

Christmas Shopping Habits - UK - February 2016

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“It was a remarkably weak Christmas, damaged again by the impact of Black Friday promotions at the end of November. We think that retailers have to pull away as far as possible from discounting at the end of November and restore a degree of pricing integrity by promoting less overall. There was strong growth online, but it came from the store based retailers.”

Richard Perks, Director of Retail Research

This report looks at the following areas:

- Where next for end-of November discounting?
- Cutting prices may be a short term fix, but it creates long term problems
- Where next for online?
- Prospects for 2016

What you need to know

Christmas trading turned out to be rather disappointing. There was a marked slowdown in retail sales growth in December, exacerbated by Black Friday and other end-of-November discounting pulling sales away from December gift buying. We argue that such discounting is bad news for the retail sector. It is a major factor in undermining people's trust in retailers pricing and the majority of people think there is no point in paying full price for gifts because of the degree of promotional activity in the run-up to Christmas.

This report looks in more detail at Christmas shopping habits:

- What people spent money on.
- Where people spent their money – in-store or online.
- How shopping patterns are changing.
- How much they spent.
- How retailers performed.
- What the prospects are for 2016.
- The lessons from Christmas 2015.

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DID YOU KNOW?

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

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