

2015 UK Christmas Shoppers: When and How They Shop - and What They Want

83%

of Brits plan to spend more or the same as they did last year.

BLACK FRIDAY WEEK MORE POPULAR THAN CHRISTMAS WEEK FOR SHOPPING IN THE UK

- 19%** expect to shop Black Friday week
- 18%** expect to shop the week before Christmas
- 11%** expect to shop on Cyber Monday

Black Friday week is the most popular among 25- to 29-year-old shoppers. Nearly a quarter plan to shop that week.



MILLENNIALS FEEL THE MOST FLUSH

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

TOP 4 FACTORS WHEN CHOOSING A GIFT



Price - 75%



Bargain - 51%



In stock - 46%



Brand - 33%

RATE OF RETURNS

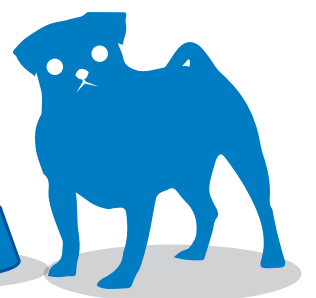
33% of Brits are expecting to return a gift they receive.

88% of those shoppers are likely to return the gifts in store.



BRITISH PETS SNUBBED THIS CHRISTMAS

21% of Brits plan to buy their pets a gift this year. Compared to an average of **30%** in those countries surveyed.



SHOPPERS ARE PLANNING TO BUY

Cosmetics / Fragrance	56%	Toys and Games	54%
Books, Music or Movies	54%	Apparel / Accessories	43%
Food or Beverage	42%	Gift Cards	42%
Jewelry	38%	Money	37%
Charity donation	32%	Consumer Electronics	29%

BRITISH CHARITIES SET TO PROSPER

32% of Brits are likely to make a charitable contribution in someone's name this holiday season.

39% of Brits plan to donate unwanted gifts to charity

* SAS polled 3,458 consumers in the United States, Canada, the United Kingdom, Australia and New Zealand to uncover holiday retail trends.