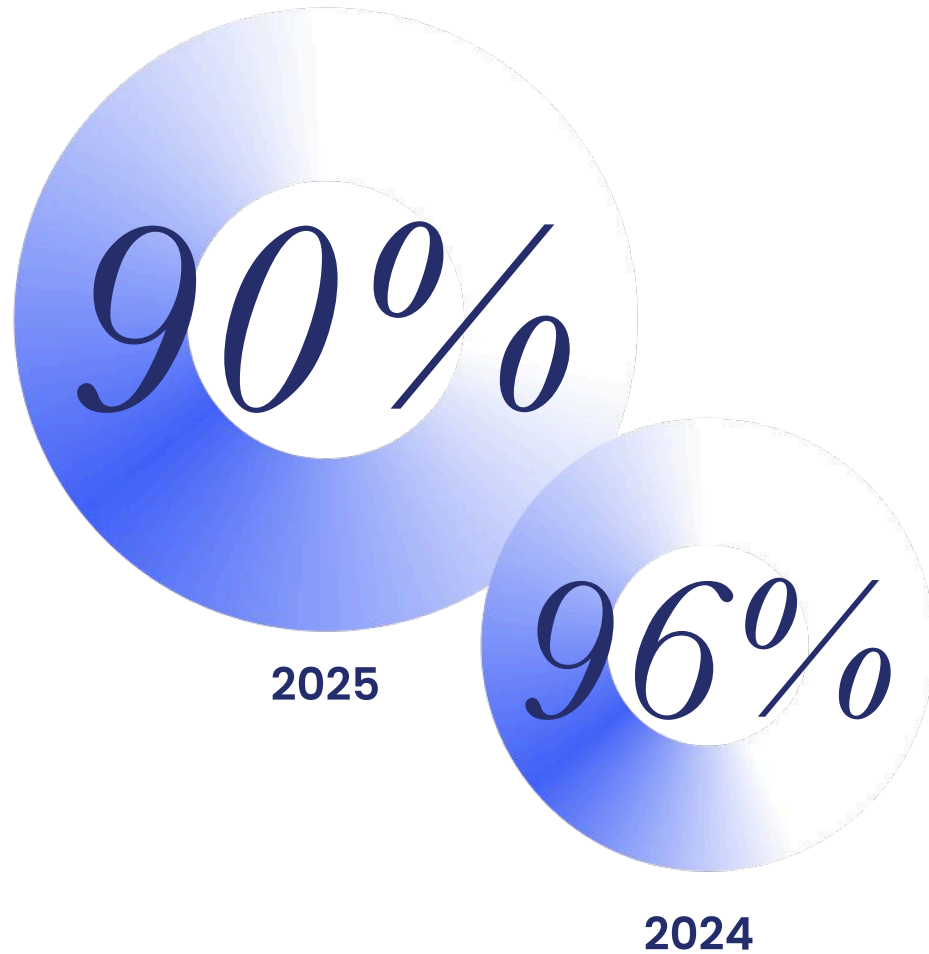
15%

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

14%
online delivery

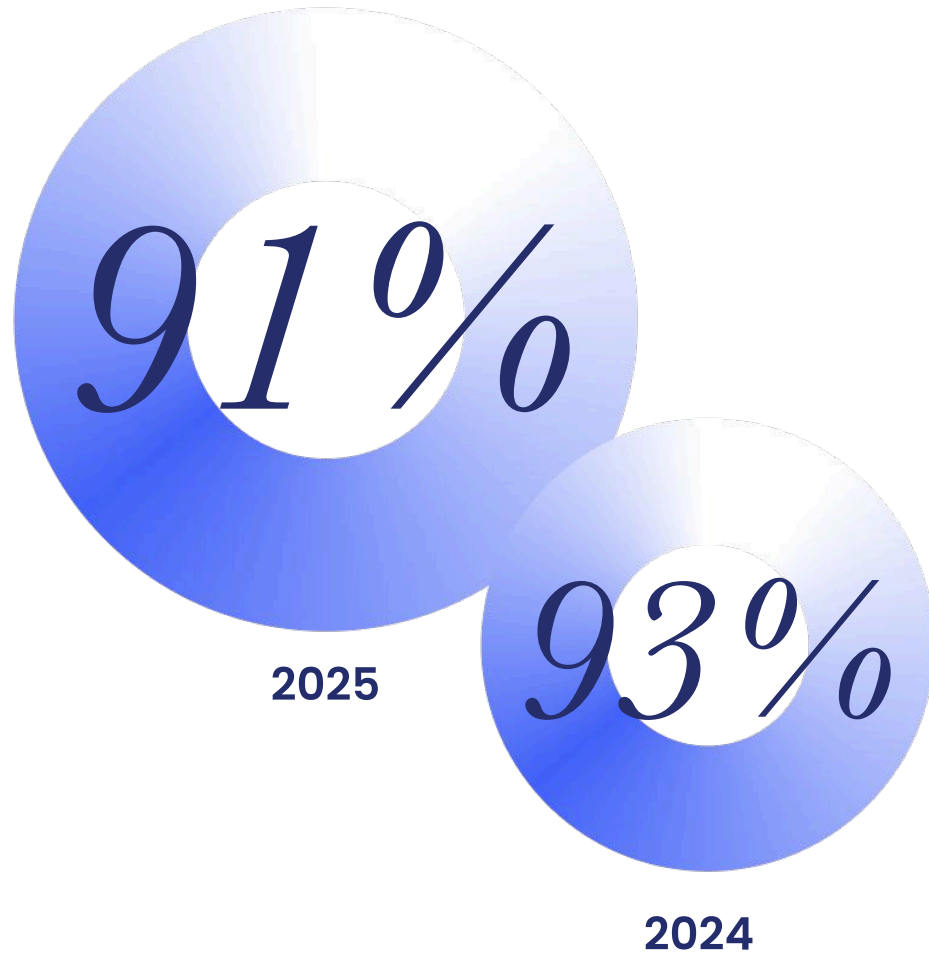
12%
online pickup

