

*Teads*

# 2024 FESTIVE INSIGHTS

Unwrapping UK  
Gifting Trends





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## Methodology:

The fieldwork was carried out by the research agency PureSpectrum on behalf of Teads UK. The sample was made up of 1,000 UK adults (18+) who celebrate Christmas. The sample was nationally representative, and the fieldwork was carried out in June 2024.

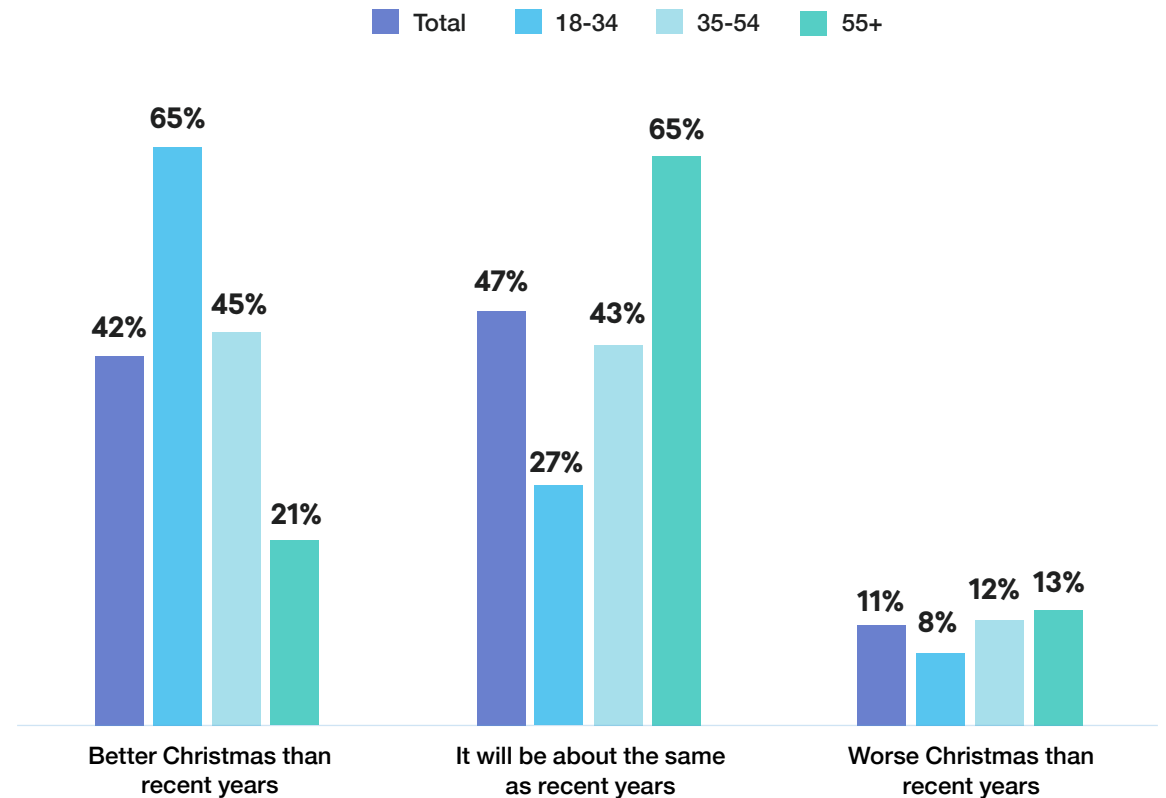
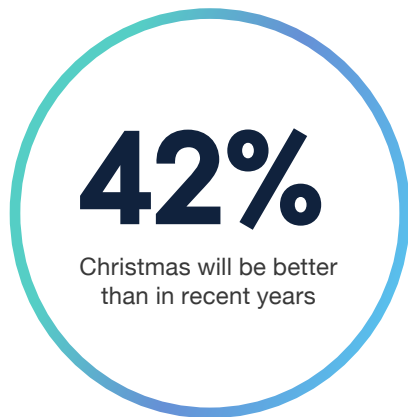
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# 01

## FESTIVE SENTIMENT AMONG UK SHOPPERS

People are feeling more positive about Christmas 2024.

