

Quantcast



Christmas Insights UK

2020 will be a special
Christmas...

September 2020





Holiday 2020 trends

What will the festive season look like this year?

- 1. Attitudes towards the holidays**
- 2. Christmas planning timelines**
- 3. Spending in an era of uncertainty**
- 4. Shopper profiles**
- 5. Shopping behaviour**
- 6. Meaningful Messaging**

Appendix

Methodology

Quantcast analysed thousands of purchases across key retail categories in the UK to identify 2019 shopping trends, as well as shifts in shopper audience profiles in the time of COVID-19.

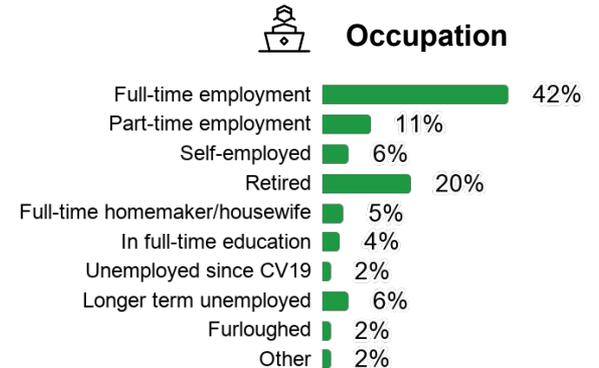
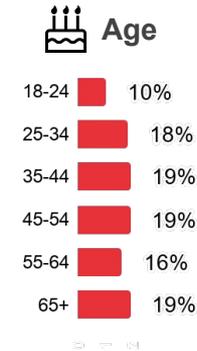
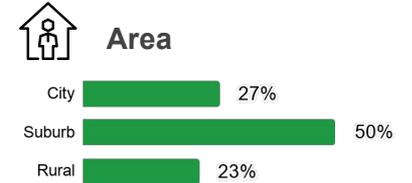
Utilising our first party data, we also identified trends in search behavior and the demographic makeup of internet users who have shown interest in topics related to Christmas.

In order to get a broader view of consumers' plans for and attitudes towards the 2020 festive season, Quantcast partnered with research specialist Dynata and conducted a survey among over 1000 UK consumers.

The data was collected between 26 August and 5 September and analysed by Dynata.

Sample: 1004 UK residents

Demographics:



0% 10% 20% 30% 40% 50%

Understanding the festive season 2020

2020 is a year of unprecedented change and unpredictability, which presents major challenges for advertisers trying to plan their activity. With one of the biggest spending events of the year coming up, Quantcast set out to understand how the changes are affecting consumer attitudes towards the festive season, and what is most important to consumers this year.

Quantcast partnered with research specialist Dynata to conduct a study among over 1000 UK consumers, as well as diving into our own first party data, to uncover key trends regarding:

- + What relevance Christmas holds for consumers this year
- + How their spending will differ from previous years
- + What impact government-imposed restrictions have on consumers' plans and
- + Which messaging resonates most this year

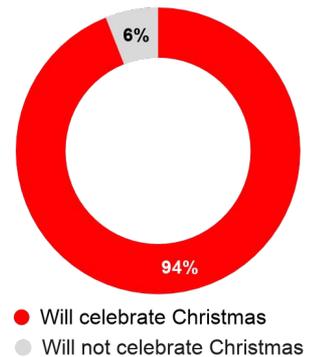


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Attitudes towards Christmas 2020





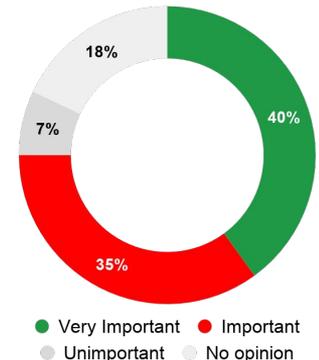
6%
of consumers who generally celebrate Christmas will skip it in 2020.

Attitudes towards the holidays

2020 Christmas is important.

With everything that happened this year, it would be unsurprising if people weren't in the mood for a big celebration.

