

# Holiday Content Trends Unwrapped

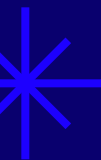
Gift Guides, Cooking, Decorating, Travel, and Deal Days across Site and Social





As the 2023 holiday season kicks off, marketers, creators, and publishers face a tricky socioeconomic environment, and **shoppers are watching their spending more closely this year.**

To help you navigate the snowy terrain, Tubular and Chartbeat have uncovered the most successful social content, biggest on-site traffic days, and this year's emerging holiday trends.



Compared to this time in 2022, holiday videos are up by **+1 million uploads**. In that time, **YouTube views have also jumped by 6.5 billion** and **TikTok viewership has skyrocketed by 79%**.

While on-site traffic won't peak until closer to the holidays themselves, planning **content** in advance, as well as knowing which **devices** and **referral sources** visitors are coming from can help you take advantage of holiday traffic in real time.

In this report, you'll unlock the holiday magic with content insights that supercharge your on-site and social campaigns. ***'Tis the season to boost your ROI and reach new audiences!***

1

**Gift Guides: The Ultimate Brand & Creator Collab**

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**Holiday Cooking: When, Where, and What to Post**

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**Holiday Decorating: Reach Beyond Your Target Audience**

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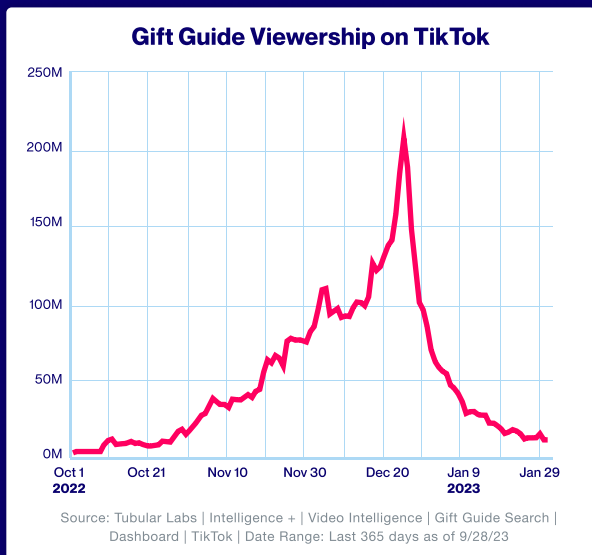
**Holiday Travel Guides: Winning Over Snowbirds**

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**Deal Days: Target Bargain Shoppers on Black Friday & Cyber Monday**

# 1 Gift Guides: The Ultimate Brand & Creator Collab

Gift Guides are an essential advertising tool for brands to collaborate with social creators & publishers to promote products to their audiences. Below you'll understand who is actually using Gift Guides for their holiday shopping, as well as when to post, when to repurpose, and how popular brand names are occupying the space today.



## Guide shoppers throughout the entire holiday season

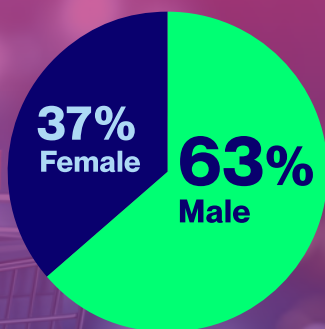
Tubular's 2022 data indicates that Gift Guide **viewership on TikTok took off in early November** and **peaked on Christmas Day**. While other holiday content types often peak on deal days like Black Friday or Cyber Monday, Gift Guides build in popularity throughout the entire season.

**To ensure your Gift Guide collabs reach as many viewers as possible, post in early-mid November. If partnering with influencers, schedule collaborations to be posted throughout the month of November and early December to catch the growing popularity of this topic on social platforms.**

## Who uses Gift Guides to holiday shop?

Many brands market to female shoppers over the holidays considering that mothers will do a good bit of the general family shopping. However, it might surprise you to know that Tubular insights revealed that **men actually make up the majority of holiday Gift Guide viewers** on social platforms. After all, Gift Guides are a resource for those who aren't quite sure what to buy.