It appears that the pressures of the cost of living have finally eased, as more than four in 10 people in the UK say they expect Christmas to be better this year than in recent years. This optimism is especially noticeable among younger people, with almost two-thirds (65%) of 18–34-year-olds looking forward to a better Christmas.



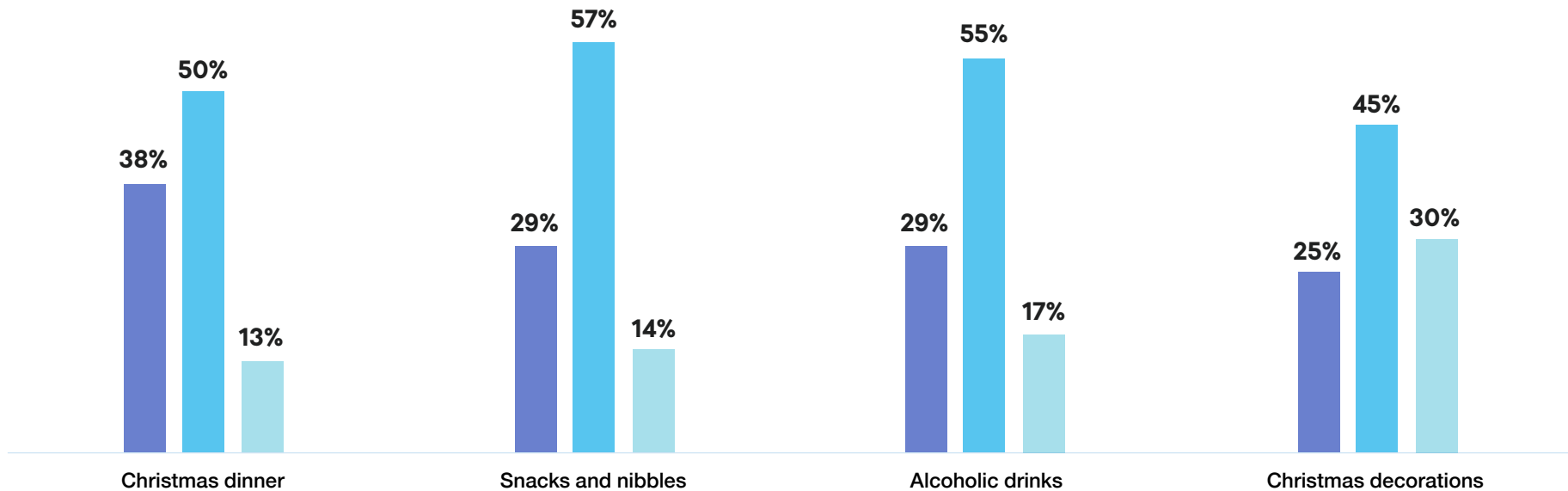
# 02

## 2024 CHRISTMAS SPENDING INTENTIONS

**Growing consumer positivity translates into higher spending.**

The rising positive sentiment means that UK consumers are looking to allocate more budget to festivities this year. Specifically, nearly four in 10 (38%) are planning to spend more on Christmas dinner, while almost three in 10 (29%) say they are likely to increase their expenses on snacks, drinks and nibbles.

