

Seasonal Shopping (Spring/Summer) - UK - 2022

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This report looks at the following areas:

- The Impact of Cost of living Crisis on Seasonal Events.
- What Gifts and Products They Buy at Seasonal Events.
- How They Shop for Gifts and Products During Seasonal Events.
- Seasonal Shopping Behaviours.
- How Much They Spend During Seasonal Events.
- Easter Chocolate Product Bought and the impact of HFSS regulations on the category.
- Seasonal Shopping Activities.

49% of consumers thought it was more expensive shopping for Easter gifts this year compared to last. Despite 2022 marking the first time all the spring/summer seasonal events could be celebrated without restrictions, demand was subdued and celebrations were overshadowed by the cost of living crisis.

The rising income squeeze is expected to be a big downward pressure on the retail market throughout 2023. As such, we will see consumers cut back on non-essential spending, with many seasonal products and gifts falling into this bracket. Food and drink is also a central part of seasonal celebrations, with many opting to have a special meal at home to save money. Quick and easy ready-made meal alternatives that replicate out-of-home dining experiences will appeal and give retailers the chance to highlight premium and own-brand ranges.

The current economic landscape in retail is expected to result in consumers pulling back on discretionary spending, making them more diligent about seeking value. Shoppers looking for value beyond discounts and promotions will choose retailers who are adding value to gifts in various ways including through loyalty schemes that directly support them during the hard times ahead.

While in-store shopping has returned, online shopping remains elevated and the channel will appeal to those wanting to get the best value from gifts and



“Spring/summer 2022 celebrations were overshadowed by the cost of living crisis, despite all events being celebrated free of restrictions for the first time since 2019. Pressure on finances will continue into 2023 and retailers will need to invest into smaller ticket gifting options and look for opportunities to help consumers celebrate events at home to keep costs down.”
– Emily Viberg, Retail Analyst

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products. The channel will also capture spend from consumers opting to make use of online convenient and speedy home delivery options in order to save costs on fuel. This will also impact store-based retailers as store visits become more planned. Retailers will need to make shoppers feel their time and visit is worthwhile and make it as easy to identify seasonal gifts and products suitable for their needs – something that will become challenging with new HFSS regulations restricting marketing efforts of chocolate products, but could, on the other hand give a boost to non-food gifting categories.



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Table of Contents

OVERVIEW

- **Key issues covered in this Report**
- **Products covered in this Report**

EXECUTIVE SUMMARY

- **The five-year outlook for seasonal shopping**
Figure 1: Category outlook, 2022-27
- **The market**
- **Cost of living crisis hampers seasonal spending recovery in 2022**
Figure 2: Estimated consumer gift spending on spring/summer retail events, 2019-22
- **Consumers' financial situation worsens**
Figure 3: Trends in current financial situation compared a year ago, 2015-22
- **Autumn captures 26.4% of retail sales in the year**
Figure 4: Value of all retail sales (excluding fuel) at current prices, non-seasonally adjusted, by season, 2021
- **Spring and summer months in focus**
Figure 5: Value of retail sales (excluding fuel) at current prices, non-seasonally adjusted, by spring/summer months in 2019-22
- **Online sales a portion of total retail sales slows**
Figure 6: Online retail sales as a percentage of all retail sales, by month, 2018-22
- **The consumer**
- **Seasonal purchasing levels remain stable**
Figure 7: Total spring/summer gift buying, 2022
- **Opportunity for smaller-ticket gifts as consumers trade down**
Figure 8: Products bought by consumers for Mother's Day, Father's Day and Easter, 2022
- **Easter spending drops amid cost of living crisis**
Figure 9: Average spend for spring/summer gifting, 2019-22
- **In-store shopping returns but online remains elevated**
Figure 10: How shoppers purchased gifts for seasonal events, 2022
- **Supermarkets the most popular destination for seasonal gift buying**
Figure 11: Where gifts for Mother's Day and Father's Day were purchased, 2022
- **Branded eggs top shopping lists for Easter**