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

24%
online delivery

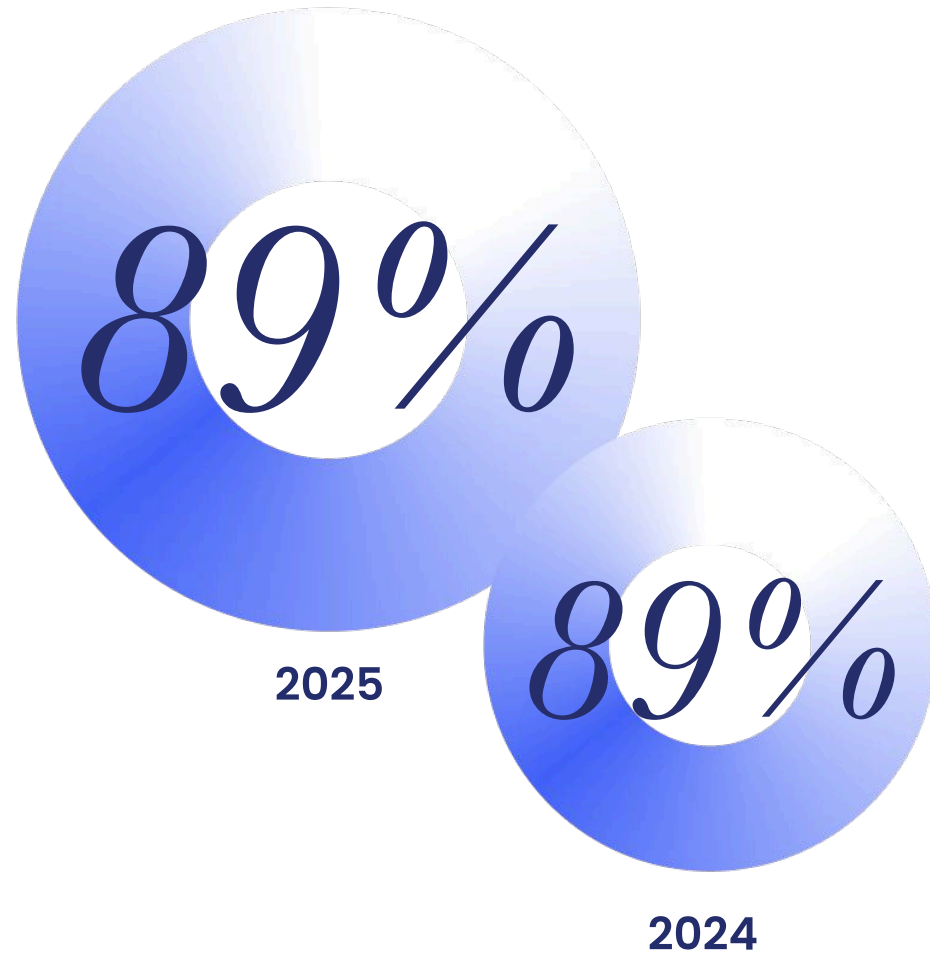
6%
online pickup

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

