

Christmas Shopping Habits - UK - February 2015

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

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"Online is now fully integrated into the way we shop and we choose the channel that is most convenient to us at the time. We are shopping for food more often and shopping at superstores less as a result. And that brings us back to the high street which is being boosted by the growth in top-up food shopping and by a growing number of click and collect stores for online purchases."

– Richard Perks, Director of Retail Research

This report looks at the following areas:

- Was Black Friday worthwhile?
- Just how important is Click and Collect?
- Last year we said that extremes of performance would become the norm – Were we right to do so?

2014 was a good year for consumers, and by the end of the annual period there was even evidence that the income squeeze had come to an end as inflation dipped well below the rate of inflation. Consumer confidence was strong, helped by a rising housing market. The threat of an increase in interest rates failed to materialise. The only problem for retailers over Christmas was the baleful impact of Black Friday.

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