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Report Price: £2195 | \$2995 | €2600

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Figure 12: type of chocolate products gifted for Easter, 2022

- **A special meal at home the most popular Easter activity**

Figure 13: How Easter was celebrated, 2022

- **Mother's Day and Father's Day celebrators enjoy a home cooked dinner**

Figure 14: How Mother's Day and Father's Day were celebrated, 2022

- **Financial concerns dampen Easter celebrations**

Figure 15: Easter shopping behaviours, 2022

- **Locally sourced gifts appeal for Mother's Day**

Figure 16: Mother's Day shopping behaviours, 2022

- **Father's Day gift purchasing less likely to see a dedicated trip**

Figure 17: Father's Day shopping behaviours, 2022

ISSUES AND INSIGHTS

- **Impact of cost of living crisis on seasonal shopping**
- **Shopping locally can help save pennies...and the planet**
- **How can retailers attract spend beyond discounts and promotions?**
- **Give popular gift categories a renewed focus**
- **Make in-home dining an experience**
- **Help make gift shopping affordable by rewarding loyalty**

MARKET SIZE AND SEGMENTATION

- **Cost of living crisis hamper seasonal spending recovery in 2022**

Figure 18: Estimated consumer gift spending on spring/summer retail events, 2019-22

Figure 19: Estimated breakdown of consumer spending on gifts and other products for spring/summer retail events, 2022

MARKET DRIVERS

- **Inflation is the key concern for consumers and brands...**
- **...and despite government support, energy prices are still a major concern**
- **Rising interest rates mean that the pressure will move up to middle- and higher-income households**
- **High inflation and rising interest rates will weigh down the post-COVID recovery**
- **Consumer spending power will be curbed**
- **Real income decline set to impact key demographics**

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Figure 20: Real wage growth – Average weekly earnings vs inflation in 2016-22 (January-August)

- **Consumers' financial situation worsens...**

Figure 21: Trends in current financial situation compared a year ago, 2015-22

- **...as most people are feeling the effects of price rises**

- **Ageing population presents barrier for seasonal events**

Figure 22: Breakdown of trend in the age structure of the UK population, 2020-30

Figure 23: Breakdown of trend in the age structure of the UK population, 2020-30

RETAIL SALES ACROSS THE YEAR

- **Autumn accounts for over the largest percentage of total retail sales**

Figure 24: Value of all retail sales (excluding fuel) at current prices, non-seasonally adjusted, by season, 2021

- **Retail sales growth slow amid cost of living crisis**

Figure 25: Annual percentage change in all retail sales (excluding fuel) at current prices, non-seasonally adjusted, by month, 2020-22

- **Key categories see a slow in growth**

Figure 26: Annual percentage change in leading category retail sales (value and volume) at current prices, non-seasonally adjusted, by month in 2022

- **Spring and summer months in focus**

Figure 27: Value of retail sales (excluding fuel) at current prices, non-seasonally adjusted, by spring/summer months in 2019-22

ONLINE RETAIL SALES ACROSS THE YEAR

- **Online sales – as a portion of total retail sales – slow**

Figure 28: Online retail sales as a percentage of all retail sales, by month, 2018-22

Figure 29: Online retail sales as a percentage of all retail sales, by category, by month, 2019-22

LAUNCH ACTIVITY AND INNOVATION

- **Mother's Day 2022 innovations**

- **KFC and Proflower team up**

Figure 30: KFC collaborative Mother's Day flowers with Proflower, 2022

- **Cath Kidston and Moonpig team up to launch first ever flower range**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Seasonal Shopping (Spring/Summer) - UK - 2022



Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 31: Moonpig and Cath Kidston collaboration, 2022

