



Reddit small business holiday insights report

Get exclusive insights into what Reddit shoppers are searching for this season, and learn how to connect with conversations across all categories—including yours.





Your customers are looking for you (and holiday help) this year



The first stop on many festive shopping journeys? Reddit, where real conversations cut through the clutter to solve holiday headaches, like:



51% Pressure to find the perfect gift

35% Too many options to choose from

31% Not knowing which source to trust

% of Reddit users who cite these among their holiday shopping pain points¹

The holiday shopping struggle is real. As real as people's trust in Reddit to find and vet holiday recs. **3-in-4 Reddit users rely on the platform for honest, unfiltered reviews when researching gifts,¹** adding up to **3.4B views to holiday shopping conversations in Q4 of last year.²**

How Reddit shoppers go from awareness to “add to cart”

Inspiration-seeking in the fall turns into decision-making and delight as the holidays get closer.³



This insights report reveals what Reddit users are looking for and how your brand can capture that purchase intent.



[Book a free call to get 1:1 holiday help from a Reddit Ads expert](#)

Sources:

1: Reddit, United States, "Let's talk about Holidays Gifts & Social Media", n=1,000, A18+, monthly social media users (including Reddit), Attest panels, February 2026. Platforms: Reddit, Facebook, Instagram, X, TikTok, Pinterest, Discord, Snapchat, Youtube.

2: Reddit Insights powered by Community Intelligence, Global, views to holiday shopping, Q4 2025

3: Source: Reddit Insights powered by Community Intelligence, Global, views to "Holiday Shopping & Shopping Moments" from October 1st, 2025 - December 31st, 2025.



Small business = Big holiday opportunity on Reddit

Pick an industry, any industry. Reddit customers are shopping in your vertical this season. Here are some of the top ones they're researching:¹



1. Clothing & accessories



2. Gaming



3. Tech & electronics



4. Beauty & Personal Care



5. Food & drink



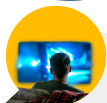
6. Money & gift cards



7. Experiences



8. Travel



9. Media & Subscriptions



10. Pet supplies

More and more Reddit users want to source perfect picks from growing businesses like yours:



+120%: YoY increase in mentions of “small business” in r/gifts last year²



Nearly **1-in-2 Reddit users** prefer to buy from local or independent retailers³



11M mentions of “small business,” “shop local” or “shop small” during last holiday season⁴

On Reddit, you can point holiday shoppers in the right direction, adding value to their gift-buying as you build trust in your brand.

Key Reddit takeaways for small businesses this holiday

- **Holiday conversations on Reddit** reveal what shoppers want throughout the season.
- **Real recommendations** drive gift decisions.
- **Holiday intent spans categories**, with Black Friday and Cyber Monday creating major moments of attention.
- **Small businesses have a built-in advantage** thanks to their uniqueness, niche expertise, and local relevance.
- **Helpful brands can win consideration** by guiding shoppers toward ideal choices.

Keep reading for the season's top insights.



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Sources:

1. Reddit, United States, “Let’s talk about Holidays Gifts & Social Media”, n=1,000, A18+, monthly social media users (including Reddit), Attest panels, February 2026.

Platforms: Reddit, Facebook, Instagram, X, TikTok, Pinterest, Discord, Snapchat, Youtube.

2. Reddit Insights powered by Community Intelligence, Global, mentions of “small business” in r/gifts, Q4 2025 vs. Q4 2024

3. GWI, Global, Core, Reddit users aged 16+ who used Reddit in the past month, Q2 2025-Q1 2026. Question: “Typically, would you rather buy from big retailers or local/independent retailers?” Metric: % selecting local/independent retailers

4. Reddit Insights powered by Community Intelligence, Global, mentions of “small business,” “shop local” and “shop small” within Holiday Shopping, Q4 2025



Insight #1: Reddit shoppers love a great deal



Cyber Week? More like *Cyber Season* on Reddit, with **5.7M views** of Black Friday posts in Q4 2025¹ and Black Friday searches steadily building after July 4th into November.²

Black Friday intensifies purchase intent across key verticals ³

+61%

more likely to buy entertainment / media



+57%

more likely to buy gaming devices / items



+52%

more likely to buy luxury items

+51%

more likely to buy skincare



+46%

more likely to buy accessories (jewelry, watches, sunglasses)



+43%

more likely to buy homeware & furniture

+43%

more likely to buy cosmetics



The opportunity: Deals & marketplaces are the most-viewed topic within SMB holiday-shopping conversations.² Think about how you'll position unmissable deals, such as bundles, gift sets, limited holiday editions, and promotions.