■ Spend more   ■ Spend about the same   ■ Spend less



# 03

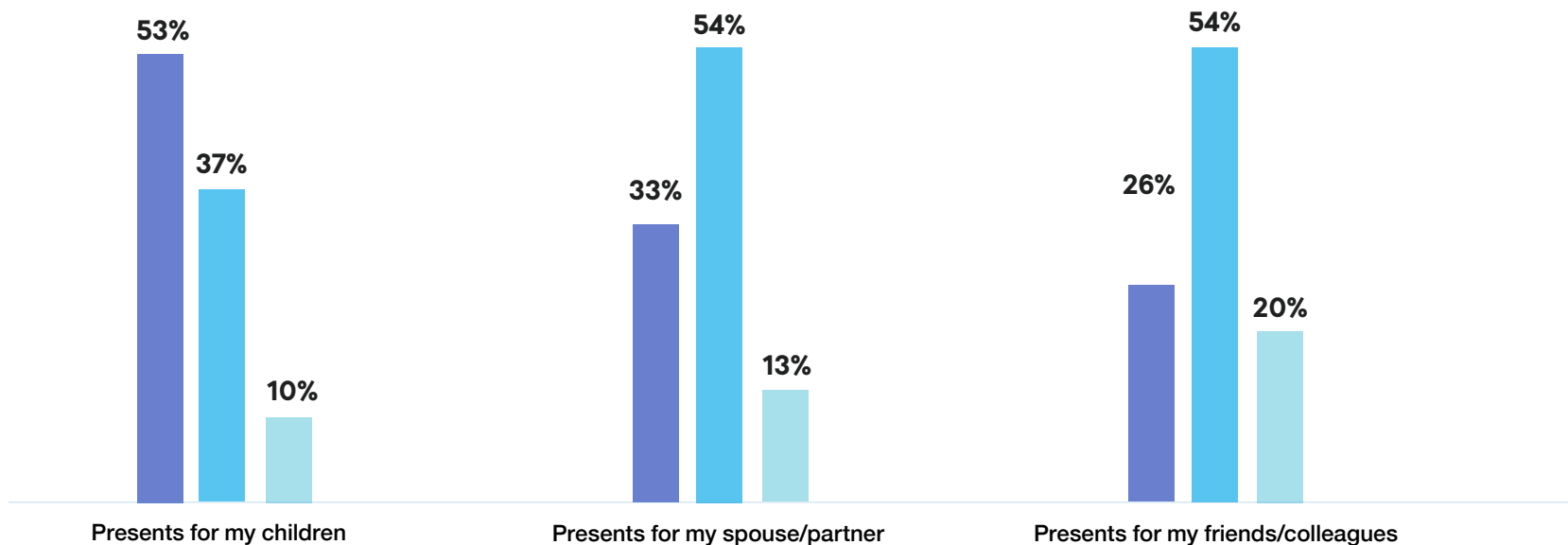
## GIFT PURCHASING TRENDS

### UK consumers prioritise buying presents for children.

Spending on presents is set to rise across the board, with gifts for children being front of mind for UK

consumers. Our survey indicates that the majority of people (53%) plan to increase spending on presents for children, followed by a third (33%) of those who anticipate spending more on gifts for their spouse or partner.

■ Spend more ■ Spend about the same ■ Spend less



# 04

## PRESENTS FOR EVERY PERSON

### Children's gifts in the UK will predominantly consist of toys and games.

The survey shows that many UK kids are likely to receive toys and games this year, with 73% of respondents confirming this.

Women in the UK can expect to be gifted jewellery (54%) and fragrance (49%), whereas men could get clothing and/or footwear (51%) from their partners.

When it comes to gifts for parents, a third (33%) of UK consumers prefer buying clothing and/or footwear and three in 10 (30%) choose to gift food. As for presents for friends and colleagues, alcohol (47%) tops the gifting charts, as well as gift vouchers that appeal to 28% of UK consumers.



#### Kids

Toys/Games: **73%**  
Video/Computer Games: **43%**  
Clothing/Footwear: **38%**  
Electronics: **36%**



#### Female partner

Jewellery: **54%**  
Fragrance: **49%**  
Clothing/Footwear: **40%**  
Gift Vouchers/Experiences: **22%**



#### Male partner

Clothing/Footwear: **51%**  
Alcohol: **37%**  
Fragrance: **32%**  
Experiences: **23%**



#### Parents

Clothing/Footwear: **33%**  
Food: **30%**  
Gift Vouchers: **28%**  
Alcohol: **26%**