### YouTube Gift Guide Content Audience Demographics

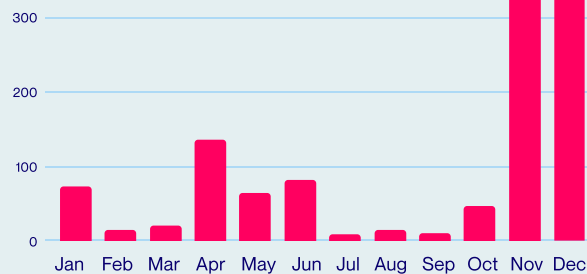


Source: Tubular Labs | Intelligence + | Video Intelligence | Holiday Gift Guide Search | Dashboard Demographics | YouTube | Date Range: Last 365 days as of 10/11/23

## Help your guide stand out

While gift guide publication peaks in November, Chartbeat's on-site data shows that search interest actually starts growing in September.

### 2022 Gift Guides Published by Month



**Find the sweet spot of growing search volume and lower competition by updating last year's gift guides or publishing new ones as early as possible.**

Source: Chartbeat | Holiday Gift Guide Data | Date Range: 2022

### Retail Marketplaces



### Fashion Brands



### Novelty Gifts



### Tech



### Outdoor Sports



### Beauty



Source: Tubular Labs | Intelligence + | Video Intelligence | Holiday Gift Guide Search | Video Insights | Top Mentions | TikTok | Date Range: Last 365 days as of 10/11/23

## Brands & marketplaces owning Gift Guide content on social

It should surprise no one to see big box marketplaces like Amazon and Walmart winning top mentions on Gift Guide social content. This could be tied to **tactical influencer programs which allow creators to earn commissions from their own storefronts**. But interestingly, we also see certain brands like Dior, Uggs, and Therabody excelling with Gift Guide social content.

**The brands that have the most TikTok mentions on Gift Guides exhibit exceptional influencer partnership strategies where they collaborate with a large portfolio of creators to be included on their holiday guides.**



# 2

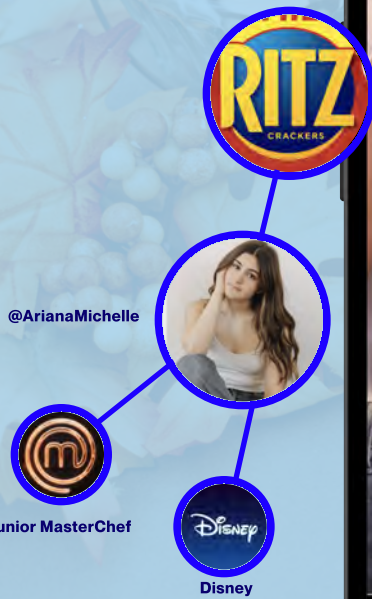
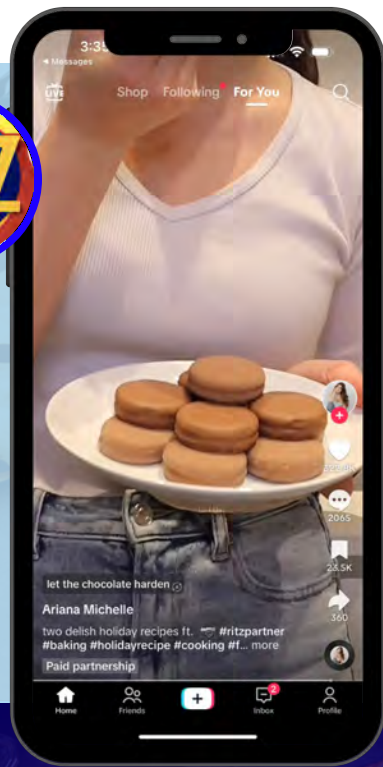
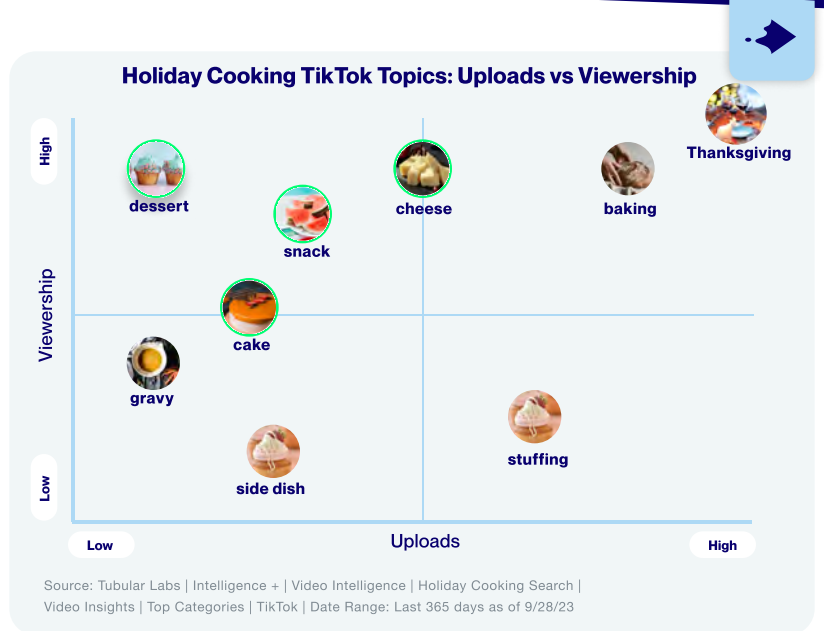
## Holiday Cooking: When, Where, and What to Post