How other brands did it: Premium health tech brand **HUME** leveraged Black Friday and Cyber Monday deals to drive 2x ROAS, beating its BFCM ROAS goal by 20%.⁴



Pro tip: Give yourself (and your campaign results) a dose of holiday cheer by upping ad spend in the lead-up to Black Friday and Cyber Monday. Don't forget to **retarget** your loyal customers.



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Sources:

1. Reddit Insights powered by Community Intelligence, Global, views to r/gifts, Q4 2025 vs. Q4 2024

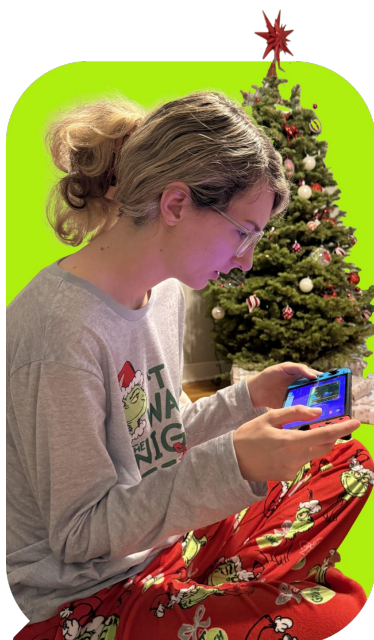
2. Reddit Insights powered by Community Intelligence, Global, Views to Holiday Shopping (universe includes "Black Friday" or "Cyber Monday") split by week, July-December 2025.

3. GWI, Global, CORE dataset, Reddit Holiday Shoppers*, Q2 2025–Q1 2026. Question: "Which of the following are you planning to give as Christmas gifts?" Figures show relative likelihood versus users of competitor platforms.

4. Internal client data



Insight #2: This holiday season, it's the thought that counts. Really.



“Thoughtful” and “meaningful” gifts are top priority for holiday shoppers on Reddit, and they come here specifically to find them.

65M

views to posts about handcrafted goods¹

+1.7x

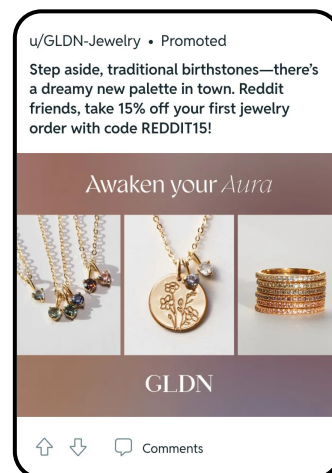
YoY mentions of “sentimental,” “thoughtful,” or “meaningful”²

60%

of Reddit users agree Reddit helps them find thoughtful and meaningful gift ideas

The opportunity: Show shoppers how you bring a unique and personal touch to gifting, whether you’re selling custom products, jewelry and accessories, art and keepsakes, or apparel.

How other brands did it: Jewelry brand **GLDN** drove 7x ROAS with holiday discounts using community and interest targeting plus retargeting.⁴



Pro tip: Emphasize the story behind the product, your brand—or both. Use **Free-form Ads** to add rich text, images, video, or GIFs.



