

Christmas Gift Buying - UK - February 2020

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

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“A combination of political and economic uncertainty, a later-falling Black Friday and continued growth in online created a uniquely challenging trading environment for retailers to contend with in 2019 and produced the slowest growth within the sector for four years.”

– **Nick Carroll, Associate Director of Retail Research**

This report looks at the following areas:

- **Less is more: a one-off or an emerging trend?**
- **Christmas Creep: A way to tackle Black Friday?**

The build-up to Christmas 2019 presented retailers with a unique set of challenges. Brexit uncertainty, both prior to the initial October deadline and then the general election of December, combined with a later-falling Black Friday placed a greater focus on value and conservatism in spending from consumers. The result was the lowest growth in value terms (+1.9%) since 2015 and a fiercely competitive environment where much of the demand was served during Black Friday or on promotion.

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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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