

Seasonal Shopping (Spring/Summer) - UK - October 2017

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“Despite a distinct lack of enthusiasm among UK consumers, the market value of the major spring/summer retail events continued to rise in 2017, with spending reaching an estimated £2.2 billion. The growth in consumer spending was driven by increased average spend per customer, with Valentine’s Day shoppers in particular spending significantly more in 2017.”
– Samantha Dover, Retail Analyst

This report looks at the following areas:

- Can retailers boost appeal of spring/summer events?
- Utilising online to capture seasonal spending
- When and where should retailers target shoppers?

The spring/summer season includes a number of key events for retailers. In total we estimate that these events were worth £2.2 billion to retailers in 2017, with sales of gift products for these occasions up 8.9% on 2016. This growth was driven by increased average spending per consumer, as people are increasingly trading up their purchases to higher value products and experiences, likely driven in part by the social pressure that the majority of consumers feel to purchase seasonal gifts.

Valentine’s Day is now the biggest event in terms of gifting in the first half of the year, worth an estimated £620 million. Sales growth on Valentine’s Day gifts outpaced the other major retail events in 2017, with sales up 12.5%. Although Easter was traditionally the biggest spring/summer gifting event, spending on the occasion now falls behind Valentine’s Day and we estimate that sales of Easter gifts rose 4.5% to £575 million in 2017. Meanwhile, the Mother’s Day market reached £580 million and Father’s Day sales reached £410 million.

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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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The Market – What You Need to Know

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Key characteristics
Experience Seekers
Content Shoppers
Seasonal Sceptics
Price Conscious

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