



Jeff Macke's 5 Stocks For The Holiday Season

Overview

Love it or hate it, the chances are good you're going to be among the 81% of Americans exchanging gifts this holiday season. But there's no reason it has to break the bank. By using your shopping experience as investing research, you can give yourself the greatest of all gifts this year: Money.

We went to the mall to show you how I approach making my holiday pay for itself and then some by paying attention to hot brands, stores delivering the best service, and observing the ones with the best traffic flow.

Watch the video for some of my trade secrets. In the meantime, here are my 5 Favorite Consumer Stocks to own between now and the start of 2026.

Amazon

Amazon is the best allocator of capital in corporate history with the exception of Warren Buffett. A company doesn't spend 30 years going from an online bookseller to the second biggest retailer, major tech player and a de facto replacement for the entire USPS by throwing money down rabbit holes. The time to buy Amazon is exactly when it's most frustrating.

Right here, with technical support at \$200, heading into the holidays and perfectly positioned to benefit most from all things AI faster, and more, than almost any other Mag7 company extant, is time to take a leap of faith. There are very few companies you just need to park in your portfolio and keep them there. Amazon is one of them.



Aritzia

Luxury has been one of the few steady bright spots for consumer shares this year, and no one has done it better than self-proclaimed “Everyday Luxury” seller Aritzia. The Canadian seller of high-fashion at a fair price has been winning over Americans for the last few years and has plenty of room to run. With >20% comp store sales and a brand new app coming (for the first time!) this quarter, look for Aritzia to add to its already impressive 80% 2025 gains before the end of the year.

What we’ve learned so far this earnings season is this: Consumers are selective but they are still buying for fresh ideas and perceived quality. Aritzia is still new to the US and no one is doing reasonably priced quality better. The company has a great, young CEO and is still just getting started as a brand. In 6 months everyone will know about Aritzia. That’s when you sell. Right now, during the discovery stage, is when you buy.



American Eagle Outfitters

American Eagle gets absolutely no respect. Last summer the company tapped into the red-hot denim trend and the actress Sydney Sweeney to make well-filmed, provocative ads that put the brand in the cultural spotlight for the first time in decades. What did it get them? They got accused of making a dog-whistle for Nazis. On November 20th the Gap reported an earnings beat driven by double-digit gains in full-priced denim; a core category at both Gap stores and Old Navy.

Gap credited the company's forgettable (indeed, already forgotten) ads with Cat's Eye for creating "the denim trend everyone wanted to be part of". Insert eye-roll here. The Sydney Sweeney ad campaign was about moving blue jeans and AEO has sold a lot of them. The store has seen better traffic and more cultural relevance than anytime in at least 10 years. Shares are still cheap and earnings aren't here until December 2nd. It's not a name you fall in love with forever but there's still room to move as a trade.



Best Buy

No misprint. Best Buy. The utterly forgotten electronics juggernaut with a stock that has been left for dead the moment COVID ended. While the stock has spent the last five years languishing, Best Buy has quietly become one of the least appreciated yet highest-quality niche plays in the big-box retail sector. Service, store layout, and online execution have all improved dramatically, while stock levels have not.

All the company has needed is a catalyst to bring people back into the stores. Say hello to the Nintendo Switch 2, a product so popular that Nintendo has increased production plans twice since its release last summer. Investors and shoppers are going to like what they see when they line up for the hottest toy of the year.



Uber

What better gift than a price reduction on one of the great American disruptors of recent years? Stay safe getting home from your work and social events, and get paid doing it by buying the dip on the company that all put taxis out of business. How about doing it at a huge discount, driven by autonomous hype and AI madness? Uber at 13x earnings is an insult. Uber has the best microdistribution system on earth.

They've mastered surge pricing-based delivery, be it of people, packages or food, way beyond what anyone else is capable of now or any time soon. It's a consumer-facing tech disruptor priced like U-Haul.

Put it in your stocking, hold it through the holidays and make sure you get home safe every day until Christmas 2026. You'll be glad you did.

