

Christmas Shopping Habits - UK - February 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Online is now fully integrated into the way we shop and we choose the channel that is most convenient to us at the time. We are shopping for food more often and shopping at superstores less as a result. And that brings us back to the high street which is being boosted by the growth in top-up food shopping and by a growing number of click and collect stores for online purchases.”

– Richard Perks, Director of Retail Research

This report looks at the following areas:

- Was Black Friday worthwhile?
- Just how important is Click and Collect?
- Last year we said that extremes of performance would become the norm – Were we right to do so?

2014 was a good year for consumers, and by the end of the annual period there was even evidence that the income squeeze had come to an end as inflation dipped well below the rate of inflation. Consumer confidence was strong, helped by a rising housing market. The threat of an increase in interest rates failed to materialise. The only problem for retailers over Christmas was the baleful impact of Black Friday.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Christmas Shopping Habits - UK - February 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Financial definitions

Abbreviations

Executive Summary

The market – Christmas 2014

Figure 1: UK retail sales growth, 2014

Online

Figure 2: All online sales as % all retail sales, 2010-14

Figure 3: Online sales by sector, 2014

Leading retailers' performance

The consumer

Who bought what and where?

Figure 4: Numbers buying presents online, Christmas 2007-14

Figure 5: Profile of online and off-line gift buyers, Christmas 2014

How much did they spend?

Figure 6: Average amount spent by buyers of each category, Christmas 2014

Online access

Figure 7: Profile of device users, Christmas 2014

The shopping journey

Figure 8: The shopping journey, Christmas 2014

Online plans for 2015

Figure 9: Online shopping plans for Christmas 2015

How to improve the shopping experience

Figure 10: What would improve your Christmas shopping experience? Christmas 2014

What we think

Issues and Insights

Was Black Friday worthwhile?

The facts

The implications

Just how important is Click and Collect?

The facts

The implications

Last year we said that extremes of performance would become the norm – Were we right to do so?

The facts

The implications

Trend Application

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Christmas Shopping Habits - UK - February 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Immaterial World
Objectify
Mintel Future: Old Gold

The Market – Christmas 2014

Key points

The retail sector in 2014

Figure 11: UK retail sales growth, 2014

Christmas in perspective

December as a proportion of the year as a whole.

Figure 12: December relative to annual retailer sales vs long term average, 2005-14

Extra spending in the final quarter because of Christmas.

Black Friday

How big were Black Friday sales?

Impact on December

What should retailers do about it?

Consumers – The economic background

Figure 13: Employment and unemployment rates, 2007-14

Consumer confidence

Figure 14: How do you feel about your current finances, 2009-15 (Jan)

The income squeeze is over

Figure 15: UK: Earnings growth and inflation, 2009-14

The housing market has been strong

Figure 16: Average house prices: Year on year growth, 2008-14

Outlook for 2015

And Christmas 2015?

Online

Key points

Online in 2014

Figure 17: All online sales as % all retail sales, 2010-14

Online sales by sector

Figure 18: Online sales by sector, 2014

Non-store gaining share

Figure 19: Key sectors online sales as % all online sales, 2009-14

Figure 20: Key sectors online sales as % all online sales, index, 2009-14

Online through the year

Figure 21: Online share of all retail sales, monthly, 2010-14

Black Friday and Cyber Monday online

Leading retailers online performance

Figure 22: Leading retailers: Online growth, Christmas 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Christmas Shopping Habits - UK - February 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Leading Retailers' Performance

Key points

Christmas 2014 – Sector performance

Figure 23: Sector performance, December 2014

Food retailers

Sector sales benchmark

Figure 24: Leading food retailers Christmas performance, 2014

Clothing and footwear

Sector sales benchmark

Figure 25: Clothing retailers performance, Christmas 2014

Mixed goods stores (inc Department stores)

Sector sales benchmark

Figure 26: Mixed goods retailers performance, Christmas 2014

Other sectors

Sector sales benchmarks

Homewares

Miscellaneous specialists

Home shopping

Figure 27: Other retailers performance, Christmas 2014

The Consumer – Who Bought What and Where?

Key points

Figure 28: Christmas 2014: Products bought as gifts, December 2014

Figure 29: Profile of who bought what, Christmas 2014

Growth in online

Figure 30: Numbers buying presents online, Christmas 2007-14

Figure 31: Gift buying online and in-store, Christmas 2014

Profile of online and off-line buyers

Figure 32: Profile of online and off-line gift buyers, Christmas 2014

Repertoire analysis

Figure 33: Number of different types of gifts bought, Christmas 2014

The Consumer – How Much Did They Spend?

Key points

Figure 34: Average amount spent by buyers of each category, Christmas 2014

Figure 35: Average amount spent by buyers of each category, Christmas 2010-14

The Consumer – Online

Key points

The consumer – Devices used

Figure 36: Devices used for online purchases, Christmas 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Christmas Shopping Habits - UK - February 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 37: Profile of device users, Christmas 2014

Figure 38: Gifts bought by device used, Christmas 2014

The Consumer – The Shopping Journey

Key points

Prices

How did people use stores?

Sales and promotions

Figure 39: The shopping journey, Christmas 2015

Figure 40: Profile of different shopping journeys, Christmas 2015

Online Plans for 2015

Key points

Figure 41: Online shopping plans for Christmas 2015

Figure 42: Profile of those who will buy more or less online next year, Christmas 2014

The Consumer – How to Improve the Shopping Experience

Key points

Figure 43: What would improve your Christmas shopping experience? Christmas 2014

Figure 44: Who wants what, Christmas 2014

Who wants what service by type of product bought

Figure 45: Services that would improve the Christmas shopping experience by what people bought, Christmas 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com