However, quite to the contrary, when asked about their attitude towards and plans for Christmas this year, the vast majority of UK consumers indicated that they will be celebrating it, and placing great importance in it.



75%
of respondents said Christmas is important this year

Attitudes towards the holidays

Audience profiles

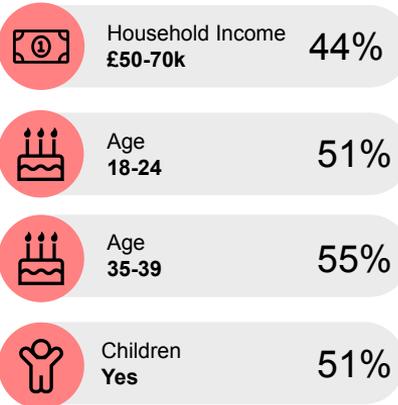
With the majority of UK consumers agreeing that the festive season is important this year, we can expect a high level of interest in Christmas-related content in 2020. So who are the biggest champions and least interested in Christmas this year?

We identified some common attributes among both groups and found that Christmas is most important to very young people this year, as well as to families with children. Among the few who aren't excited about Christmas this year, the majority are 24-29 year olds and/or living in suburbs.

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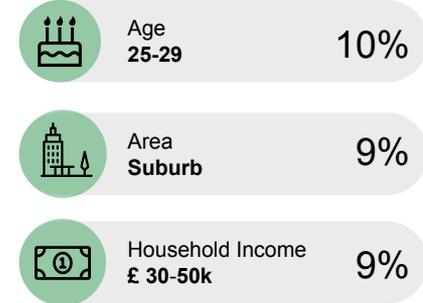
2020 Christmas Champions (40%)

Find Christmas "very important"



2020 Grinches (7%)

Find Christmas "unimportant"

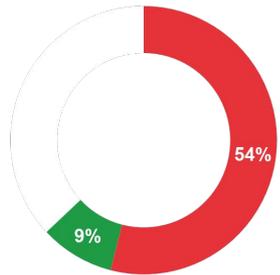


Spending trends

The majority of UK consumers will not reduce their Christmas spending

While the financial impact of the pandemic in conjunction with political changes might have had an impact of consumers' disposable income, two thirds state their financial situation hasn't worsened, and that they are planning to spend the same amount as the previous Christmas.

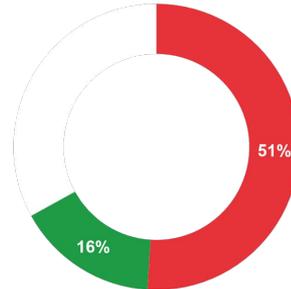
How has your financial situation changed this year?



