



CHRISTMAS 2020 INSIGHT REPORT



With a different kind of Christmas on the cards, Perspectus Global conducted research to gain insight into how Britain is preparing for the festivities.

This report aims to give a brief overview of spending, gift-giving and the ways people are shopping. It is a snapshot of UK consumers' Christmas plans - for a more extensive or profound look into any sector or industry please get in contact.

SPENDING

Although there is uncertainty about how we're going to be celebrating this Christmas, optimism exists and people are going to celebrate.

In fact, 14 percent of us say that we are going to spend more this year than in years before. And the main reason given for that is to cheer their family up after a challenging year (46 percent).

There is still money to be spent. On average people are budgeting to spend £583 on their Christmas. And retailers might want to target their comms to consumers in their middle years, as the age group spending the most on average is age 30-44, at £641.

In regional terms, Belfast is spending most, hitting £900, followed by Liverpool (£735) and London (£661).

And we intend to look good, aiming to spend £48 on clothing this Christmas on average, though 16 to 29 year olds are going all out and spending £77 on a festive outfit.

We'll also be well-entertained, each spending on average £14 buying films or TV shows to stream.



AVERAGE FESTIVE SPEND ON GROCERIES



£67

CHRISTMAS LUNCH



£40

CHOCOLATE



£10

CHEESE



£143

ALCOHOL

Food producers should be satisfied to hear that we're each forking out £67 on Christmas lunch, with around £15 of that going on vegan options, revealing the continued interest in sustainable food. You can add to that bill an extra £40 on chocolate alone but just £10 on cheese for the festive period.

The days of low and no-alcohol drinking may continue in an era of mindfulness, but for many there is a need to raise a glass this year. And so we will be spending more on booze than Christmas lunch splashing out £143 in total - with £48 going on beer, £50 on spirits and £45 on wine and fizz.

GIFTING

The ancient ritual of gift giving at this time of year goes back to pre Christian times, indeed early records show that in ancient Rome presents were handed out at the Saturnalia festival, which occurred near the winter solstice in December.

And in 2020, despite a tough year, gifts are still going to be going out of the door, with people spending a lot on the people they're seeing, even if there are only six of them. On average Brits will spend £162 on gifts for people they are seeing, while they'll spend £86.30 on presents to be sent through the post.



A recent psychological study from the University of Nevada found gifts that are wrapped badly are more appreciated than perfectly wrapped pressies, as the expectation beforehand is lowered.



The largest spend is on tech gifts (£61) just more than vouchers (£54), and more than three times what we'll splash out on clothing (£19).

That should be added to the £7.80 we're going to spend on Christmas cards. Interestingly men will pay nearer £9 for cards while women dish out just £7 on their cards.

The gift we'd most like to receive is money (41 percent), followed by clothing (26 percent) and then books and music (22 percent).

Young people (16 to 29) are particularly keen on clothing (37 percent), while the over 60s were most looking forward to receiving books and music (27 percent).

BOOKS ARE BACK!