#### Friends/colleagues

Alcohol: **47%**  
Gift Vouchers: **28%**  
Food: **24%**  
Fragrance: **18%**

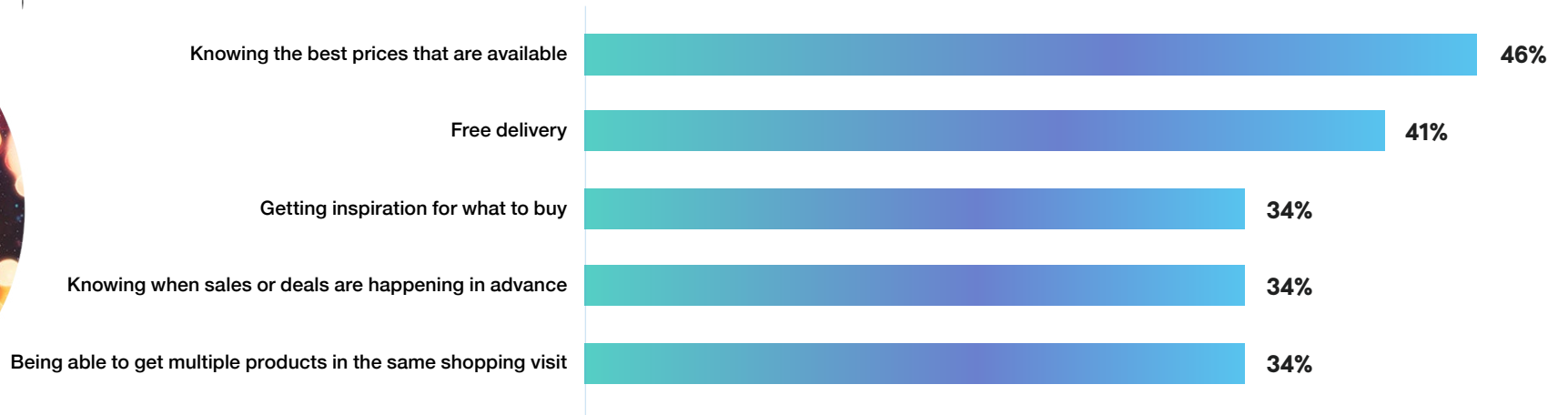
# 05

## ENHANCING CHRISTMAS SHOPPING

**Knowing the best available prices could make Christmas shopping a lot easier for UK consumers.**

While positivity is high, the findings also indicate that people are still looking for best prices (46%) in their Christmas shopping.

This is followed by the convenience of free delivery (41%), getting inspiration for what to buy (34%), being informed about sales and deals in advance (34%) and the ability to purchase multiple products in a single shopping trip (34%).



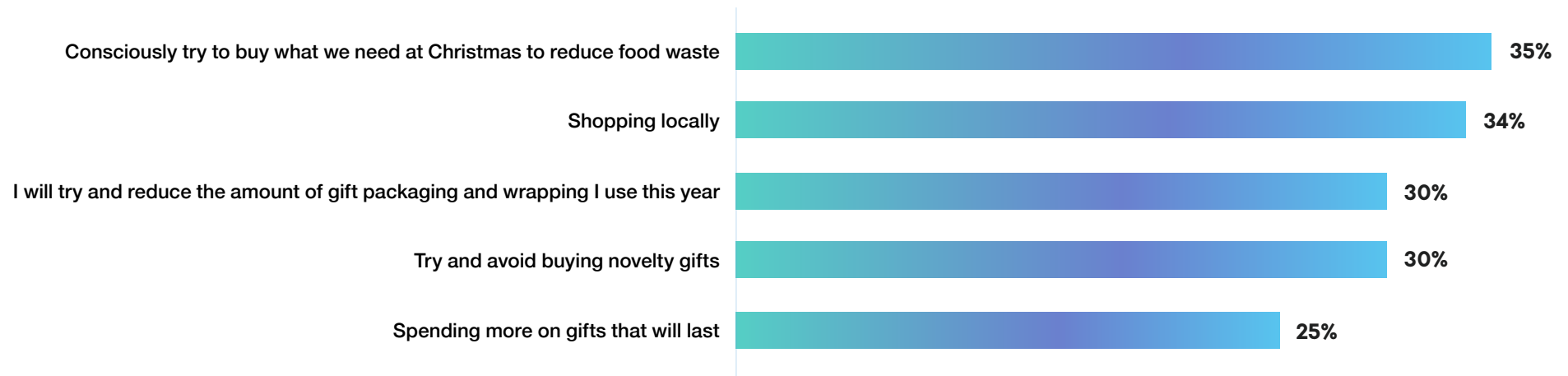
# 06

## SPOTLIGHT ON SUSTAINABILITY

### Environmental concerns influence festive shopping behaviour.

A staggering 85% of people in the UK are planning to take environmentally friendly actions this year.