- **Waitrose wrap-free Mother's Day flowers**

Figure 32: Waitrose's wrap-free Mother's Day flowers, 2022

- **Dobbies launch Mother's Day afternoon service**

Figure 33: Dobbies afternoon tea service, 2022

- **Father's Day 2022 innovations**

- **Moonpig's musical Father's Day cards**

Figure 34: Moonpig's musical Father's Day cards, 2022

- **Bring home beer dispenser machine**

- **Easter 2022 innovations**

- **Tesco's Easter hot-cross bun café**

Figure 35: Tesco's hot cross bun café, 2022

- **Moonpig gives out free Easter cards**

Figure 36: Moonpig's free Easter cards, 2022

ADVERTISING AND MARKETING ACTIVITY

- **Advertising spend surpasses pre-pandemic levels in 2021**

Figure 37: Total above-the-line, online display and direct mail advertising expenditure by all retailers in 2019-22 (January-August).

- **Focus on spring/summer months in 2022**

Figure 38: Recorded above-the-line, online display and direct mail total advertising expenditure by all retailers during the spring and summer months, 2019-22

- **TV dominates ad spend**

Figure 39: Recorded above-the-line, online display and direct mail total advertising expenditure by all retailers, by advertising method, 2021

- **Key seasonal shopping campaigns**

- **Thortful 'Dad's Approval' Father's Day campaign**

- **Coach Mother's Day campaign 'I got it from my mom'**

- **Asda 'Flavour Hunt' campaign**

- **HMV launches multiplatform Easter campaign**

- **Nielsen Ad Intel coverage**

GIFTS AND PRODUCTS PURCHASED FOR SPRING/SUMMER EVENTS

- **Seasonal purchasing levels remain stable**

- **Income squeeze to impact demand from lower income households**

Figure 40: Total spring/summer event gift buying, 2022

- **Opportunity for smaller-ticket gifts as consumers trade down**

What's included

Executive Summary

Full Report PDF

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Powerpoint Presentation

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Figure 41: Products bought for Mother's Day, Father's Day and Easter, 2022

HOW MUCH WAS SPENT

- **Key demographics withdraw spend**
- **Consumers torn between out-of-home and in-home spending**

Figure 42: Average spend on gifts for spring/summer seasonal events, 2022

HOW GIFTS AND PRODUCTS FOR SEASONAL EVENTS WERE BOUGHT

- **In-store shopping returns but online remains elevated...**
- **...and will appeal once more as shoppers look to save on fuel costs**

Figure 43: How shoppers purchased gifts for spring/summer events, 2022

RETAILERS SHOPPED WITH FOR MOTHER'S AND FATHER'S DAY GIFTS

- **Supermarkets the most popular destination for seasonal gifts**
- **Convenience of online appeals for last minute purchasing**
- **Engage with the increasingly tech savvy over-55s to boost spending on seasonal gifts**
- **Discounters efforts to diversify help capture impulse buys**

Figure 44: Where Mother's Day and Father's Day gifts were purchased, 2022

CHOCOLATE PRODUCTS PURCHASED FOR EASTER 2022

- **Branded eggs top shopping lists for Easter...**
- **...but how can own-label products compete?**
- **New HFSS legislation gives retailers the chance to spotlight non-food gifts**

Figure 45: Type of Easter chocolate products purchased, 2022

SEASONAL SHOPPING ACTIVITIES

- **A special meal at home the most popular Easter event**
- **Mother's Day and Father's Day celebrators enjoy a home-cooked dinner**

Figure 46: How Easter was celebrated, 2022

Figure 47: How Mother's Day and Father's Day were celebrated, 2022

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

SEASONAL SHOPPING BEHAVIOURS

- **Financial concerns dampen Easter celebrations**
Figure 48: Easter shopping behaviours, 2022
- **Locally sourced gifts appeal for Mother's Day**
Figure 49: Mother's Day shopping behaviours, 2022
- **Father's Day gift purchasing less likely to see a dedicated trip**
Figure 50: Father's Day shopping behaviours, 2022

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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