

Seasonal Shopping (Autumn/Winter) - UK - April 2016

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

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“The value of autumn events rose by an estimated 5.8% in 2015, driven by increased spend on Halloween among young families and Millennials, and continued high purchasing levels for back-to-school. Overshadowed by these events and the Christmas build-up, the retail boost from Bonfire Night is relatively small.”
– Alice Goody, Retail Analyst

This report looks at the following areas:

- What are the prospects for the back-to-school market?
- What is driving growth in the Halloween market?
- How have the supermarkets fared? What are the opportunities and challenges facing them?

The events covered in this Report were worth a combined £916 million in 2015, an increase of 5.8% on the previous year, we estimate. The supermarkets dominate the market, yet the discounters and the pureplays are a growing force. A third of shoppers bought Halloween products from a discount retailer in 2015 and Amazon ranks third in terms of shopper numbers for back-to-school.

Back-to-school is the second largest seasonal event behind Christmas; some 80% of parents make a purchase for their child in time for the school term. The market remains highly price-sensitive, yet a willingness to trade up suggests potential for future growth. The retail boost from Bonfire Night is relatively small, overshadowed by Halloween and the pre-Christmas build-up. Millennials have emerged as a key consumer group driving spend on Halloween.

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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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- What is driving growth in the Halloween market?
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- How have the supermarkets fared? What are the opportunities and challenges facing them?
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The Market – What You Need to Know

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Seasonal events market size

Favourable economic conditions

Change to school leaving age legislation

Market Size

Favourable economic conditions

Back-to-school worth £580 million

Changes to school leaving age legislation

Halloween delivers strong growth

Bonfire Night overshadowed by other events

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Nisa to 'have a hoot' this Halloween

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Parents of young children and Millennials drive seasonal spend

One in five young Millennials dresses up on Halloween

Supermarkets dominate

A third spent more on Halloween in 2015

Pet owners are a key demographic for retailers to target

80% of parents purchase for back-to-school

Amazon gains more back-to-school shoppers than Sainsbury's

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Back-to-School – Amount Spent

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