

## Seasonal Shopping (Spring/Summer) - UK - October 2019

Report Price: £2195.00 | \$2963.91 | €2470.25

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“Despite tough comparative figures, consumer spending on the spring/summer events continued to increase in 2019 driven largely by gift purchases for Easter, Mother’s and Father’s Day.”

- Emily Viberg, Retail Analyst

This report looks at the following areas:

- How could retailers move away from gendered marketing for Mother’s Day and Father’s Day gifts?
- How could retailers capture last minute gift purchases for Mother’s Day and Father’s Day?
- How can retailers increase in-store spending during spring/summer events?

The need for more personalised gifts continues to drive the gifting market for the spring/summer events and together with the rising popularity of leisure activities retailers have ample opportunities to diversify gift offerings and focus on in-store experiences that bring families together

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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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In-store experiences

## The Market – What You Need to Know

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Food for the home captures the most spending during spring/summer events

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In-store purchases of gifts still dominate over online gift purchasing

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