- Same as before
- Improved
- Somewhat worsened
- Significantly worsened

63%

of consumers say their financial position is not compromised by COVID-19

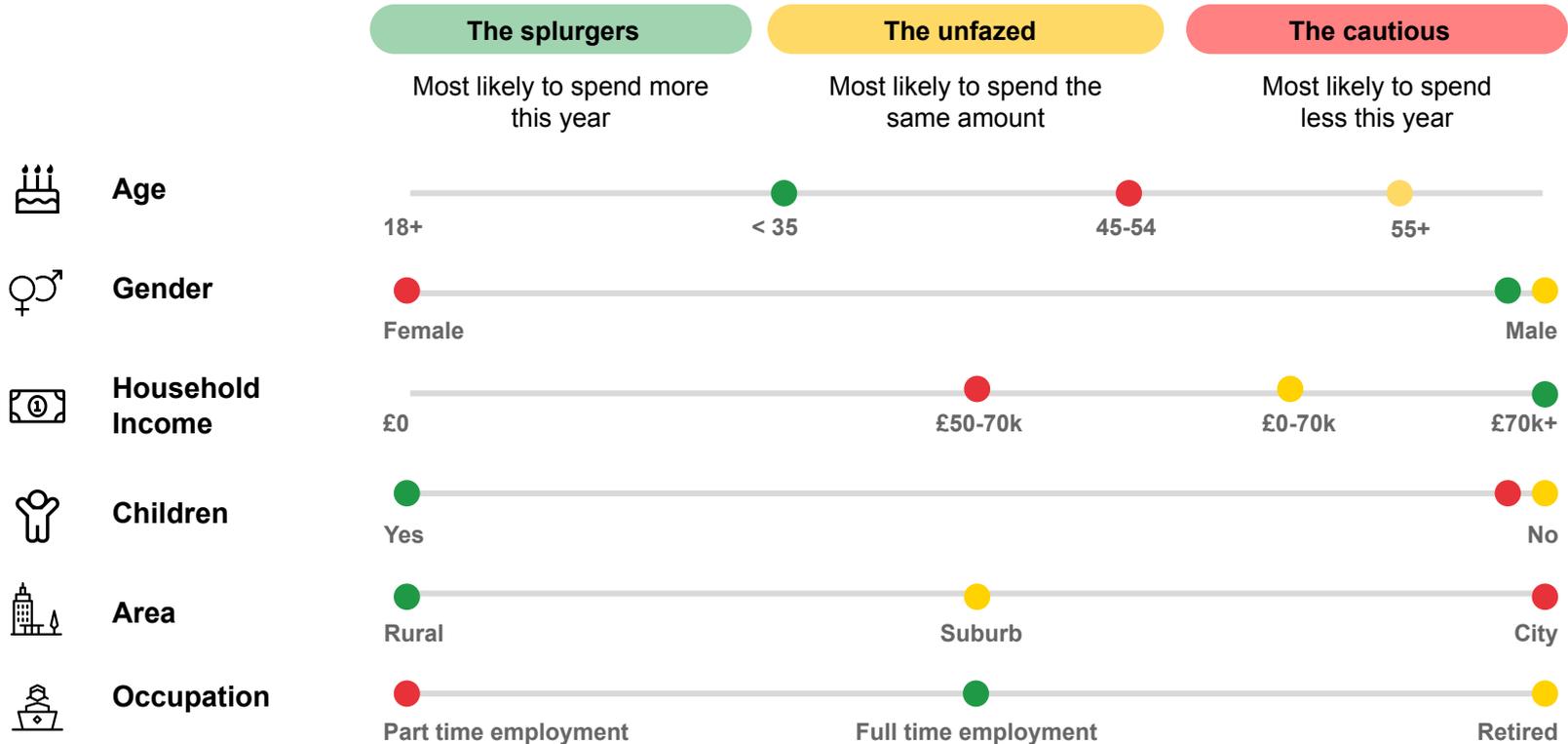


- Spend the same
- Spend more
- Spend less

67%

of consumers say they will spend the same or more this Christmas

Understanding different spending behaviours for Christmas 2020



Christmas planning

Timelines for Christmas 2020 resemble previous years

- Over half of UK consumers state their **planning timeframe won't differ** from last year's,
- There is a tendency towards **getting the shopping done** early, especially online (19%), perhaps to accommodate sending gifts per mail.
- 7% state that **plans dependent on government regulation** (e.g. travel, social gatherings) will be made **a little later this year**.



Gift shopping
online



Groceries,
Gift shopping in store



Travel
plans



Parties/social
activities



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The online shopping trend

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+ + + + +

Online shopping

The online purchasing trend as an opportunity in 2020

As in previous years, 2019 **online purchases saw a major increase** from September as people were getting ready for Christmas.

The increase we recorded over the lockdown period, however, was almost twice as high.



2x

As many online purchases were recorded during the 2019 festive season compared to the August baseline



4x

As many online purchases were recorded at the peak of lockdown 2020*



Outlook:

