Q4 2025

SHOPPER AUDIENCES

GDR & ADFORM



Chasing deals, not just discounts.

BLACK FRIDAY

Black Friday shoppers are typically younger to middle-aged adults, driven by big discounts on electronics, apparel, and home goods. They're deal-seeking, impulsive, social media-influenced, research-driven, and gift-focused.



Tech-savvy and click-ready.

CYBER MONDAY

Cyber Monday shoppers are tech-savvy, online-focused consumers across age groups. They're deal-driven, convenience-oriented, and motivated by FOMO -especially for electronics, gadgets, and subscriptions.



Thoughtful gifts, stress-free holidays.

ON-TIME FOR XMAS

On-time Christmas shoppers are thoughtful planners who value quality over quantity. They prioritize meaningful gifts, budget wisely, and seek a balanced, enjoyable holiday experience.



Racing the clock, loving convenience.

LAST MIN. FOR XMAS

Last-minute Christmas shoppers are often time-pressed and overwhelmed, leaning on convenience - even if it costs more. They're impulsive, procrastinating buyers who prioritize speed and ease.



Comfort, adventure, and everything in between.

WINTER TRAVELLERS

Winter travel shoppers span all ages, seeking unique experiences, comfort, and convenience. They're budget-conscious, influenced by social media, and driven by a mix of adventure and relaxation.



Prioritizing self-care every step of the way.

HEALTH & WELLNESS

Health & wellness shoppers are adults prioritizing self-care in colder months. They're health-conscious, trendaware, open-minded, and product-focused.



Urban life, effortless shopping.

CITY SHOPPERS

Q4 city shoppers are urban, timepressed consumers seeking convenience, unique experiences, and eco-conscious options. They're social media-influenced and span a broad age and income range.



Practical, local, and tradition-minded.

SMALL-TOWN SHOPPERS

Q4 small-town shoppers value practicality, affordability, and supporting local businesses. They focus on essentials, efficiency, and tradition over luxury.



ADFORM AUDIENCE MARKETPLACE

GDR and Adform have crafted the eight distinctive shopper audiences tailored for the Q4 vibes.
Find these exclusive audiences within the Adform Audience Marketplace.