

# Occasion-Based Segmentation Summary: Holiday Retail

## Overview

Occasion-based segmentation identifies groups of consumers according to the occasions on which they purchase, shop, or receive products. For holiday retail, this approach helps tailor offerings, messages, and promotions to specific shopping contexts and moments.

## Key Holiday Occasions

Occasion	Timing	Customer Needs	Popular Categories
Christmas	December	Gift-giving, Decorations, Festive Food	Toys, Electronics, Apparel, Home Décor
Black Friday	Late November	Deals & Bargains, Early Gifting	Electronics, Appliances, Fashion
Cyber Monday	Late November	Online-Exclusive Offers	Tech, Gadgets, Subscription Services
Hanukkah	December	Family Gathering, Gifts	Gifts, Games, Food
New Year	December–January	Celebration, Refresh, Party Supplies	Party Supplies, Fitness, Home Organization

## Segmentation Examples

- **Last-Minute Shoppers:** Seek fast shipping, ready-to-give options.
- **Planners:** Shop early, value pre-holiday promotions and exclusive picks.
- **Bargain Hunters:** Target discounts, holiday sales, and bundles.
- **Experiential Givers:** Prefer experiences or personalized gifts.
- **Self-Gifters:** Treat themselves during holidays while shopping for others.

## Application

- Tailor product assortments and displays for each occasion.
- Adjust messaging, promotions, and recommendations based on customer segment and shopping context.
- Create campaigns that address the specific needs and motivations of each segment around holiday periods.