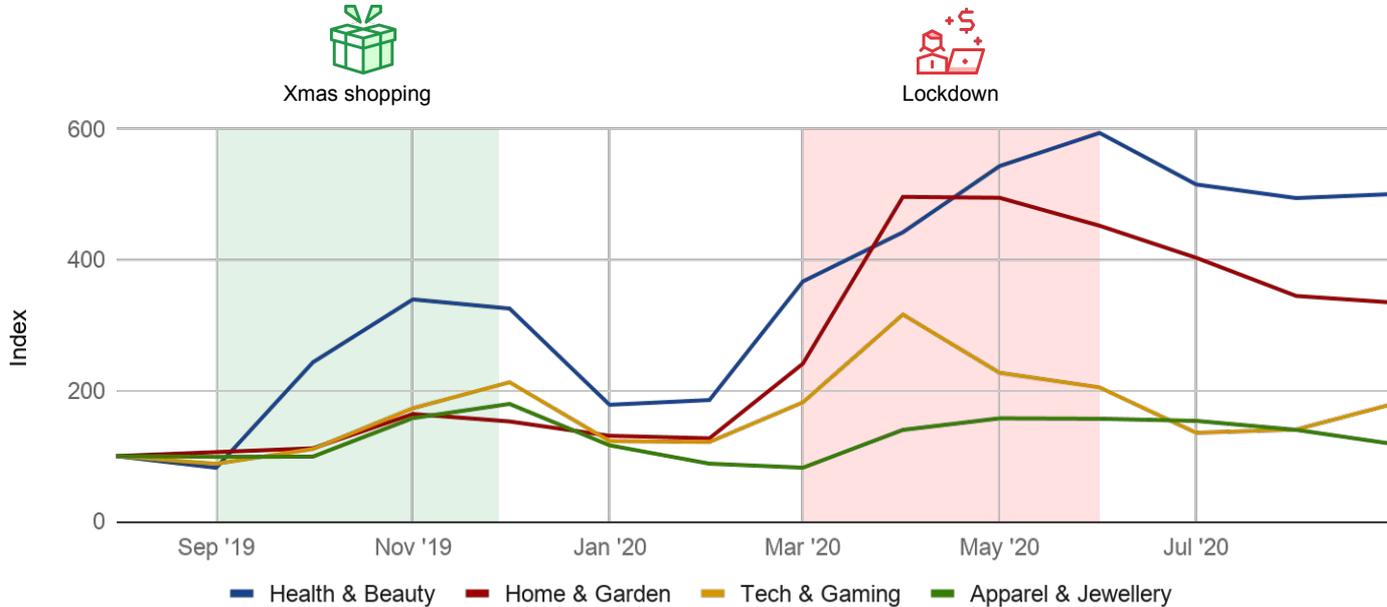
If the trend we saw under lockdown in H1 is any indication, online shopping stands to be bigger than ever this Christmas.

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Online shopping

Online purchase trends vary by vertical

The health and beauty sector has seen the biggest impact of the online shopping trend under lockdown.



Online shopping

Unlocking new age groups for ecommerce

Since lockdown, a skew towards **the 65+ age group** has emerged among online shoppers, as well as towards households without children.

