

## 2019 Festive SHOPPING TRENDS

Exclusive discounts would make

### 30%

of 18-24 year olds more likely to shop by voice assistant

### 28%

of people plan to spend more this year compared to last year

### 40%

of 18-34 year olds plan to spend more this year compared to last year

### 32%

of consumers plan to spend most of their money with online retailers who offer access to multiple brands

### 39%

of consumers plan to make most of their purchases in-store

### 24%

of 18-24 year olds

### 21%

of shoppers would like retailers to make products and packaging more environmentally friendly

### 22%

of 25-34 year olds

### 20%

of over 35s

### 13%

begin their holiday shopping 2 weeks in advance

### 30%

begin their holiday shopping 1 month in advance

### 13%

begin their holiday shopping 2 months in advance

Variety/ range of merchandise available is the most decisive factor for

### 34%

of people when choosing a retailer

### 33%

expect delivery or collection within 3 working days when shopping online

When shopping for gifts for others

quality (54%)

cost saving (54%)

variety of products (50%)

are the most important factors