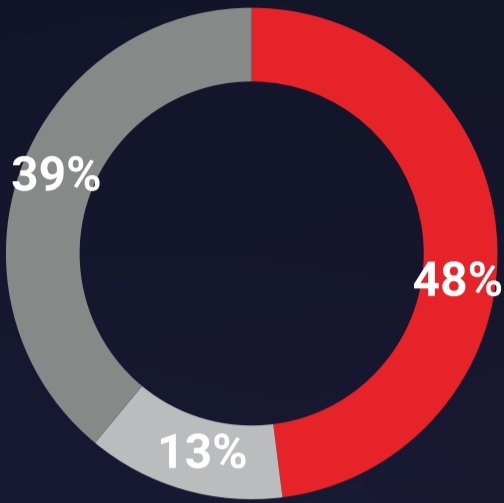


LoopMe Consumer Snapshot: Retail - Christmas Shopping

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 ● Unsure ● No

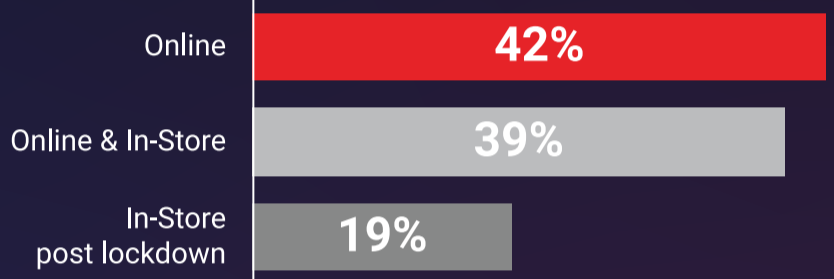
48%

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

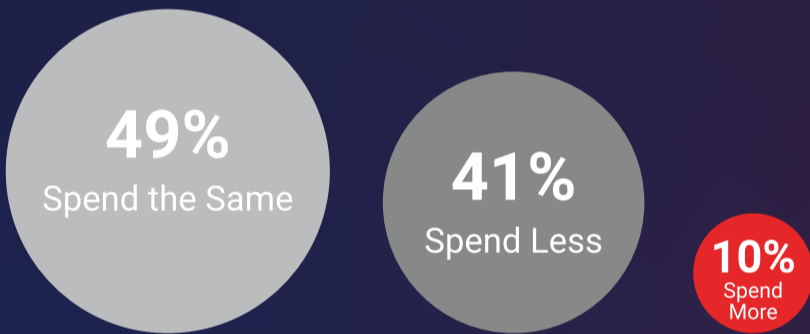
42%

of consumers will be doing their Christmas shopping **Online** due to the second lockdown.

Due to the second lockdown, how will you be doing your Christmas shopping this year?



How will your gifting habits change due to COVID-19?



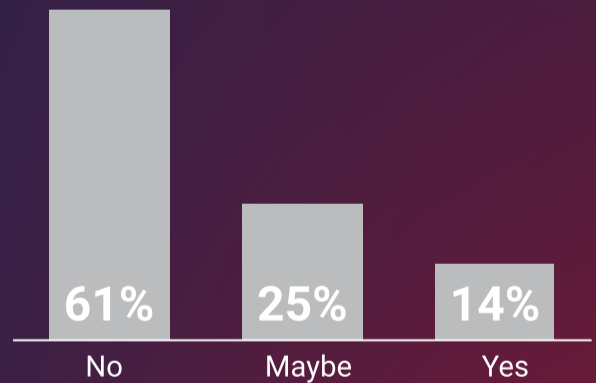
1 in 10

consumers plan to **Spend More** on gifts due to COVID-19.

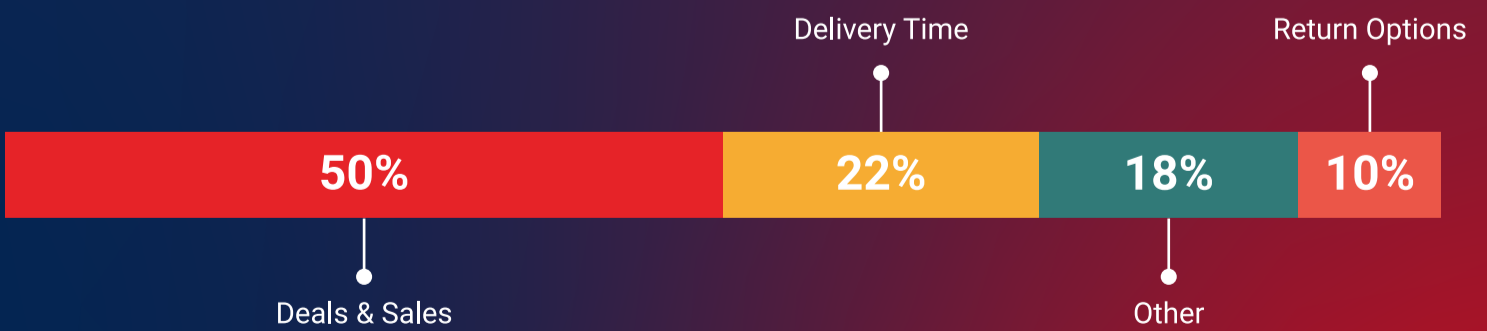
39%

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

Do you intend to purchase a luxury item for yourself or as a gift this Christmas?



What is most important to you when shopping online for Christmas gifts?



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.