Xmas '19 shoppers



Gender **Female** | Index 115



Age **25-34** | Index 106
45-54 | Index 106



Children **Yes/No** |
Neutral Index



Household income **£50-70k** | Index 107

Lockdown shoppers



Gender **Female** | Index 114



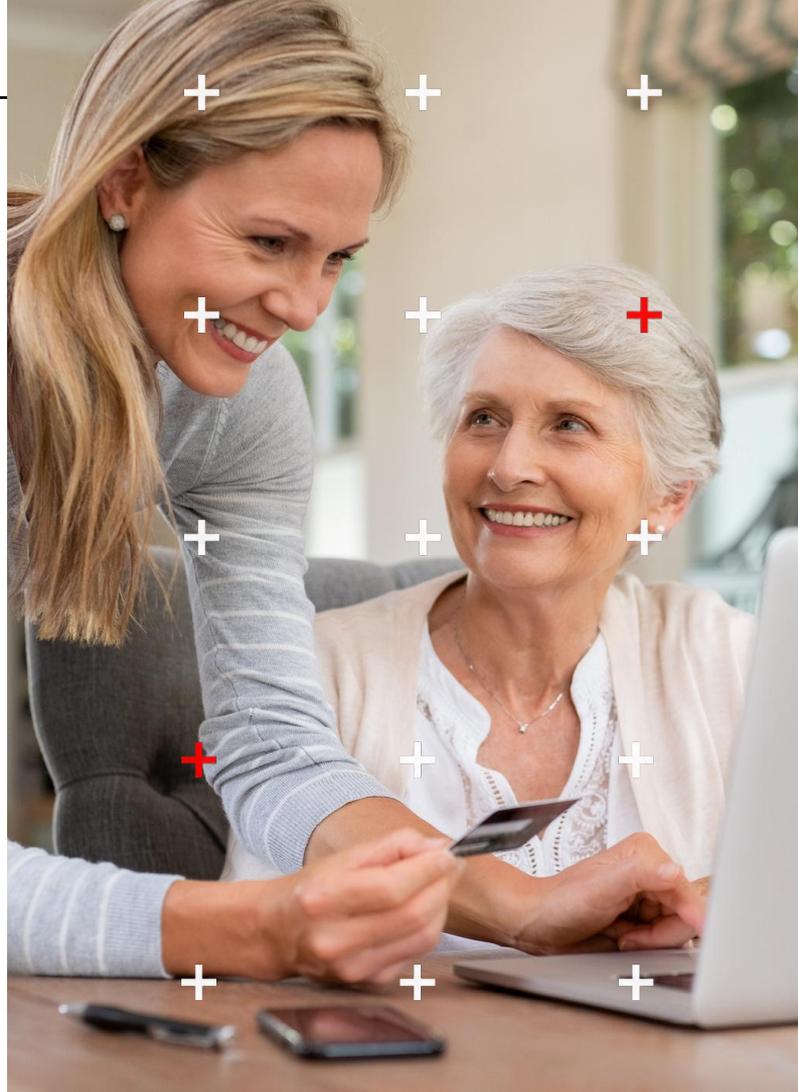
Age **45-54** | Index 110
65+ | Index 109



Children **No** | Index 106



Household income **£50-70k** | Index 107

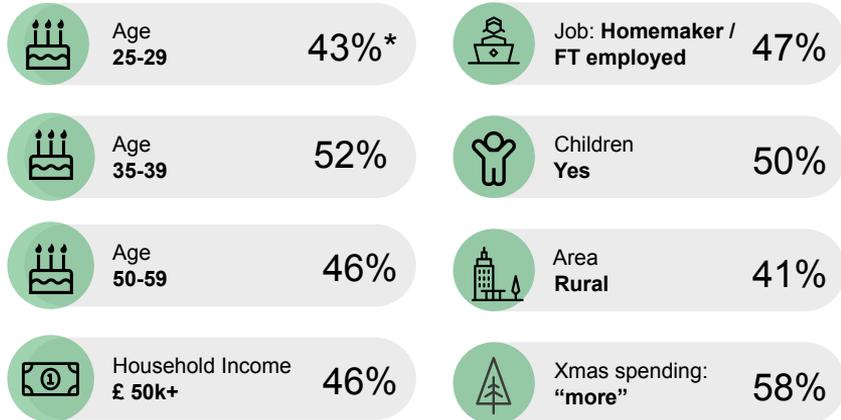


Online shopping

General shift towards shopping online

39% of consumers say they will **spend more on online retailers** over the festive period this year.

Online Shoppers



58%

Of those consumers who plan to **spend more** this Christmas than 2019 intend to purchase **more online**

*Percentage of consumers in this demographic group who indicated they are looking to spend more online in 2020
Source: Quantcast & Dynata survey September 2020



