



BEST TIME TO SHOP

REPORT



Zulily analyzed a year's worth of sales data across 50+ categories along with more than 368 million Google key word searches to reveal the best times of the year for moms to shop for everything from essentials to must-have items. In addition to finding the best deals for herself, her family and her home, shopping at these key moments throughout the year means that mom can spend less time worrying about her budget and more time planning for her favorite holidays.

With global supply chains still under immense strain, seasonal purchases have become more difficult to get in-the-moment, and therefore are a little more... seasonless. But shopping for friends, family or oneself doesn't have to be a mad dash. Finding the *Best Time to Shop* is key — and it's more than just avoiding long lines and empty (virtual) shelves. It's about the early bird getting the deal.

Recent research¹ commissioned by Zulily shows that 71% of moms who identify as Planners (those who exhibit few procrastination behaviors like missing deadlines or putting off tasks) shop as early as possible for events like the holidays, and they say that **planning ahead for their next shopping trip helps them feel less stressed (75%), saves time (62%) and saves them money (54%).**

Despite the growing number of moms who are shopping early and often, new survey data² suggests that moms may be forgetting to do this for themselves. **More than two-thirds (68%) of moms say they're more likely to forget to buy personal items for themselves** than for their families.

To help moms plan ahead for everything they might want or need throughout the year, including buying items for themselves — from shoes, dresses and athleisure to home décor, desk supplies and makeup — Zulily has pinpointed exactly when moms are most likely to buy these sought-after items and how they can get a jump on the best deals for these purchases.

By analyzing search terms with growing popularity from Google, alongside Zulily sales data³, the online retailer uncovered the **true best times to shop, which often occur months before the start of a shopping season** at brick-and-mortar retailers, or when the majority of shoppers head online to score deals, like on Black Friday/Cyber Monday or Labor Day, for instance.

Zulily's in-house style experts identified which emerging trends are shaping mom's purchasing decisions, based on a new survey of 1,000 moms across the country, to better understand what's motivating moms to shop for these items to begin with. Why crunch the numbers?

Because while Zulily already offers shoppers unbeatable deals, with prices that are up to 97% lower than other online retailers⁴ — by helping moms beat the rush, Zulily also helps them save money and time and discover great, fresh finds from big-name brands to boutique styles.

Read on to learn how Zulily is helping millions of moms maximize their savings on items for their families, themselves and their home, all year round!

¹ A 2021 study of 2,000 U.S.-based moms called "Brain of the Planner" conducted by third-party researcher ENGINE and commissioned by Zulily.

² A Nov. 2021 survey fielded by OnePoll of 1,000 U.S.-based moms (all other survey data within this report is from this same survey, unless otherwise noted).

³ October 2020 – September 2021.

⁴ Based on Zulily internal analysis of recent Zulily product prices at time of launch of its events at 6am PT as compared to the last competitor price found by Zulily prior to event launch for the identical item. Zulily's price comparison is conducted by searching an item's Universal Product Code (UPC) across all three retailer sites (Zulily.com, Amazon.com and Walmart.com).

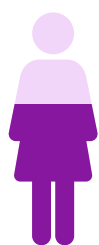
Red-hot savings to banish the winter blues: Spring décor sales heat up in February.

While patio furniture and outdoor décor tend to go on sale late summer — moms who want to bring a sense of the outdoors inside earlier in the year will want to shop much sooner. A look at spring decorating offers insight into seasonal décor patterns throughout the year. Zulily sales of items like faux florals and succulents **spike in March**, as low-maintenance plant life offers moms a way to enjoy greenery earlier.

But it's not just about longing for spring warmth and greenery. Zulily survey data shows **décor is a form of self-care**, as moms change up their home décor early and often to create a sense of joy for themselves.

Most moms (67%) say they decorate their home for every single season, with most starting weeks in advance, though nearly one in five start months ahead of time.

67%



of moms decorate for every season.

1 in 5



moms begin months ahead of time.

Moms also say that decorating gives them more joy than doing a face mask (43%), drinking coffee or tea (41%) or watching their favorite shows or movies (37%).

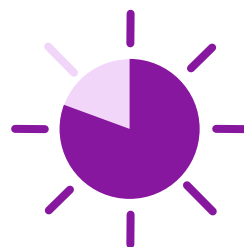
To turn daydreaming into real savings: Score deals on summer and vacation essentials in February.

To conjure up an at-home taste of summer vacations early, moms are **shopping two seasons ahead of summer**. While most summer styles typically go on sale at the end of the season at brick-and-mortar retailers for flip-flops, sunglasses, swimsuit coverups and one-piece swimsuits, sales on Zulily all **spike in March**.

Prepping for their kiddos' Spring Break may be at play while gloomy weather looms. Data shows moms may also be shopping for vacation essentials as a way to **experience summer vacation vibes and mindsets from home**. Parents like to help kids "glow up" their wardrobes at this time — since 79% of kids say that unique style impacts their feelings by increasing happiness and confidence.

Vacations offer the ultimate way to rest, recharge and relax. Spending more quality time with family (38%) and wanting an escape from the emotional and mental stressors of the pandemic (28%) are the top two reasons moms say they need a vacation. But, they don't always need an actual trip to reap those benefits.

