

## Christmas Shopping Habits - UK - February 2017

Report Price: £1995.00 | \$2510.51 | €2325.77

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“It was a great Christmas, better than anyone expected. But the more one looks at the performance, the more one feels that there are warning signs. We think that people are worried about rising prices in 2017 and that they pulled spending forward for that reason. The prospects for Christmas 2017 are rather worse than for the Christmas just gone.”

– **Richard Perks, Director of Retail Research**

This report looks at the following areas:

- Pricing – time to restore trust
- Why was Christmas so strong?
- Prospects for 2017

It was a very good Christmas, much better than anyone expected. We think there were a number of reasons for that, but two worth highlighting are that people were buying ahead of expected price rises in 2017 and they may also have decided to have a good Christmas because they didn't like the look of the prospects for 2017. Consumers shrugged off the Brexit vote and have continued to spend through the second half of 2016. Consumer confidence remains high, though there are signs it is coming under pressure.

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