

Season's Greetings!

With the holidays nearly here, I recently checked that my gifting was squared away. Luckily, I didn't forget anyone (this year), but as I reviewed my list (and checked it twice), it made me curious how others handle seasonal gifting. So, with visions of sugarplums dancing in my head, I decided to see what I could find:

- 43% of the population starts holiday shopping as early as the end of October
- 40% of all Christmas sales occur between the 15th and 24th of December
- 1 in 5 gifts will be a gift card, on average

What does this tell us about the financial landscape? Not much, but it does remind us that our gifting habits are as varied and strong as the communities and neighbors we cherish.

Wishing you the happiest of holidays,

1. [Entrepreneur.com](https://www.entrepreneur.com), May 19, 2023