Holiday meals usually consist of traditional dishes like turkey and Christmas pudding that are served year after year. That doesn't mean, however, that audiences aren't saving room for new and exciting creations from unlikely partners. Blend tradition with innovation to capture more attention this holiday season.

### Whitespace opportunities: Emerging holiday cooking trends

Tubular's AI learning model constantly uncovers new trends and provides over a million Topics within 1500+ larger video Categories. Looking at Holiday Food & Drink, we can understand evolving audience preferences and uncover whitespace opportunities within this category by weighing uploads against viewership.

The Holiday Cooking topics that land in the upper left quadrant of the graph have high viewership demand and low content supply. This combination increases a video's visibility. Leverage topics like desserts, snacks, and cheese to cut through the clutter on social.



### Not just turkey, stuffing, and mashed potatoes...

Not all holiday recipes are gravy and cranberry sauce. In fact, a **Ritz Crackers collaboration** became the most watched holiday recipe video of the year in 2022 with over **52.6M views on TikTok**. The brand strategically partnered with a popular creator who appeared on **MasterChef Junior**.

Think outside the cracker box! Betty Crocker isn't the only food brand that can benefit from holiday cooking. Snack brands aren't typically incorporated into holiday recipes but Ritz was able to participate in Holiday Cooking content and win millions of views by partnering with a cooking creator who reaches their target audience.

### What's cooking on-site: Popular recipe topics & when to post

Leading up to Thanksgiving, most on-site holiday recipe traffic comes from **social media**. Traffic starts climbing on Thanksgiving day and then peaks on Christmas at over **3.5 million pageviews**. While audiences turn to social for more innovative holiday recipes, **64% of on-site traffic** centers around the main event: **dinner!**

Save your creative concoctions for social media, as traditional holiday dinner recipes with key terms like 'turkey' and 'roast potato' perform better on-site.

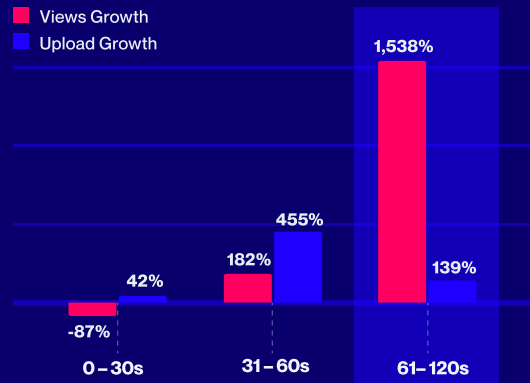
### 2022 On-Site Holiday Cooking Content



# 3 Holiday Decorating: Reach Beyond Your Target Audience on Social

Decorating for the holidays is not typically a last minute activity. Tubular's social insights indicate just how early viewers are seeking this content, and what types of creator partnerships help home decor brands reach new audiences and drive ROI.