[Book a free call to get 1:1 holiday help from a Reddit Ads expert](#)



Sources:

1. Reddit Insights powered by Community Intelligence, Global, views to “handcrafted” posts within SMB holiday shopping, Q4 2025

2. Reddit Insights powered by Community Intelligence, Global, mentions of “sentimental,” “thoughtful” or “meaningful” within SMB holiday shopping, Q4 2025 vs. Q4 2024

3. Reddit, United States, “Let’s talk about Holidays Gifts & Social Media”, n=1,000, A18+, monthly social media users (including Reddit), Attest panels, February 2026. Platforms: Reddit, Facebook, Instagram, X, TikTok, Pinterest, Discord, Snapchat, Youtube

4. Internal client data



Insight #3: Practical gifts win when they feel like an upgrade



To make just about anything giftable, you don't need to reinvent the wheel. You just need to enhance it: Faster, flashier, and overall better based on Reddit users' first hand reviews.

2M

views to posts about electronics in the SMB shopping conversation¹

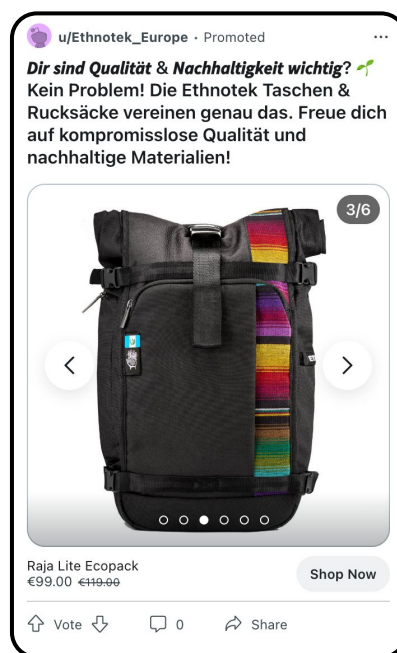
+164%

in YoY views to posts about "upgrading" in small business holiday conversations²

The opportunity: An end-of-year gift is a great excuse to put a literal bow on the essentials someone needs and uses regularly. Think:

- ➔ Higher-quality versions of everyday items
- ➔ Positioning electronics as the latest and greatest
- ➔ Anything for the home that makes daily life easier
- ➔ Hand-crafted, locally-sourced, artisanal anything

How other brands did it: Artisan-made accessory brand **Ethnotek** used DPA to get their products in front of a wider audience and grow online sales with **4X ROAS** and **40% CPA below goal**.³



Pro tip: Make your catalog work overtime for the holidays by pairing **DPA prospecting and retargeting** to find new gift shoppers, re-engage interested visitors, and keep relevant products in view throughout the purchase journey.



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Sources:

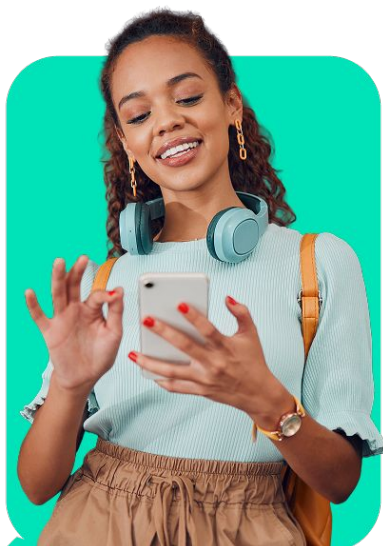
1. Reddit Insights powered by Community Intelligence, Global, views to electronics posts within SMB holiday shopping, Q4 2025

2. Reddit Insights powered by Community Intelligence, Global, views to posts mentioning about upgrading within SMB holiday shopping, Q4 2025 vs. Q4 2024

3. Internal client data



Insight #4: Reddit users are ready to splurge



More than half of Reddit users spent **\$1,000+** on holiday-related purchases last season—and **40% plan to spend even more this year.**¹ Spotlight what you do or sell as “the best” while holiday shopping picks up and budgets grow.