Spending trends

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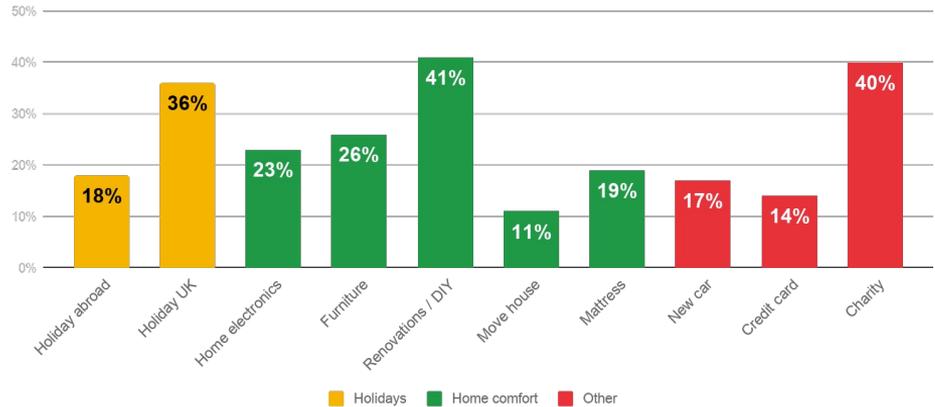
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Spending trends

Staying at home continues to dominate purchasing trends

When asked what they're planning on spending money on in the months leading up to Christmas, home improvement/DIY (41%*) and giving to charity (40%*) were mentioned most.



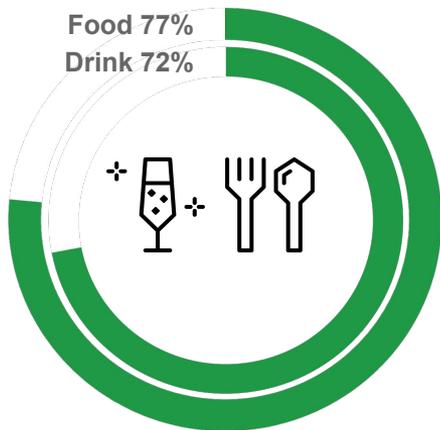
*Percentage of consumers indicating they are likely to purchase the specified items
Source: Quantcast & Dynata survey September 2020

Spending trends

Food and drink

Christmas will largely be celebrated at home this year. As such, people are going to make it an occasion - and are willing to spend accordingly:

Three thirds of UK consumers said they plan on spending the same or more on Christmas food and drink this year compared to the year before.



57%

Of those consumers who plan to **spend more** this Christmas than 2019 will spend more on food.

32%

Of males aged 18-34 plan to spend more on food than last year



Spending trends

Charity donation learnings from 2019

40% of UK consumers state that they're planning on giving to charity leading up to Christmas.

From last year's donation behaviour, we can glean that customers are most likely to donate from the end of November, and that higher age is a good indicator for the likelihood to donate.



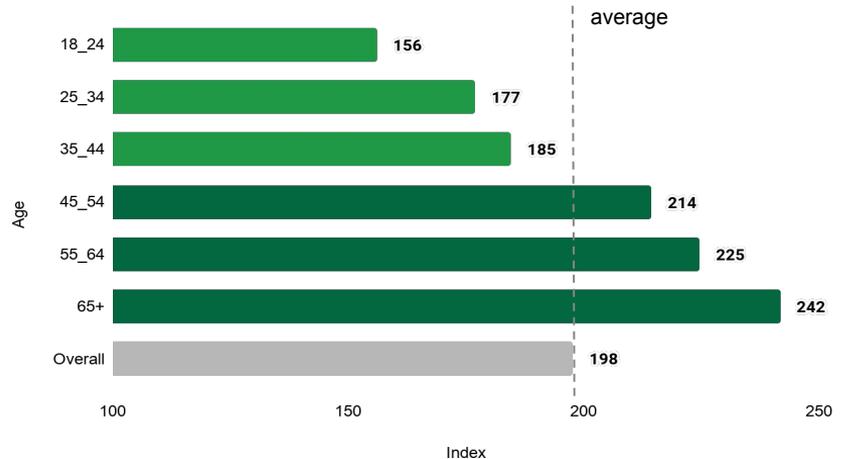
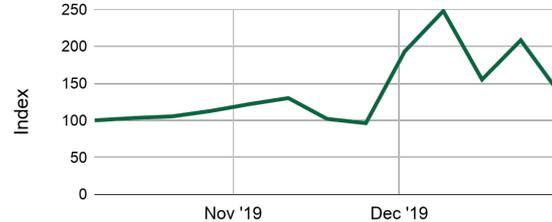
2x