**Holiday Decorating YouTube Video Duration YoY Growth: Views & Uploads**



Source: Tubular Labs | Intelligence + | Video Intelligence | Holiday DIY & Decor Search | Video Insights | Video Duration | YouTube | Date Range: YTD 2023 as of 9/28/23

## Video Duration: Holiday decorators now prefer longer videos in 2023

In 2022, Holiday Decorating & DIY videos less than 30 seconds won in viewership by a large margin but in 2023— everything changed. Viewership on videos less than 30 seconds has actually declined by -87% while slightly longer videos have accelerated in viewership YoY. **The 61-120 second timeframe has the highest increase in viewership compared to video uploads.**

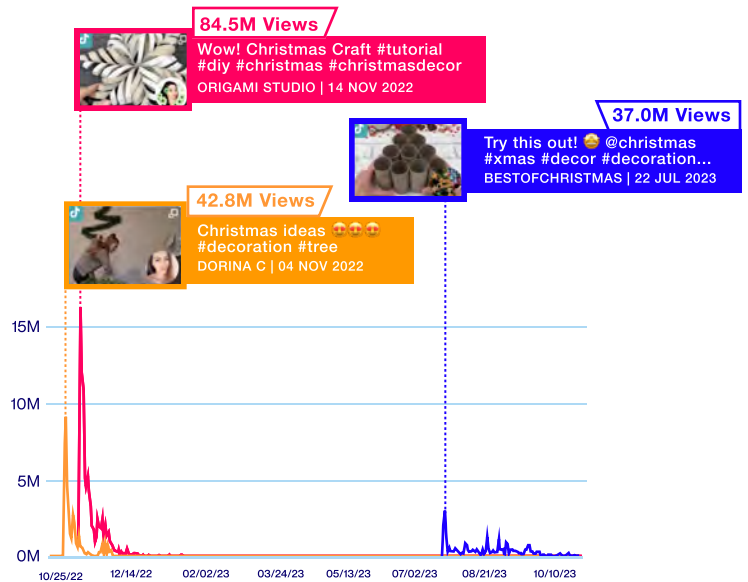
The data indicates that this audience prefers longer videos that offer more in-depth details, instructions, and inspiration on how to create holiday DIYs & decor.

## When to post: Creators are posting earlier in 2023

Last year, the top two DIY & Decor videos on TikTok were both posted in **early November**. However, **2023's most popular video so far was posted on July 22nd!** Because this year's top video was posted during the summer, it has already **racked up over 85% of the views** of last year's second most watched video (and it's not even November yet). While posting Christmas decor content in July might seem a bit out of place, the high volume of viewership tells us that **TikTok audiences enjoy getting holiday inspo early.**

Posting far in advance lets your content stand out from the crowd! Moreover, decorating for the holidays is a highly anticipated activity which means viewers simply can't get content early enough.

**Top Holiday Decor & DIY Videos in 2022 and 2023 YTD**

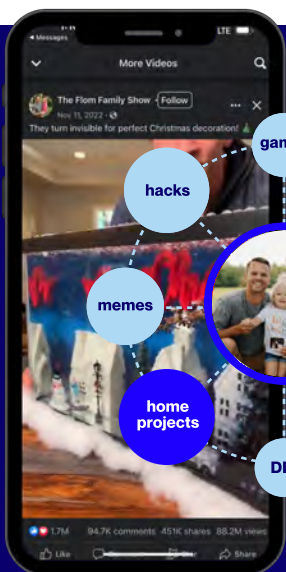


Source: Tubular Labs | Intelligence + | Video Intelligence | Holiday DIY & Decor Search | Top Videos | TikTok | Date Range: 2022 / YTD 2023 as of 9/28/23

## Targeting adjacent audiences: Beyond holiday decorators

Creator, The Flom Family, posted the **#1 most viewed Holiday DIY Facebook video of 2022 with 82.2M views**— however they typically post videos that fall into the Parenting category. Partnering with non-traditional DIY creators opens doors to new audiences from adjacent categories.

You don't have to sell wreaths or Christmas lights to create decorating content. As a vast majority of the general public participates in some sort of holiday decorating, all types of brands can use this video category to reach past their typical target demo and cast a wider net.