£14
AGED
16-29



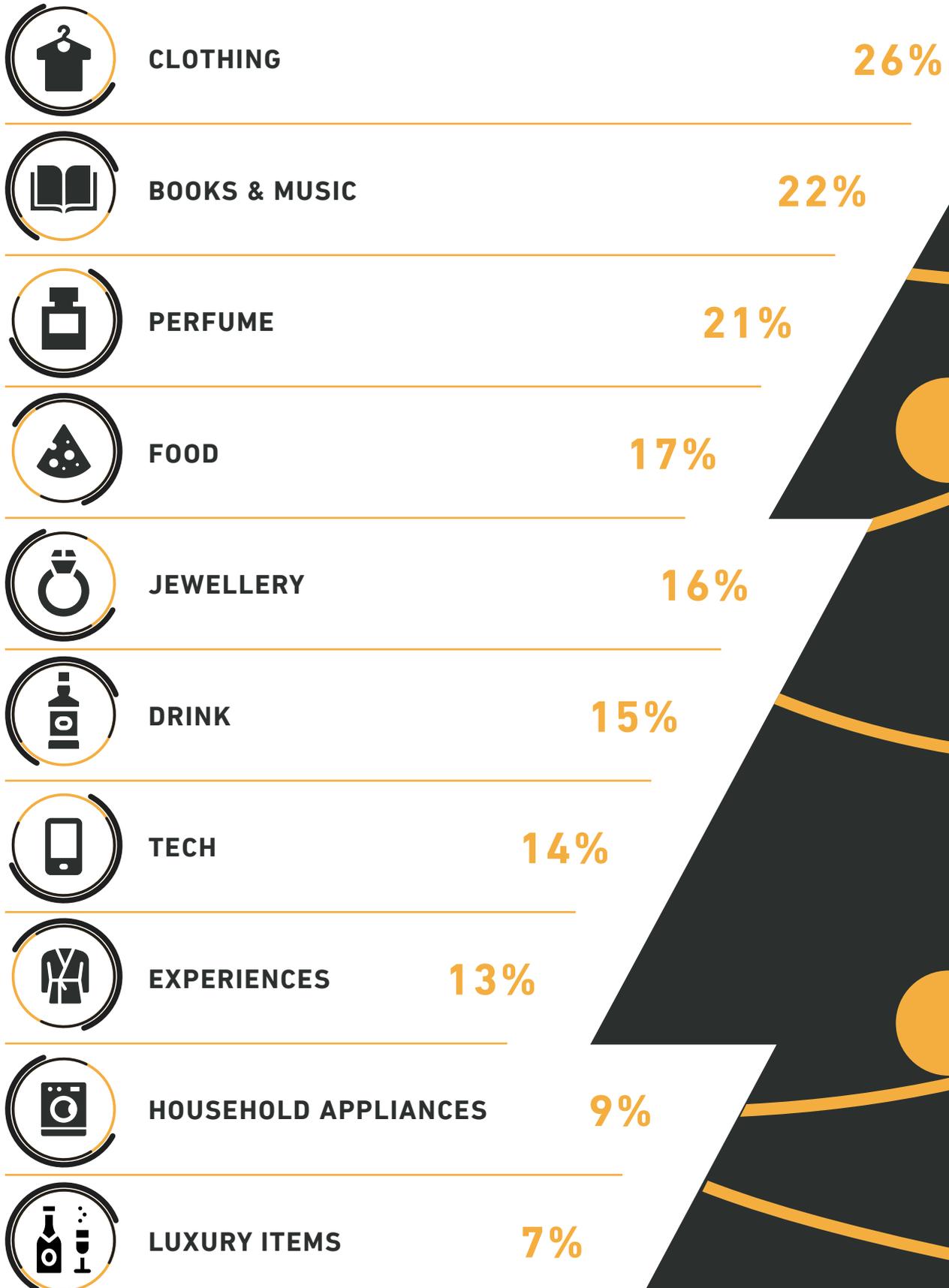
£6
AGED
60+

Younger Brits will spend more than twice as much on books as gifts than the over 60s.



Over 60s are most likely to plump for Champagne or luxury items (8 percent).

FAVOURITE GIFT CHOICES



SHOPPING

Unsurprisingly, online shopping takes centre stage this year with over a quarter of us intending to do all our shopping online, while 59 percent will combine shopping online and in-store.

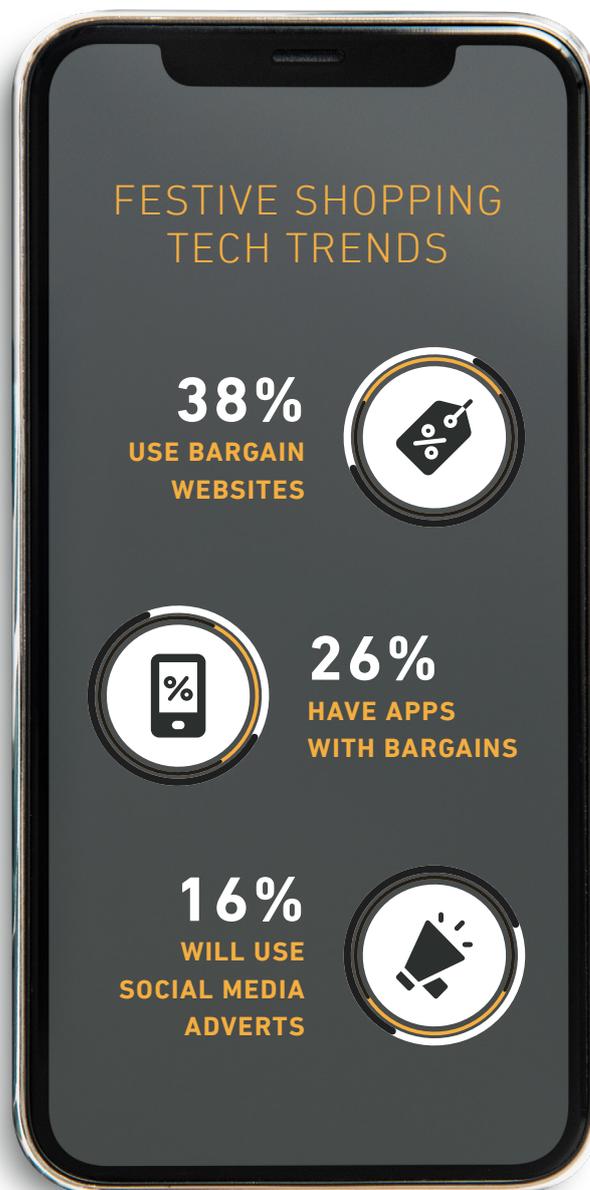
Respondents aged 16 to 29 are the most likely to do all their shopping online (32 percent) compared to just 21 percent of those aged 60 and over.

