

From

to clean slates.

The New Year Shopping Shift

From champagne to protein shakes, New Year's sparks both celebration and fresh starts. Based on AdAdapted insights from 190M+

CPG items added to digital grocery lists, this timeline reveals when shoppers plan, purchase, and pivot, from party prep to resolutions at the ball drop.



1 Save to Cart

MID-DECEMBER



2 Save to Cart

11 DAYS TO GO



3 Save to Cart

A WEEK TO GO



4 Save to Cart

DECEMBER 27

NEW YEAR'S DAY



5 Save to Cart

JANUARY 1-3



6 Save to Cart

JANUARY 4-10

Premium Item Planning:

Champagne and other premium drinks added early as party prep ramps up

Health Goals Begin:

Vitamins and sleep aids rise as shoppers begin to gear up for New Year wellness

Party Essentials Prep:

Paper plates, cups, and noise makers, added as celebrations approach

Dry January Prep Begins:

Non-alcoholic beer begins to climb as shoppers plan mindful celebrations

Resolution Kickoff:

Protein (shakes, bars) and quit-smoking items (gum, patches) spike as health goals begin

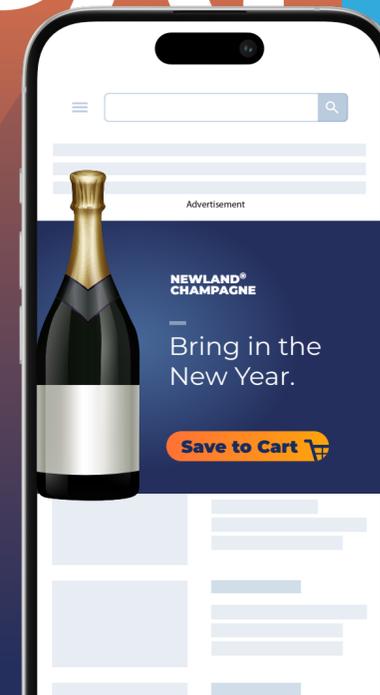
Late Resolution Starters:

Low-calorie drinks (tea, diet soda) & healthy options like veggies, salads & fruit peak later on lists

Why AdAdapted

The path from celebration to resolution starts with a list. AdAdapted gets your brand saved early, so when shoppers shift from toasting to goal-setting, you're already part of their plan.

Our "Save Now, Buy Later" approach ensures your products show up when shoppers are ready to buy. Get on their lists early, stay top of mind, and get more items purchased as we close out 2025.



The New Year brings new shopper habits.

Stay ahead of evolving lists, priorities, and purchase paths.



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