Source: Tubular Labs | Intelligence + | Video Intelligence | Holiday DIY & Decor Search | Facebook | Top Videos | Date Range: 2022



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## Holiday Travel Guides: Winning Over Snowbirds

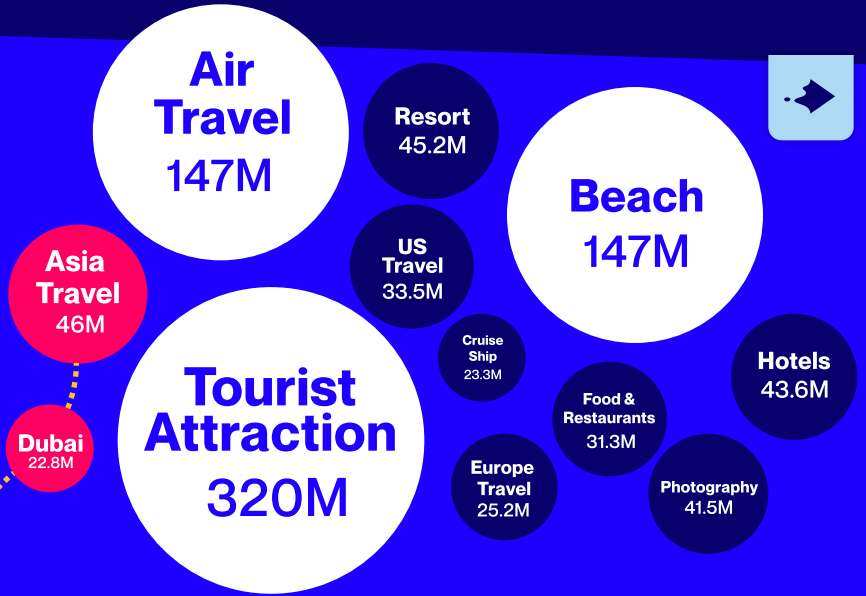
Holiday Travel is always a popular topic across news sites and social media. From travel vlogs to articles about flight cancellations and those stuck in airports, the Holiday Travel category covers the good, the bad, and the ugly of the season. Learn which travel brands and topics are popular within the travel category.

### Trend detection: Popular topics for holiday travel

Where are holiday travelers headed? What kind of vacations are they seeking? By using Tubular's AI generated category function, we are able to see that many people are traveling by air. We can also see that Asia is a much larger holiday travel topic than US or European travel.

**Niche topics can help travel brands & creators gain a deeper understanding of audiences and align strategies to meet ever-evolving preferences.**

Source: Tubular Labs | Intelligence + | Video Intelligence | Holiday Travel Search | Top Video Categories | TikTok | Date Range: Last 365 days as of 9/28/23



Total TikTok views of topics within the Holiday travel category over the past 365 days

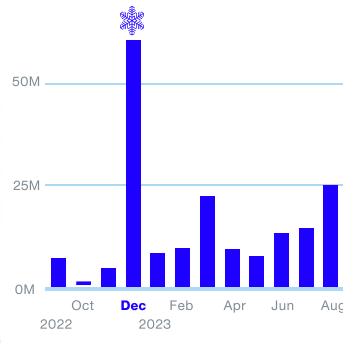
### Brand highlight: Emirates holiday take-off!

The luxury Dubai-based airline created the #1 Holiday Travel TikTok in 2022 with more than **66.3M views**. In the video, the plane wears a Santa hat while being pulled off the tarmac by reindeer! Thanks to the brand's holiday social strategy, we've seen a positive correlation between **expanding holiday video categories like Asia & Dubai Travel**.

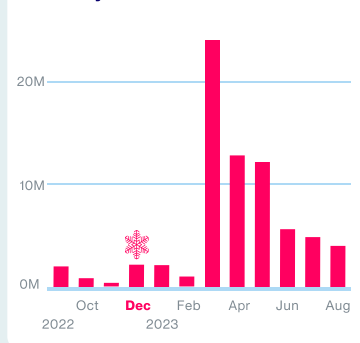


Source: Tubular Labs | Intelligence + | Video Intelligence | Holiday Travel Search | Travel Video Category | Top Videos | TikTok | Date Range: 2022

