

## Seasonal Shopping (Autumn/Winter) - UK - April 2018

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

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“Despite economic uncertainty clouding the retail sector in 2017, autumn events remained popular, with back-to-school in particular performing strongly. While Halloween and Bonfire Night are both popular for families, they remain relatively small and have failed to truly impact retail sales over the autumn months.”

– Chana Baram, Retail Analyst

This report looks at the following areas:

Retailers will need to focus on heavily marketing these events as a way to engage those with and without children.

- Other key festivals present opportunity
- Room for a more sustainable approach to seasonal events
- Missing opportunities in Bonfire Night

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The implications

Room for a more sustainable approach to seasonal events

The facts

The implications

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## The Market – What You Need to Know

Back-to-school now worth almost £1 billion

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Cut-price Halloween party ideas

Advertising expenditure increases in August and September

Asda links with Shazam for Halloween campaign

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Discounters not widely used for back-to-school

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