

Seasonal Shopping - UK - August 2014

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“For store-based retailers facing competition from online-only rivals, seasonal occasions provide opportunities to make their shops destinations. Seasonally-themed ranges, merchandising and in-store events can provide shoppers with reasons to visit their stores.”
- John Mercer, Retail Analyst

This report looks at the following areas:

- How can retailers boost spending on seasonal events?
- Spending on retail versus leisure services
- Cynicism doesn't stop shoppers spending
- In a multichannel world, calendar occasions can drive in-store interest

This report looks at those events in the calendar that provide retailers with opportunities to encourage shoppers to spend a little bit more – such as Valentine's Day, Easter and Halloween. Most of these events are substantial in absolute value terms – many generate hundreds of millions of pounds for the retail sector.

This report is focused on the impact of occasions for the retail sector, but some questions in our consumer survey also asked about spending on services (such as dining out or trips away) to place retail spending in context.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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