



TRENDSCAPE

CHRISTMAS

ALL I WANT FOR CHRISTMAS IS YOU*

FUELLED BY BLACK FRIDAY, THE BIGGEST SHOPPING SEASON OF THE YEAR IS UPON US WITH CONSUMERS HEADING OUT ON THE HIGH STREET AND ONLINE IN PREPARATION FOR THE FESTIVE SEASON.

* Alternatively please check my online wishlist

£42bn

UK RETAIL SALES OVER THE CHRISTMAS PERIOD

With this figure expected to grow between 2 and 2.5% at Christmas 2016.

TOP 3 PURCHASED CATEGORIES AT CHRISTMAS

% of shoppers who purchased at least one item in the category

1. CLOTHING - 54%



2. TOILETRIES AND COSMETICS - 47%



3. FOOD AND DRINK - 45%



FROM RESEARCH TO WISHLISTS TO PURCHASING, ONLINE IS KEY TO THE FESTIVE SHOPPING EXPERIENCE

RESEARCH

57%

OF INTERNET USERS HEAD ONLINE TO RESEARCH CHRISTMAS GIFTS AND IDEAS

WISHLISTS



WISHLISTING: THE ONLINE ANSWER TO WINDOW SHOPPING IS EXPECTED TO GAIN TRACTION THIS YEAR.



Apps such as Wisher are leading the way by allowing users to collate their favourite items from multiple retailers, whilst Argos launched their Christmas Wishlist for Kids app this year.

PURCHASE

1 in 3

INTERNET USERS BOUGHT ALL OR MOST OF THEIR GIFTS ONLINE LAST X-MAS
Electrical goods and video games are the most purchased categories online versus in store.



TAP INTO AN UPMARKET AUDIENCE WITH 4SALES OVER THE FESTIVE PERIOD

With 56% of viewers falling into the ABC1 category, C4 sales has a strong upmarket skew compared to the commercial average of 47%, and competitors ITV1 (47%) and Channel 5 (44%). Last Christmas, top rating programmes for our ABC1 viewers included The Big Fat Quiz of the Year (3.2m), Gogglesprogs (2.4m), 8 out of 10 Cats (1.6m), Alan Carr: Chatty Man (1.6m), and Jamie's Night Before Christmas (1.1m). Making them a key target at Christmas, 61% of Channel 4 viewers buy 6 or more gifts and are 10% more likely to spend £350 or more.