

Christmas Shopping Habits - UK - February 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The income squeeze is as bad as ever and we need to see that disappear if Christmas 2014 is to be as good as Christmas 2013. Looking beyond the election in 2015, there is the threat of rising interest rates. The worst of the downturn should now be over for consumers, but it is hard to foresee any strong recovery until we reach the run up to the 2020 election.”

– Richard Perks, Director of Retail Research

This report looks at the following areas:

- Was demand over Christmas soundly based?
- ‘It was a Christmas of extremes’, but what were the key factors behind success and failure?
- Is online maturing?
- Pure players or Multi-channel?

With consumer confidence rising and a strong retail sales growth throughout 2013, a good Christmas was to be expected. In the event, it matched best expectations; although the pattern of sales brought surprises. It was a Christmas of extremes with superb performances from some leading retailers partially offset by very bad ones elsewhere: Consumers were in no mood to make do with second best.

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