

Christmas Spending Habits - Ireland - February 2018

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“Irish consumers spent more during Christmas 2017 compared with Christmas 2016, showing strong gift purchasing and a high level of favouritism for branded goods when shopping for Christmas groceries.”

- **Brian O'Connor, Senior Consumer Analyst**

This report looks at the following areas:

- The amount spent on gifts and types of gifts consumers bought in 2017
- How consumers shopped for gifts and food for Christmas (online vs in-store)
- Consumer preferences when buying grocery items – own-label vs branded.

Christmas 2017 saw retail sales in both NI (Northern Ireland) and RoI (Republic of Ireland) improve on those seen in 2016. Improved employment and consumer confidence meant that consumers were more willing to splash out on gifting and buying food for celebrations. Conversely, while consumers continue to show a strong preference for branded goods when buying for Christmas celebrations, retailers (particularly discounters) reported strong sales of premium own-brand food products.

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