

# 2016 UK Christmas Shopping Trends

70%

of shoppers in the UK plan to spend the same amount on gifts as last year.



## Brexit Effect

76%

of Brits not more likely to buy items made in UK or sold by UK company despite Brexit decision.

### Black Friday is tops in the UK

20%

plan to shop on Black Friday

17%

plan to shop the weekend before Christmas

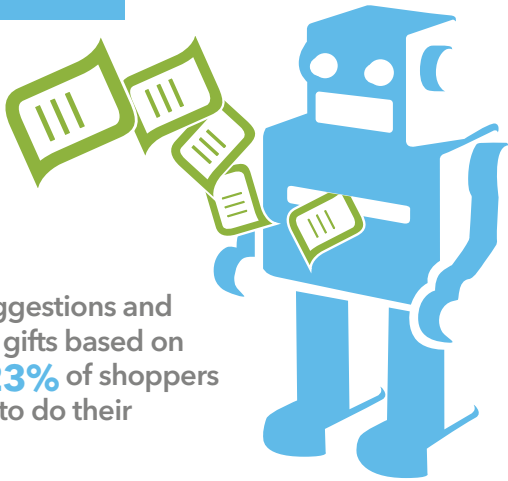
11%

plan to shop on Cyber Monday

### Guess what I bot you?



If they could give suggestions and a robot would select gifts based on those suggestions, **23%** of shoppers would allow a robot to do their holiday shopping.



### Don't run out - or customers will switch

If a specific brand or item is out of stock online, **67%** of shoppers will go to a different website to find the item.



### More personalised offers needed

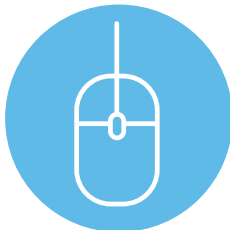
37%

86%

37% of shoppers get ideas from online retailers' product suggestions, but 86% of shoppers say these suggestions are only moderately to not at all accurate.

### Make it personal

When it comes to personalised communication, shoppers prefer:



Personalised emails from companies I do business with.



Loyalty programme updates and offers from companies I do business with.



Promotional emails from companies related to my lifestyle or interests.

### Millennials feel the most flush



27%

of 18 to 29-year-olds in the UK plan to spend more on gifts this year.

### Shoppers are planning to buy

Books, Music or Movies

50%

Cosmetics and Fragrances

50%

Toys and Games

47%

Money

45%

Gift cards

43%

Apparel and Accessories

41%

Food or Beverage

39%

Jewelry

30%

Household Goods

22%

Consumer Electronics

17%

Digital Gifts

17%

Homemade Gifts

17%

### Cart-carrying customers

33%

75%

33% of shoppers plan to shop for gifts on their mobile phone or tablet. That number jumps to 75% for shoppers who are under 30.

\* SAS polled 4,061 consumers in the United States, Canada and the United Kingdom to uncover holiday retail trends. Percentages reflect answers from UK consumers.