#### Emirates TikTok Monthly Views



#### Major US Airline TikTok Monthly Views



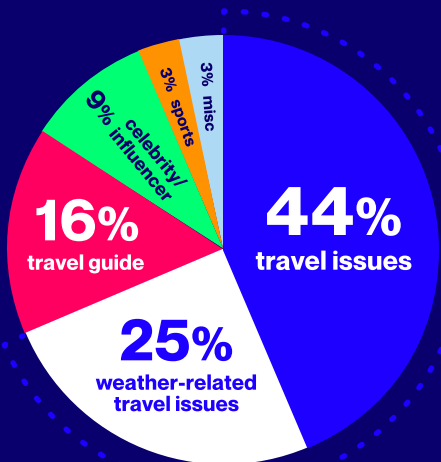
Source: Tubular Labs | Intelligence + | Video Intelligence | Holiday Travel Search | Top Video Categories | TikTok | Date Range: Last 365 days as of 9/28/23

**Shown above, Emirates puts a massive focus on holiday travel compared to a major US airline. Travel services can use insights like these to understand when people are interested in visiting the areas they serve, and plan social content accordingly.**

### Holiday travel articles: Will it snow, will it snow, will it snow?

Website traffic for holiday travel articles peaked a few days before and after Christmas – December 22-27. Not surprisingly, **69%** of these articles were about travel issues! Of the travel issue articles, **over half covered weather**.

**You can't plan the weather, but you can plan your content. While the largest on-site category is travel issues, note that travel guides is the second most popular, meaning pre-planned guides can get more mileage helping your audiences navigate overcrowded airports, delayed flights, and vehicle shortages.**



Source: Chartbeat | Holiday Travel Data | Date Range: 2022

# Deal Days: Target Bargain Shoppers on Black Friday & Cyber Monday

Thanks to eCommerce, the world no longer needs to stampede through shopping malls and risk their lives for good deals. Companies around the world are leveraging social marketing tools and digital publications to drive holiday sales. Tubular & Chartbeat insights reveal best practices for how different industries can strategize for record-breaking deal day sales.

## Top TikTok brand mentions about holiday deal days in 2022-23



Source: Tubular Labs | Intelligence + | Video Intelligence | Deal Days Content Search | TikTok | Top Mentions | Date Range: Last 365 days as of 9/28/23

## Brands winning Black Friday & Cyber Monday on social

When creators partner and promote products, it's customary to tag the brand they are promoting. In the last 365 days, Shein mentions actually outpaced Amazon which means the fast-fashion clothing company was busy forming creator partnerships and promoting holiday sales

**In 2023's difficult socioeconomic environment, shoppers will be hunting for low prices so advertisers and creators should focus more on deal days than they have in the past.**

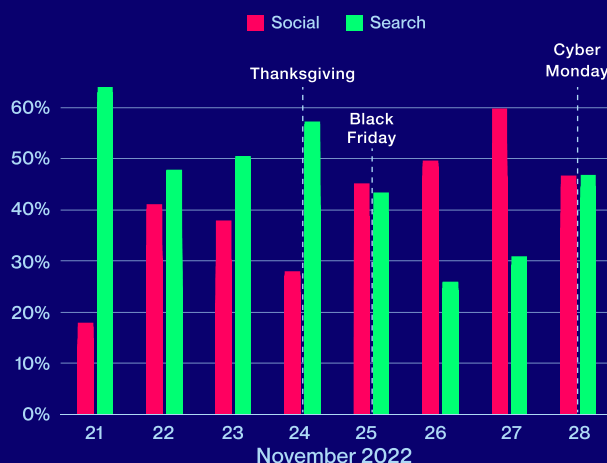
## On-site trends: Black Friday & Cyber Monday

The majority of site traffic on Black Friday comes from Search & Mobile and peaks in the second half of the day. In 2022, **Mobile traffic saw a 59% increase from 11am-12pm and then peaked at 3pm**. Search traffic peaked at **9pm on Thanksgiving** just as people were finishing their pie, shoo-ing their relatives out the door, and looking for early deals.