When it comes to getting into that mindset from home, a vacation-themed wardrobe is what moms say helps the most — more so than an inflatable pool, vacation playlist or even self-tanner for a faux-glow.



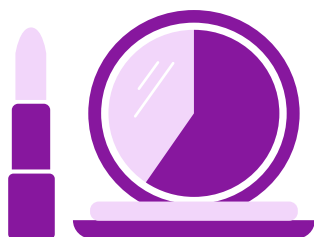
79%

of kids say that style increases confidence.

Indulge a little and save a lot: Stock up on the best beauty buys in February and October.

Many beauty brands offer deals in April and November, but shoppers may want to stock up on beauty buys even sooner. Brow grooming, lipstick and makeup set sales all **spike in March** on Zulily. And after nearly two years of mask wearing, new data shows that moms are more than ready to showcase their faces, and that **beauty products actually give moms not just a physical boost, but a mood boost**, too. As 58% of those surveyed say they buy beauty products because they are a small, low-cost way to give themselves an emotional lift.

While 59% of moms are still interested in minimal beauty buys, saying: “Give me all the glowy skin and cream blush!” – 41% of surveyed moms say they’re bored of minimal beauty trends. Instead, the **top three beauty trends** moms say they will be trying out over the next year include patterned nails (28%), structural hair (22%) and neon eyes, lips or cheeks (14%).



58%
of moms get an emotional boost from buying beauty products.

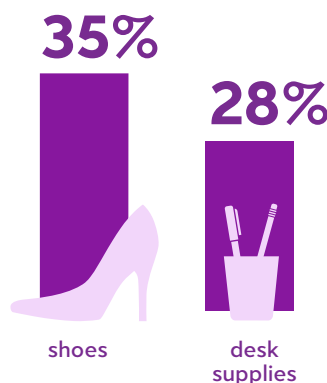
But March isn't the only month that sees a spike in beauty products. Consumers start to pay closer attention to the small beauty details that can make a big, bold impact; as sales of eyelash accessories, hair extensions and hair and body mist **hit their max in November**.

Fall back into routine with savings on workwear and workplace upgrades in September.

Zulily sales show the greatest number of women's pumps are **sold in October**. Office essentials like paper weights, desk lamps and desk organizers also see spikes in sales around this same time in late fall and early winter.

A **delayed “back to school” mindset for mom** might be the reason. While traditional back-to-school season might be all about kids' essentials (shoes, lunchboxes and backpacks) with retailers offering deals on these items come July and August, moms wait to treat themselves to their own version on Zulily a couple of months later.

Moms say they still buy new shoes (35%) and desk supplies (28%) each year to experience that “fresh start” feeling themselves. But, while they might be stocking up on desk supplies – their workspaces could use an upgrade as unexpected places double as offices for moms. Cars, closets and laundry rooms rank as the top three strangest places moms work remotely from, taking the “cloffice” trend (when a closet doubles as an office) to new places.



Fall is a fresh start for moms, too.

October sees a spike for new shoes and office upgrades.

No tricks, just treats: Cozy up to savings on athleisure and sleepwear in October.

Most athleisure and fitness items go on sale when the weather warms up and invites more outdoor activity, but Zulily shoppers can get a great deal from a better selection by shopping between seasons. March and November see the biggest spikes in sales on Zulily when it comes to athleisure must-haves like yoga pants, running shoes, leggings and sneakers. Sales of sleepwear essentials like slippers, one-piece pajamas, nightgowns – and even pet pajamas – all **peak in November**.

In November, moms get cozy with athleisure and sleepwear.



27% even consider athleisure for remote work.

The surge in cozy essentials toward the end of the year may indicate a new trend that **moms are taking loungewear to new places, from the boardroom to holiday parties**. And while 54% of moms may never wear athleisure for a job interview, 27% are certainly looking to those essentials for their OOTD (outfit of the day) once they've landed the job (redefining "bleisure" not as 'business meets leisure' when it comes to travel, but a new form of workwear!)

Interestingly, **half of moms say they wish they could wear loungewear to formal occasions**. And slumber parties rank just behind cocktail parties as what moms are most interested in attending during the holiday season – showing that elevated sleepwear may make an appearance at parties come **December**.

Odds & ends and hot sauce: Stock up on everyday items during not-so-everyday times.

While some items truly are seasonal staples (talking to you, puffer coat!), Zulily looked at other everyday items to understand if there's a best time to buy some of the family's most essential items for the home.

While spring may have a reputation for being the "cleaning" season, sales of toilet brushes **spike in January** showing moms are taking their new year resets to all corners of the home.

Sales of a certain pantry staple also spike unexpectedly during cooler months – showing that moms may be craving (foodie) heat in the fall. While May might be BBQ month, hot sauce sales also spike in **October** and **November**.

But what's considered "everyday" might just be changing. Zulily sales show that accessories once reserved for special occasions, like dress-up with the kids or Halloween, are becoming more of a staple in mom's wardrobe. Cowboy hats start to spike in early spring (**March** and **May**), suggesting that they may be edging out sunhats when it comes to spring and summer headwear. Moms are also trading faux glows for faux ink; as suntans fade in the fall, temporary tattoos offer a new way to show off some skin, with sales spiking in **November**.

Need more year-round style inspiration? Moms looking for the best deals and unique finds for themselves, their families and their homes can visit [zulily.com](https://www.zulily.com) to discover more.