

## Seasonal Shopping (Autumn/Winter) - UK - April 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Seasonal promotions show leading supermarkets and superstores at their most effective. They have seen the opportunity and the demand and they developed ranges to satisfy that demand, taking a substantial share of it. Retailers must be responsive to trends in the marketplace and changing demand, but supermarkets have grown by leading the way in that and they continue to do so.”  
– Richard Perks, Director of Retail Research

This report looks at the following areas:

- Is Halloween replacing Bonfire Night?
- To what extent are these seasonal events the invention of the supermarkets?
- Are all promotions a good idea?

This report focuses on the seasonal events of the Autumn – Back-to-school, Halloween and Bonfire Night and we also look briefly at Christmas, though the information for Christmas (and Black Friday) is taken from Mintel’s report *Christmas Shopping Habits – UK, February 2015*. Mintel has commissioned consumer research specific to those three seasonal events (excluding Christmas).

The main themes of the report are to look into what people buy for these seasonal events and where they buy it. Using that data, comments by the retailers themselves and analysis of National Statistics, we have developed estimates of the boost to spending for each of these events.

As the consumer research makes clear, these events are important for retailers, but especially the food retailers for which they provide an excuse for event-specific merchandise which can fill space devoted to seasonal merchandise (mainly Easter, Summer, Christmas).

Overall, we find that these events provide a boost which is small in the context of all retail sales (<1%).

Readers may also find it useful to refer to the Mintel report, *Seasonal Shopping Habits – UK, August 2014* and *Seasonal Lifestyles – UK, July 2013*. and *Christmas Shopping Habits – UK, February 2014*.

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DID YOU KNOW?

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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