

# 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
<b>Happy</b>	36%	47%
<b>Excited</b>	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:

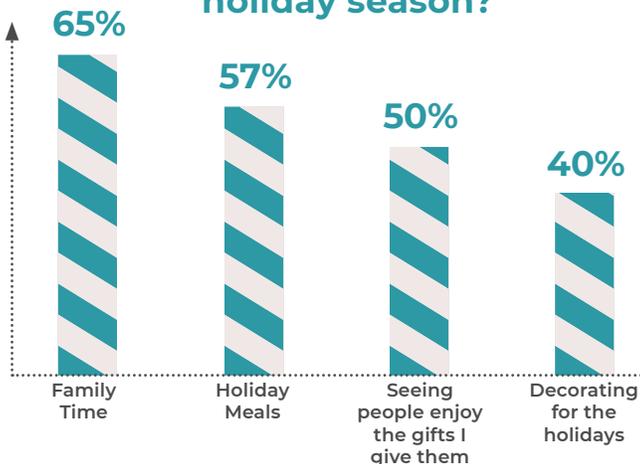


Your presents is requested!

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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?



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