Increase in donations in December vs October baseline



45+

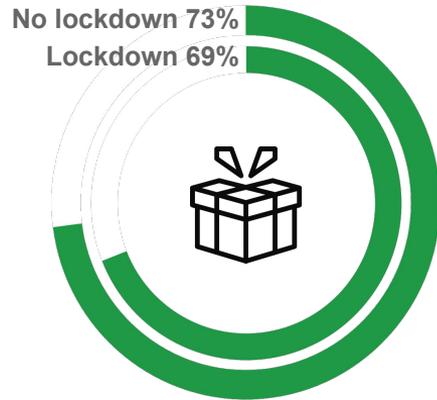
Age group is significantly more likely to give to charity



Spending trends

Lockdown won't impact what's under the Christmas tree

The vast majority of consumers in the UK plan on **spending the same or more on presents** this year compared to last, with lockdown only showing minimal impact on their plans:



30%

Of parents plan on spending **more** than last year on presents **in case** of a lockdown.





Shopper behaviour

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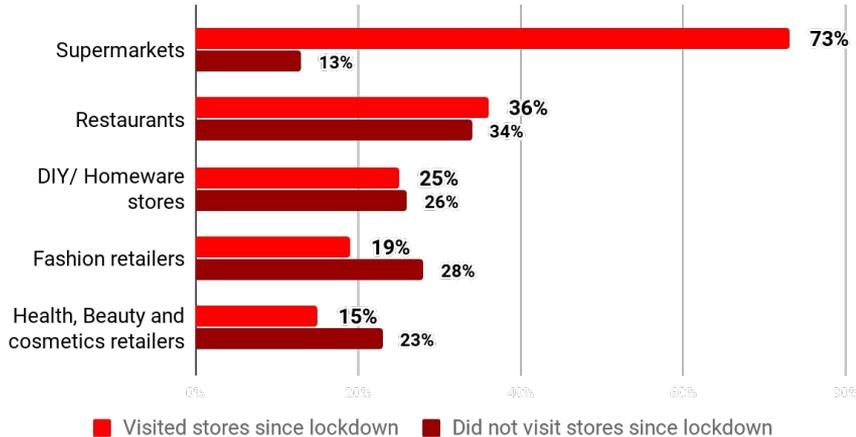
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Shopper behaviour

In-store shopping decreased drastically in 2020

Readiness to shop in-store seems driven by necessity: supermarkets remain relatively unaffected, with only 13% stating they haven't been shopping in store since lockdown, whereas more people have been avoiding stores in the fashion sector (28%), likely shifting to online.



14%
Are not worried about
being around strangers
since COVID19

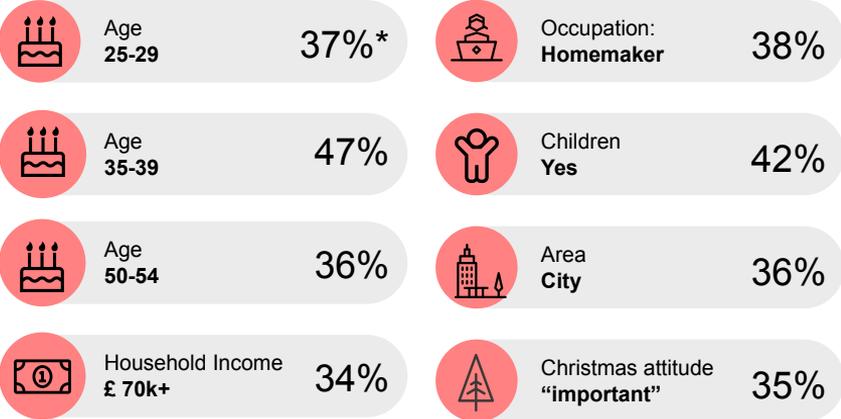
44%
Are extremely
worried

Shopper behaviour

Shoppers are seeking value for money

While two thirds of consumers are planning on spending the same amount on Christmas as last year, there is a distinct trend towards looking for offers:

Bargain hunters



29%

of consumers say they will be looking for deals over the festive period this year.*