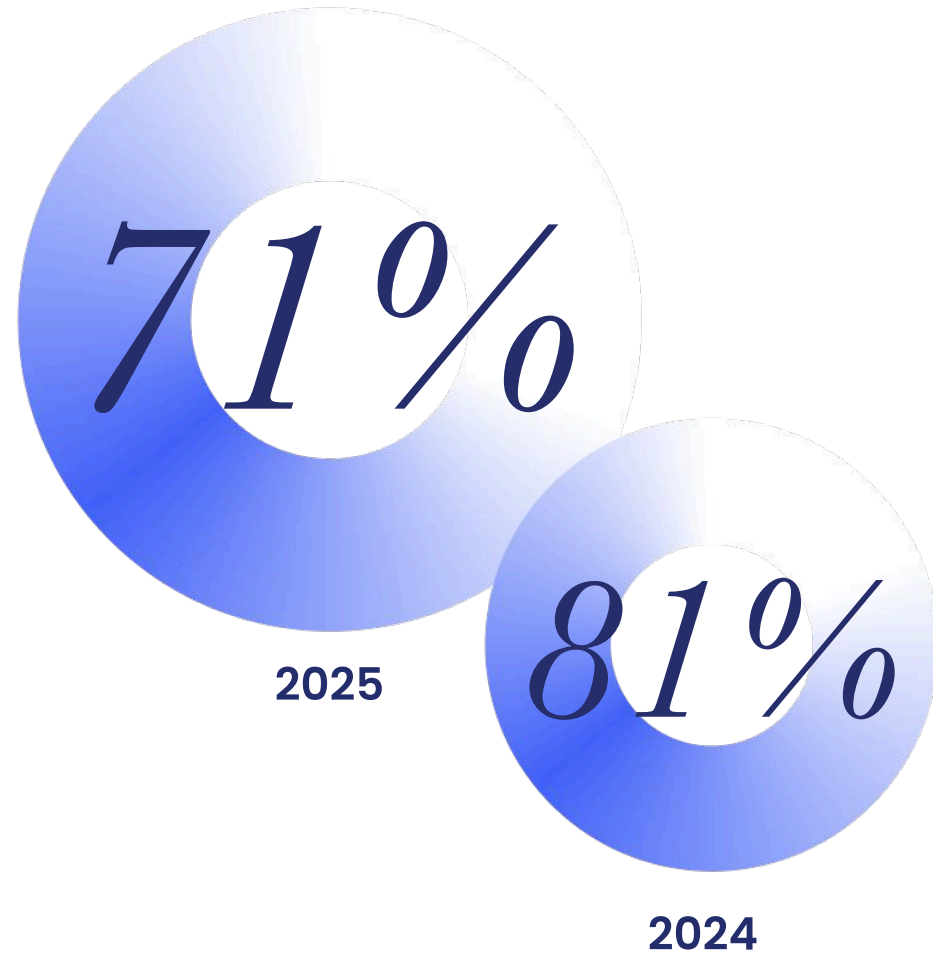
5%
online pickup

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

25%
online delivery

3%
online pickup

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.