LoopMe Consumer Snapshot: Retail - Christmas Shopping

LoopMe surveyed 2,505 UK consumers on 20-22 November, 2020 to understand Christmas shopping and gifting intent during COVID-19. We also analysed the impact of the second lockdown on consumers Christmas shopping this year and how their gifting habits will change.

Has COVID-19 permanently changed your shopping habits?
- Yes: 39%
- Unsure: 13%
- No: 48%

48% of consumers have permanently changed their shopping habits due to COVID-19.

Due to the second lockdown, how will you be doing your Christmas shopping this year?
- Online: 42%
- Online & In-Store: 39%
- In-Store post lockdown: 19%

42% of consumers will be doing their Christmas shopping online due to the second lockdown.

How will your gifting habits change due to COVID-19?
- Spend the Same: 49%
- Spend Less: 41%
- Spend More: 10%

1 in 10 consumers plan to Spend More on gifts due to COVID-19.

39% of consumers will purchase or are considering a luxury item for themselves or as a gift this Christmas.

What is most important to you when shopping online for Christmas gifts?
- Delivery Time: 50%
- Return Options: 22%
- Deals & Sales: 18%
- Other: 10%

1 in 2 consumers (50%) value Deals & Sales the most when shopping online for Christmas gifts.

22% of consumers value Delivery Time the most when shopping online for Christmas gifts.

Closing the Loop on Digital Advertising
For more information, contact your local sales rep or askinfo@loopme.com