210%

YOY increase in web traffic on price comparison sites in 2020**

*Percentage of consumers in this demographic group who indicated they are looking to spend more on Sale in 2020

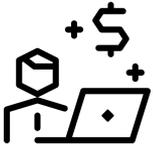
Shopper behaviour

Buying from different brands



39%

Of consumers who are planning on spending more this Christmas say they are likely to buy from different brands



27%

Of males between 18-24 say they are likely to buy from different brands





**Impactful
messaging**

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Christmas interests

Search trends - 2019

Out and away

Popular

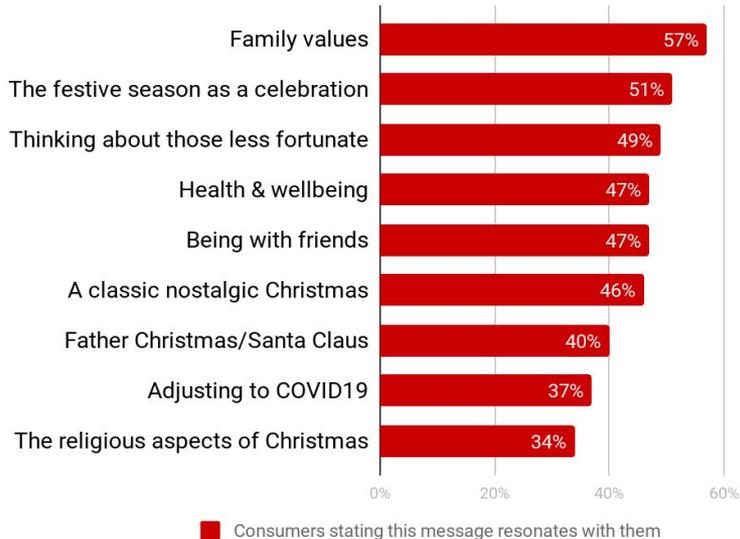
- Travel
- Parties
- Fashion/ apparel



Impactful messaging

Themes that resonate:

The special importance that is placed on family this Christmas is mirrored in the preferred themes in advertising, alongside other topics people value more than ever now:



Impactful messaging

Christmas values - most passionate audiences

Family (57%)



Age
25-29



Age
60-64



Gender
Female



Occupation
homemakers



Area
Suburb/ rural

Health & Wellbeing (47%)



Age
45-64



Gender
Female



Household Income
£ 0-70k



Occupation
Self-employed



Christmas attitude
"important"

Charity (49%)



Age
35-39



Age
55-59



Area
City



Occupation
homemakers



Children
yes

Celebration (51%)



Age
35 - 39



Age
45-49



Household Income
£ 50k-70k



Kids
yes



Xmas spending plans
"more"

Impactful messaging

Christmas adverts should focus on family- and tread lightly around COVID19

It is important to get the tone right when advertising during a pandemic: Consumers prompted to remember what topics they particularly like or dislike in advertising since the beginning of the pandemic brought up some key preferences.



Popular

- Family themes
- Giving to charity
- Distraction (humour or escapism)



Unpopular

- COVID19 advice or abundant mention
- “New normal” featured in creative
- Too brand-focused (as opposed to consumer centric) messaging

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Holiday 2020 Highlights

6 Key Takeaways

1. The festive season 2020 presents a big opportunity for advertisers with most **consumers planning to spend as much or more** than last year.
2. The **trend towards online shopping** will further increase during the Christmas period, and **new, older audiences are taking to buying online.**
3. Whether or not a lockdown will be in place over Christmas will have little impact on spending, however there is an **increased interest in offers and promotions.**
4. Focus will lie on **family and connecting with people** this Christmas, resulting in increased interest in **purchasing things for the home** and making the celebration a memorable event.
5. Advertisers looking to connect with their audiences should focus their messaging on **family values and a sense of community.** Although the impact of COVID19 remains top of mind for consumers, the topic should only be featured indirectly.



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Thank you

For more information about this
research, reach out to your sales rep
or email sales-uk@quantcast.com

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