

Christmas Shoppers



WINTER-WONDER ADS

Stories and aesthetics of the ads far more likely to stick with the consumer than the products
What stays with you from a Christmas ad?



Across income, generation and family situation, most respondents agree Christmas ads air too early

6 in 10

say Christmas food and drink ads air too early

76%

said they wanted ads to show the price of the products advertised

Do you think Christmas ads for food/drinks are released/aired too early?



WINTER MONEY WOES?

£ 46%

46% expect to spend more on Christmas than last year

70%

Of those, 70% blame rising prices

20%

Just 20% say it is because they can afford more

6 in 10

6 in 10 expect to spend more than their salary can cover
24% are sharing the cost with family, 19% are using credit cards or loans, 48% have been saving up

CHRISTMAS PURCHASE INTENT

Most consumers say they will be loyal to their usual supermarket. The average supermarket has 60% of their usual customers intending to shop there for Christmas

Variety (38%) and quality (37%) rank above the savings (13%)

80% say they intend to stick with their usual brands

15% haven't decided

5% already decided to go elsewhere

Repeat purchase intention during Christmas varies by brand

Percentage of usual customers who intend to do Christmas food and drink shopping at each store



Tesco does best at attracting other brands' customers



M&S is the only high-street brand that has more Christmas shoppers than everyday shoppers



Unless otherwise stated, this infographic draws on data from a November 2018 special survey of 2,653 UK internet users aged 16-24. Consumers who do not celebrate Christmas were excluded from summary figures. "Usual customers" is defined by answers to the question: Where would you say you usually do your normal food shop throughout the year?. "Christmas purchase intent" is the share of customers who respond Where are you most likely to do your grocery shop (food and drinks) this year for Christmas? for each supermarket brand.