

Christmas Gift Buying - UK - February 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“It was not a great Christmas, but it was not the disaster that some early reports suggested either. Demand slowed in the final quarter and some sales were pulled forward to November by early discounting.”

- **Thomas Slide, Senior Retail Analyst**

This report looks at the following areas:

- **Where next for the high street and what about Christmas 2019?**
- **Online – will it ever stop growing?**
- **Looking to have a more sustainable Christmas**

It's an immensely challenging time for retailers, but whether they trade online, in stores or both, the basics of retailing have not changed and those that focus on getting this right continue to find opportunities for growth.”

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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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