Interestingly, Newcastle residents are the most traditional with Christmas shopping, with one quarter opting to only visit physical shops and markets.

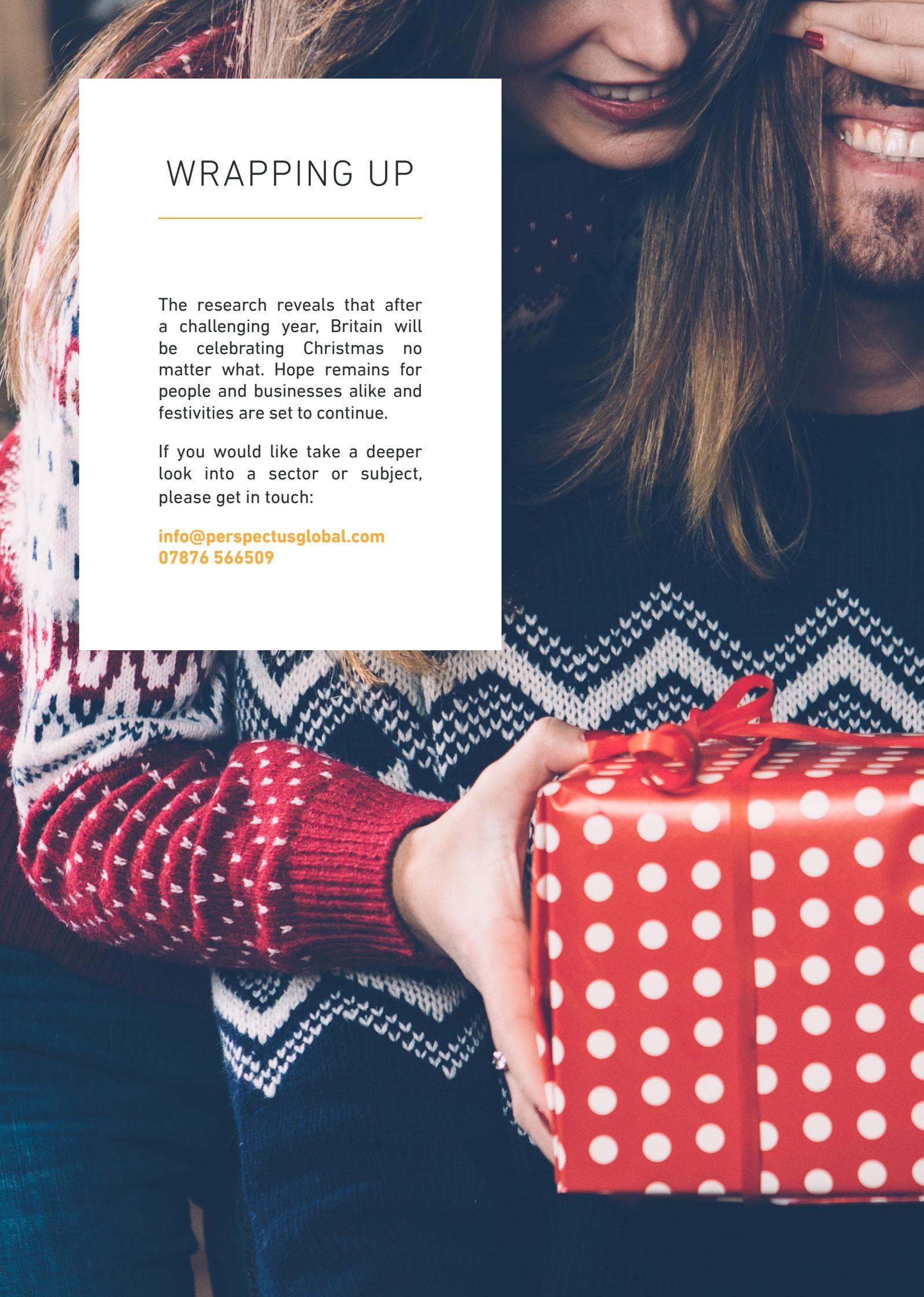
Three quarters of us will have finished shopping by the 20th of December - however one in 10 will leave it until Christmas Eve to finish their final panicked purchases.

Distancing and quarantine mean that two in five Brits (41 percent) say they will miss the festive atmosphere of the high street when Christmas shopping this year.

They are nostalgic for being 'out and about' while shopping (35 percent), the Christmas lights (33 percent) and going shopping with friends and family (31 percent).



9 percent of people will even miss the queuing.



WRAPPING UP

The research reveals that after a challenging year, Britain will be celebrating Christmas no matter what. Hope remains for people and businesses alike and festivities are set to continue.

If you would like take a deeper look into a sector or subject, please get in touch:

info@perspectusglobal.com
07876 566509



**perspectus
global**

+44 (0)7876 566 509
info@perspectusglobal.com
perspectusglobal.com