54% of Reddit holiday shoppers plan to spend \$1000+ on holiday-related purchases this season¹

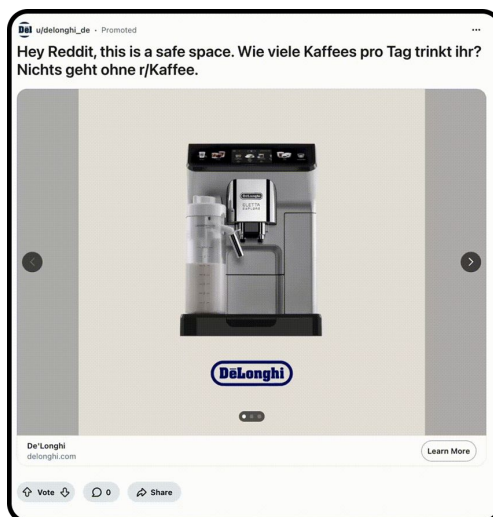
3-in-4 Reddit users are willing to spend more on a gift if it is highly recommended by real people on Reddit¹

21% of Reddit users are more likely than competitor-platform users to buy luxury items as Christmas gifts²

The opportunity: While Reddit gives shoppers reassurance that they’re making the right choice about big-ticket items, Reddit Ads gives you the tools to make your case to the right audience.

Not only can you promote your brand and products in subreddits within your specific vertical, you can also spotlight what’s high-end and worth the spend in any subreddits devoted to finding the best of everything.

How other brands did it: Premium appliance brand **De’Longhi** saw a **5.7pt Lift in Ad Awareness** across Reddit’s passionate audience of coffee drinkers.³



Pro tip: Build merry momentum across the funnel before peak shopping hits, using what you learn to tweak your **targeting and creative** as intent builds through the festive season.



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Sources:

1.Reddit, United States, "Let's talk about Holidays Gifts & Social Media", n=1,000, A18+, monthly social media users (including Reddit), Attest panels, February 2026. Platforms: Reddit, Facebook, Instagram, X, TikTok, Pinterest, Discord, Snapchat, Youtube.

2. GWI

3. Reddit Brand Lift, 10/2/2025-11/1/2025



Insight #5: Obsessions are extra-shoppable on Reddit



Here on Reddit, you're already selling what people are really, really into—and come here to obsess over with other superfans.

7.7M

views of hobby-related posts in SMB holiday shopping¹

+36%

YoY views of posts about fans, enthusiasts, and experts²

38%

of Reddit users are **more likely to buy** gaming devices/items as Christmas gifts than users of competitor platforms.³

The opportunity: Affinity only grows during the holidays. So point shoppers toward gifts that speak to hobbies, passions, or fandoms, like:

Gaming

Books and media

Tabletop games

Crafts

Collectibles

Fandom merchandise

Hobby equipment and supplies

How other brands did it: Canadian bookseller **Indigo** tapped into *heated* conversations around buzzy books and cultural moments, driving **18X ROAS—125% higher** than their original goal.⁴



Pro tip: Try launching a **Reddit Max campaign** to leverage holiday magic—er, machine learning to automatically direct your spend toward top-performing audiences.



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Sources:

1. Reddit Insights powered by Community Intelligence, Global, views to posts about “fans,” “experts” or “enthusiasts” within SMB holiday shopping, Q4 2025

2. Reddit Insights powered by Community Intelligence, Global, views to posts about hobbies within SMB holiday shopping, Q4 2025 vs. Q4 2024

3. GWI

4. Internal client data



Insight #6: “Local” is a serious selling point



There’s no place like home. Holiday shoppers on Reddit want to give and receive gifts with a sense of rootedness.

+41%

YoY growth in “local” and “neighborhood” mentions in SMB holiday-shopping conversations¹

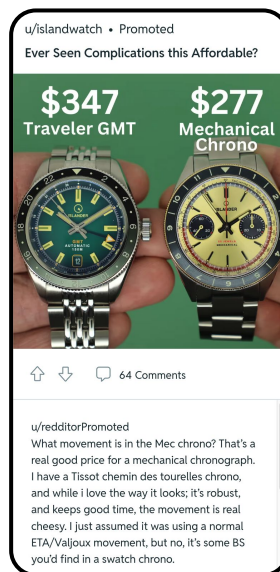
524K

views of conversations about local and regional foods²

The opportunity: Point out your brand and gifts’ community ties, which can work in all categories and business types whether or not you have a store on Main St. Consider promoting:

- ➔ **The owner, specific stores, or local makers and artisans**
- ➔ **Where products or ingredients are sourced**
- ➔ **Any places repped in what you sell**
- ➔ **Travel and local experiences as gifts**

How other brands did it: [Long Island Watch](#) drove **27X ROAS** by connecting directly with its community through targeted ads and an open comment section that mimicked owner Marc’s IRL interactions with customers.³



Pro tip: You’re the expert in gifters’ niche. Try **Conversation Ads** to place your promos directly in relevant discussions, and keep comments on to deliver a digital one-to-one version of what they’d tap into in-person.



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Sources:

1. Reddit Insights powered by Community Intelligence, Global, mentions of “local” or “neighborhood” within SMB holiday shopping, Q4 2025 vs. Q4 2024

2. Reddit Insights powered by Community Intelligence, Global, views to posts about local or regional foods/snacks within SMB holiday shopping, Q4 2025

3. Internal client data



Insight #7: Experiences can be just as giftable



In a cluttered, stuff-filled world, many gift-givers want to buy things their loved ones can eat, drink, or do.

+35%

of Reddit holiday shoppers plan to give food or drinks as Christmas gifts—5% higher than among competitor-platform users.¹

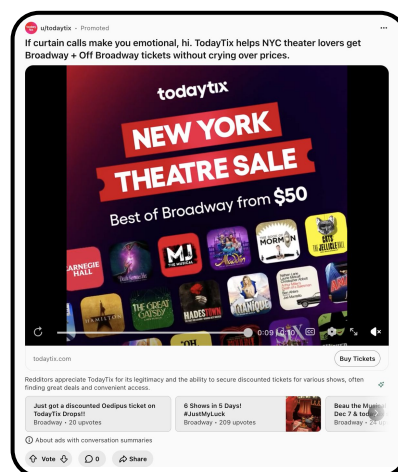
8%

of Reddit holiday shoppers are more likely to gift an experience such as concert tickets than users of competitor platforms.¹

The opportunity: Show holiday shoppers that the best things in life aren't always, well, *things*. Promote gift cards, classes, and services like you would products, pointing out how they'll improve your giftee's life. And if you don't sell those, position "things" as part of a future experience. Think:

- ➔ How gifts for their house will make it feel more like a home
- ➔ Tie food and beverage items to meals your friends and fam can make or enjoy with others
- ➔ Apparel and accessories aren't just to wear, but about where they'll be worn

How other brands did it: Ticketing platform **TodayTix** used Reddit posts from real theatergoers to reach relevant audiences, driving **7% more app installs**.²



Pro tip: To sell the experience of getting or using the gift, not just the gift itself, try **Video Ads** to show shoppers what the experience actually looks and feels like.



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Get your brand to #1 on shoppers' wish lists on Reddit

You're already selling what Reddit holiday shoppers are in the market for. With Reddit Ads, guide them toward gifts that make an impression.

Keep in mind:

- ➔ **Shoppers are here to discover:** 80% of Reddit holiday shoppers say conversations on Reddit led them to consider holiday gift ideas or brands they hadn't originally planned on.¹
- ➔ **Shoppers are here to compare:** 83% of Reddit holiday shoppers say Reddit conversations make it easier to compare different products and brands before buying a gift.¹
- ➔ **Shoppers are here to, well, decide:** 78% of Reddit holiday shoppers say Reddit helps them cut through the clutter and make faster gift purchase decisions.¹

Source:

1. Reddit, United States, "Let's talk about Holidays Gifts & Social Media", n=1,000, A18+, monthly social media users (including Reddit), Attest panels, February 2026. Platforms: Reddit, Facebook, Instagram, X, TikTok, Pinterest, Discord, Snapchat, Youtube.



It's the most wonderful time of the year to grow awareness and sales with customers on Reddit.

Speak to a Reddit Ads expert to learn how to get up to \$1,500 in ad credit when you spend \$1,500*!

*New accounts only. One per business. [Additional terms apply.](#)