

Enterprise Nation

Christmas Shopping



Key findings

12 November 2020

## Project details

PROJECT NUMBER	OP15782
PROJECT NAME	Christmas Shopping
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SAMPLE	2000 UK adults
FIELDWORK DATES	10 <sup>th</sup> – 12 <sup>th</sup> November 2020

# Christmas Shopping

## 52 million UK adults plan to buy Christmas present this year

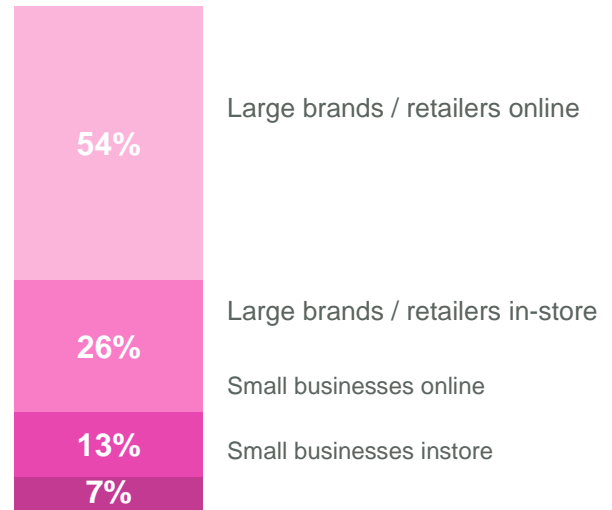
UK adults who plan to buy Christmas present this year plan to spend an average of £366 each, rising to £391 for over 55s. In total UK Christmas spending this year could be £18.4 billion.

Of this money £73 will be used to buy presents from small businesses with 13% of this spent with online small businesses. Whilst 7% will be used in store with small businesses.

£198 of this Christmas spending money will be used to buy gifts from large brands / retailers online and £95 from large brands / retailers in-store

Younger adults aged 18 to 34 plan to spend more of their money on online small businesses than other age groups with this age group planning to spend a quarter (24%) of their money here.

**Where the proportion of spending money will be used this Christmas**



## Small biz spending likely to be up £272 million

Christmas spending amongst small businesses is expected to be £3.7 billion, up approximately £272 million from the year before.

While only a fifth of current spending is expected to go to small business (13% online, and 7% in-store), consumers expect this to be an increase on last year, with Christmas shoppers expecting to spend 10% more amongst small businesses online on average, and 4% more amongst small businesses in-store.

Looked at another way, a large proportion of Christmas shoppers expect to spend more with small businesses online this year than last with two in five (37%) saying so, rising to half (50%) of 18 to 34s. A third (32%) plan to spend more with small businesses in-store compared to almost a third (29%) planning to spend less with large brands / retailers in store.

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## Three in five UK adults agree small firms offer something unique

Three in five (61%) UK adults agree small firms offer something unique when you shop with them and 72% are in agreement that shopping with these small firms supports the economy. It's not a surprise then that 41% intend to do as much of their shopping with small businesses as they can.

Over half (53%) also agree that spending with small businesses helps the economy more than shopping with larger established brands and retailers.



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