

The Holidays Are Here: Will They Be a Little Merrier **in the UK** This Year?

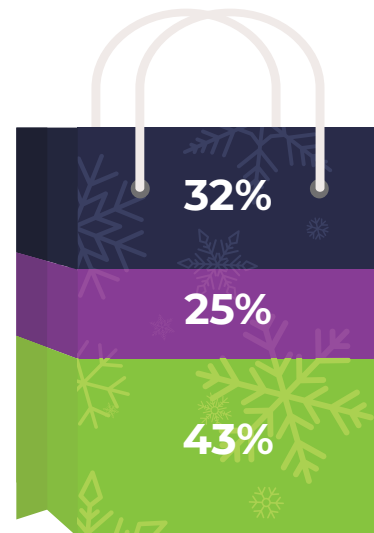
With the festive season on the horizon, we recently surveyed British citizens to see if they'll be ringing in the holidays from head to mistletoe.



Nearly six-in-ten have already started their holiday shopping (vs. 42% three weeks ago)!

Have you started shopping for holiday gifts?

- Yes**, and I started earlier than last year
- Yes**, and I started about the same time as last year
- No**



The most wonderful time of the year? The predominant emotions around holiday shopping are positive and trend upwards from 2020.

Rank the emotions that describe your feelings on holiday shopping:

	2020	2021
Happy	36%	47%
Excited	27%	41%



Online shopping leads the way, though in-person shopping will have its moment this year.

While shopping online for delivery to their homes is the leading way British residents plan to shop this year, they are **more apt than last year** to purchase gifts in-person.



Procrastinating on shopping: a thing of the past?

Shoppers this year will plan to do more shopping online, seek expedited shipping when possible, and get a headstart on their shopping. Popular destinations for online shopping in the UK include Amazon, Marks & Spencer, John Lewis, and Etsy.

How holiday shopping will change relative to prior years:

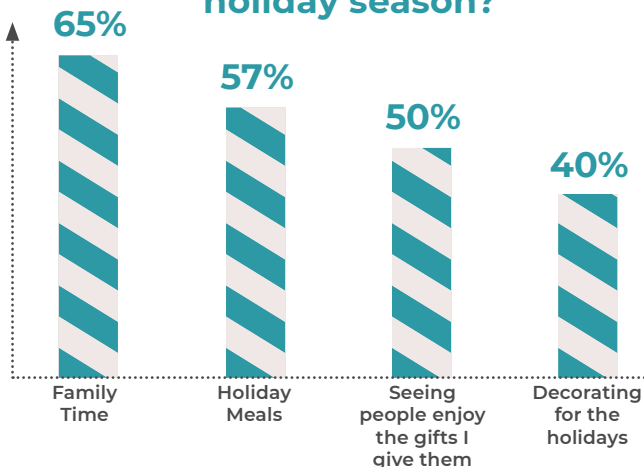


Your presents is requested!

Delivered

There's likely to be more place settings at the holiday meal table this year... provided restrictions don't have the final sleigh.

What's eagerly anticipated this holiday season?



What's causing stress this holiday season?



<https://bit.ly/unwrapinsights>

The UK holiday shopping survey is fielded every three weeks among a sample of 500 UK consumers.