**In the days between Black Friday and Cyber Monday, traffic from social was consistently higher than traffic from search, indicating that the conversation about these deal days had moved from on-site to social media.**

Source: Chartbeat | Referral Traffic Data | Date Range: November 2022

## Percent of Social & Search Traffic Leading up to Cyber Monday



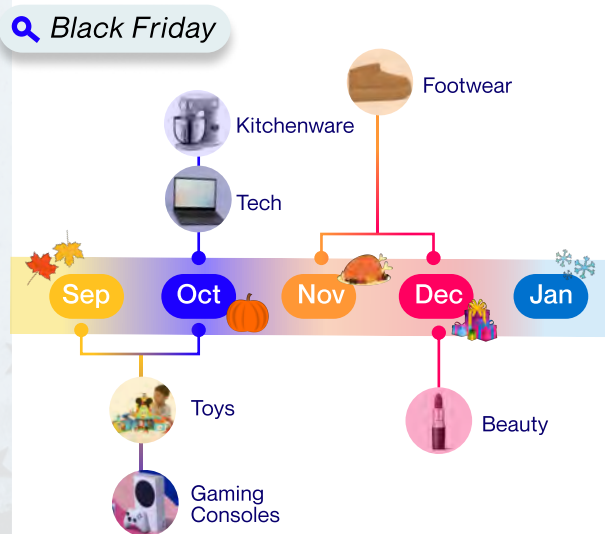
## Social strategy: Planning for Black Friday

Tubular data revealed an interesting correlation between those searching for 'Black Friday' deals and those shopping for specific products on Amazon — shoppers are likely to **plan out expensive purchases like tech products and gaming consoles in advance**. Likewise, parents who are purchasing toys are also likely to plan ahead. Meanwhile, smaller ticket items like **makeup and fashion are more impulsive purchases**.

**Schedule your deal day content according to your product category. Fashion and Beauty should pile on content just before deal days, while Tech, Toy, and Gaming brands should start sprinkling content earlier in the season.**

Source: Tubular Labs | Intelligence + | Consumer Insights | Brand to Keyword Shopping Affinity | Search Engines | Amazon | Date Range: Last 365 days as of 10/11/23

## When Shoppers are Searching for Black Friday Deals & Popular Products



## KEY TAKEAWAYS

# Jingle, Post, and Share! Maximize growth this holiday season.

1

### Gift Guides: The Ultimate Collab

Gift Guides are an invaluable collaboration between advertisers and creators. Top sellers dominate this video genre by enlisting a wide range of influencers. Amazon, for example, does so by **incentivizing creators to sell from their storefront and earn commission**. How can you create an influencer program that incentivizes Gift Guide mentions for creators?

2

### Tailor holiday cooking content to platform preferences

Desserts offer a huge whitespace opportunity to social creators, while on-site publications get more traffic on dinner recipes and other main courses. Leveraging this knowledge, advertisers can navigate their way to their target demographic. But it's not just typical cooking brands that can target holiday home chefs. Ritz crackers' 2022 holiday video shows how brands **non-traditional holiday food brands can still participate in the video genre**.

3

### Reach beyond your target demo with holiday decor

The audience of holiday decorators extends far beyond the normative decorating audience on social. The data shows that **many audiences are likely to overlap with this content category** which means participating in this content type will help you reach far beyond your target audience.

4

### Turn snowbird travelers into consumers

Holiday Travel content showcases the good, the bad, and the ugly of the season. While we can't control the weather or flight delays, media **creators can prepare for this season by publishing content about travel hacks & tips**. That way, when the storms hit, your content is #1 for those needing guidance.

5

### Strategize for deal days based on your industry

When it comes to big ticket items like game consoles and toys, Tubular data shows that consumers are likely to plan Black Friday purchases far in advance. Chartbeat's 2022 data indicated that **search traffic peaked at 9pm on Thanksgiving night** and then the conversation moved to social in the afternoon of Black Friday.





# Insights to fuel your content strategy this holiday season & beyond

**Chartbeat** and **Tubular Labs** have combined forces to help our partners understand and measure a larger proportion of audience interactions and, in turn, make smarter decisions that grow reach and revenue.



Together, we empower today's leading publishers and brands to create a cohesive, data-driven user experience across the world of digital publishing. From social Reels to groundbreaking editorials, you need data partners that help you understand how and where to show up.

**Unlock the power of social video and publishing optimization, and learn more about how to create a seamless flow of traffic to your social & earned channels.**



With **Tubular**, you can follow news and trends across platforms and tie social video viewership back to online search and shopping behavior.

[\*\*Request a Demo\*\*](#)



With **Chartbeat**, you can analyze and optimize your own data in real time to build loyal followings.

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