

# THE DITTO CONSUMER TECH TEAM'S DEEP DIVE INTO ONLINE HOLIDAY GIFT GUIDES

WE LOOKED AT 20 TOP PUBLICATIONS BY PRESTIGE, IMPACT,  
AND READERSHIP IN THE FOLLOWING CATEGORIES:



**Biz/Tech**



**Lifestyle/Home**

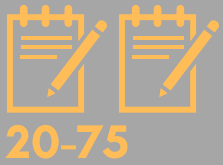


**Fitness**

## NUMBER OF GUIDES WITHIN OUTLETS ANALYZED



BuzzFeed, POPSUGAR, Refinery29



Today, Mashable, CNN, Business Insider,  
Good Housekeeping, Country Living



Self, GQ, CNET, PC Mag, TechCrunch, New York  
Times, Oprah's Favorite Things, Men's Journal, Women's  
Health, Tom's Guide, Better Homes & Gardens



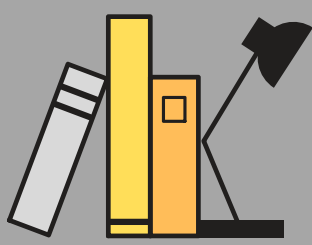
### Picture's worth a thousand words

Instagram issued their first-ever  
guide, CNET had video gift guides,  
and some guides were slide shows.  
More visuals, fewer words.

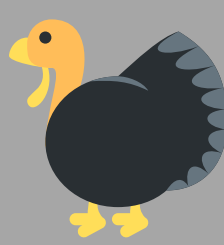


### Driving sales

Most guides included links to make  
purchasing easy. **Amazon** was the  
#1 destination, especially for last-  
minute guides.



Forget Back-to-  
School. For early  
shoppers, some  
gift guides run in  
**September**.



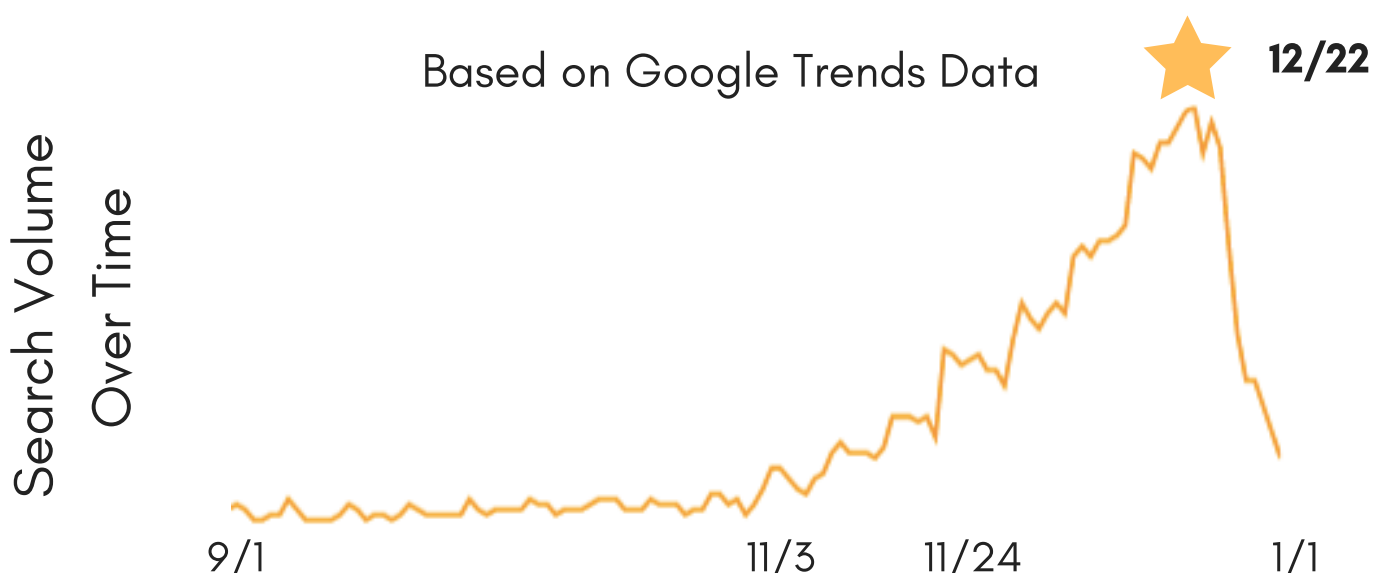
Gift guides kick into  
high gear in **November**,  
particularly for Black  
Friday/Cyber Monday  
deals.



Gift guides rule  
**December**, especially  
last-minute lists. We  
saw lists **through**  
**12/26!**

## WHEN WERE PEOPLE SEARCHING FOR GIFTS IN 2018?

Based on Google Trends Data





**Budget guides** were much more common, with price points typically **\$50 or less**.

Select guides catered to **luxury audiences**, with gifts ranging from **\$100** into the **thousands**.

Nearly all publications recommended gifts to suit any budget.

## 2018 MOST POPULAR CONSUMER TECH GIFTS



The **FujiFilm Instax Mini** led the pack, and portable photo printers like the **HP Sprocket** and **KODAK Photo Printer** were also popular.



**Tile** had wide appeal. It's budget friendly and was on tech, hard-to-shop-for, budget, and various friend/family member lists.



**Bluetooth speakers & headphones** come in a wide range of prices and work for just about anyone. **Sonos & Bose** were leading brands.



Amazon products including the **Echo, Echo Dot** (popular budget gift), **Kindle & Fire TV Stick** were top gifts.



Home/lifestyle publications try to provide options for anyone, both via **generic lists** and ones that cater to **niche tastes & relationships**.



In health/fitness-oriented lists, **Fitbits, bluetooth headphones, smart water bottles, and smart yoga mats** came out on top.

## THERE'S A GIFT FOR EVERYONE ON YOUR LIST, INCLUDING:

- Your dad, based on his zodiac sign
- Your friend who hates everyone
- Bullet journalers
- People you love, like, & tolerate



DITTO