Guide to Winning the 2022 Mega Sale Season: shopper trends to prioritize

Shoppers research as early as four weeks ahead and turn to the peak shopping season in 2021 compared with the previous year,6 while search interest in phrases containing “quality products” grew by 20% in Singapore during the peak shopping season.6

Another priority for shoppers: speed and convenience, such as “good deals / price.” Across Southeast Asia (SEA) markets, “good deals / price” was the top purchase from a brand that wasn’t their preferred one, when faced with rising prices.2

Search interest in “luxury goods” grew by 20% in Singapore during the peak shopping season.6 Indeed, because shoppers are prioritizing good deals over just an average deal, you can prioritize meeting those needs and grow your sales such as those held on 9.9 (September 9) and 10.10 (October 10).1

People increasingly value sustainable goods and services. According to our study in APAC, 82% of YouTube consumers are willing to pay a premium for more sustainable goods and services, and 53% of Asians have stopped buying products and services to encourage sustainable shopping. Its importance is also growing due to rising concern about sustainability.

Shoppers expect to get a good deal, and that doesn’t just mean a low price; they also expect luxury items and sustainable goods. They're looking for value, with rising prices.2

Search and YouTube to compare and evaluate products. Among SEA shoppers, overseas shoppers, and new digital users are playing a growing role in the shopping process. When and how people research, shop, and buy during mega sale days will be critical for you to win.

What shoppers prioritize during mega sale days

Shoppers prioritize: good deals, luxury items, and sustainable goods. When you know what's top of mind for shoppers during mega sale days, you can prioritize meeting those needs and grow your sales.1

When you know what shoppers' priorities are, you need to know how they research and shop during this period. In the past, shoppers used online tools to research and compare various deals and have used them to find the best deals. Now, they're turning to social media platforms like YouTube for inspiration and information.

In addition to online research, shoppers also research using live streaming platforms like YouTube. People are also looking for information and inspiration via immersive experiences using virtual reality and augmented reality.

People shop on various platforms for different reasons. They shop on social media platforms for inspiration and recommendations, on review sites for product information, and on marketplaces or brand.com for reviews and comparisons.

Conversations around live streaming are also increasing. In December 2021 versus the same period a year before, search interest in terms containing “thanh toán khi nhận hàng” (cash on delivery) has grown over 130% in Thailand and over 280% in Vietnam. Also popular: buy now, pay later, because it provides low-interest financing that can help consumers manage their finances.

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Contributor: Rachael Powell, APAC Consumer and Market Insights Lead

Sources:
2. Google commissioned Ipsos COVID-19 tracker, India, n=1000 online consumers 18+ per market. April 7–10, 2022.
7. Google Searc