These include reducing food waste (35%), shopping locally (34%), minimising gift wrapping and packaging (30%), avoiding purchasing novelty gifts (30%) and opting for gifts that will last (25%).





# 07

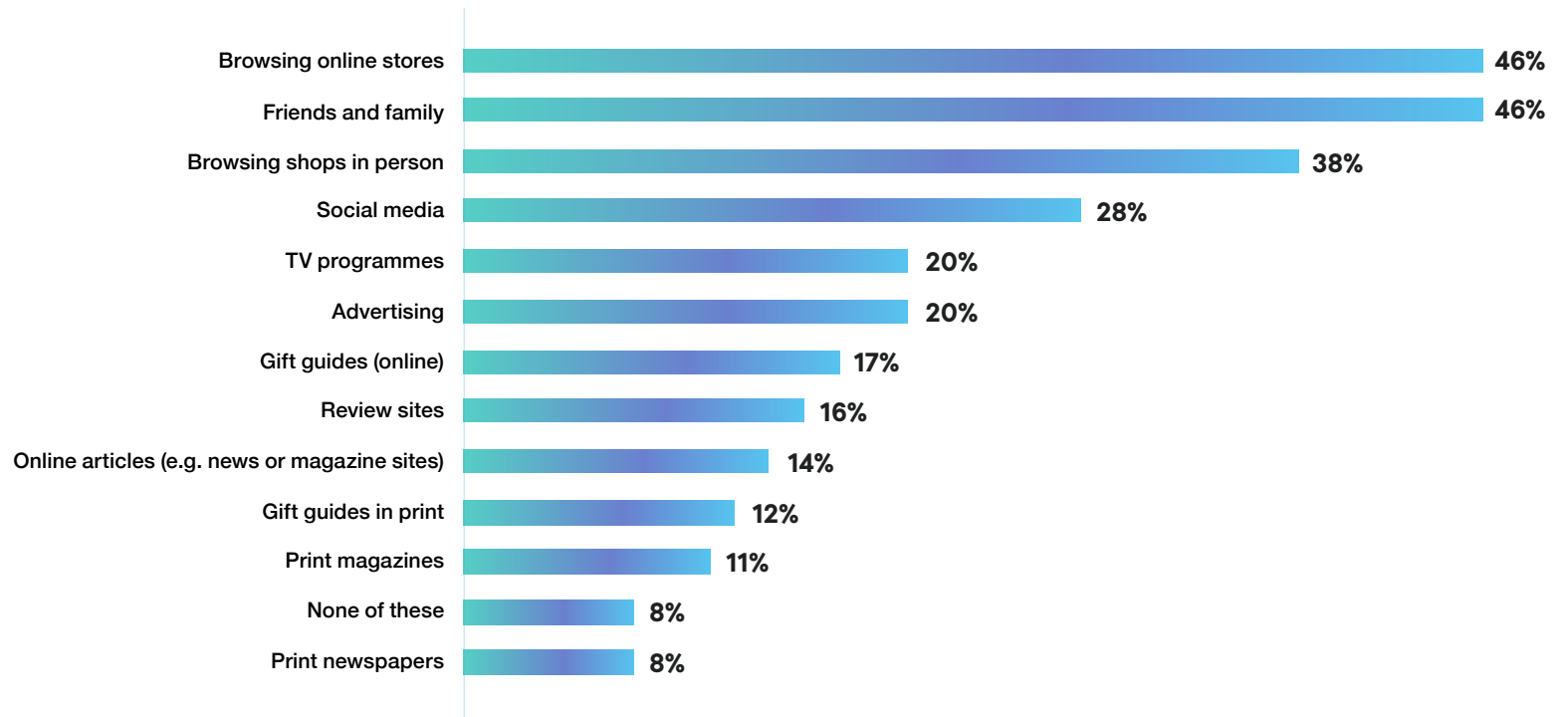
## SOURCES OF GIFT INSPIRATION

**Online stores play key part for gifting ideas.**

Looking for gift inspiration in online shops becomes as popular (46%) as asking friends' and family members' advice (46%). These are followed by browsing

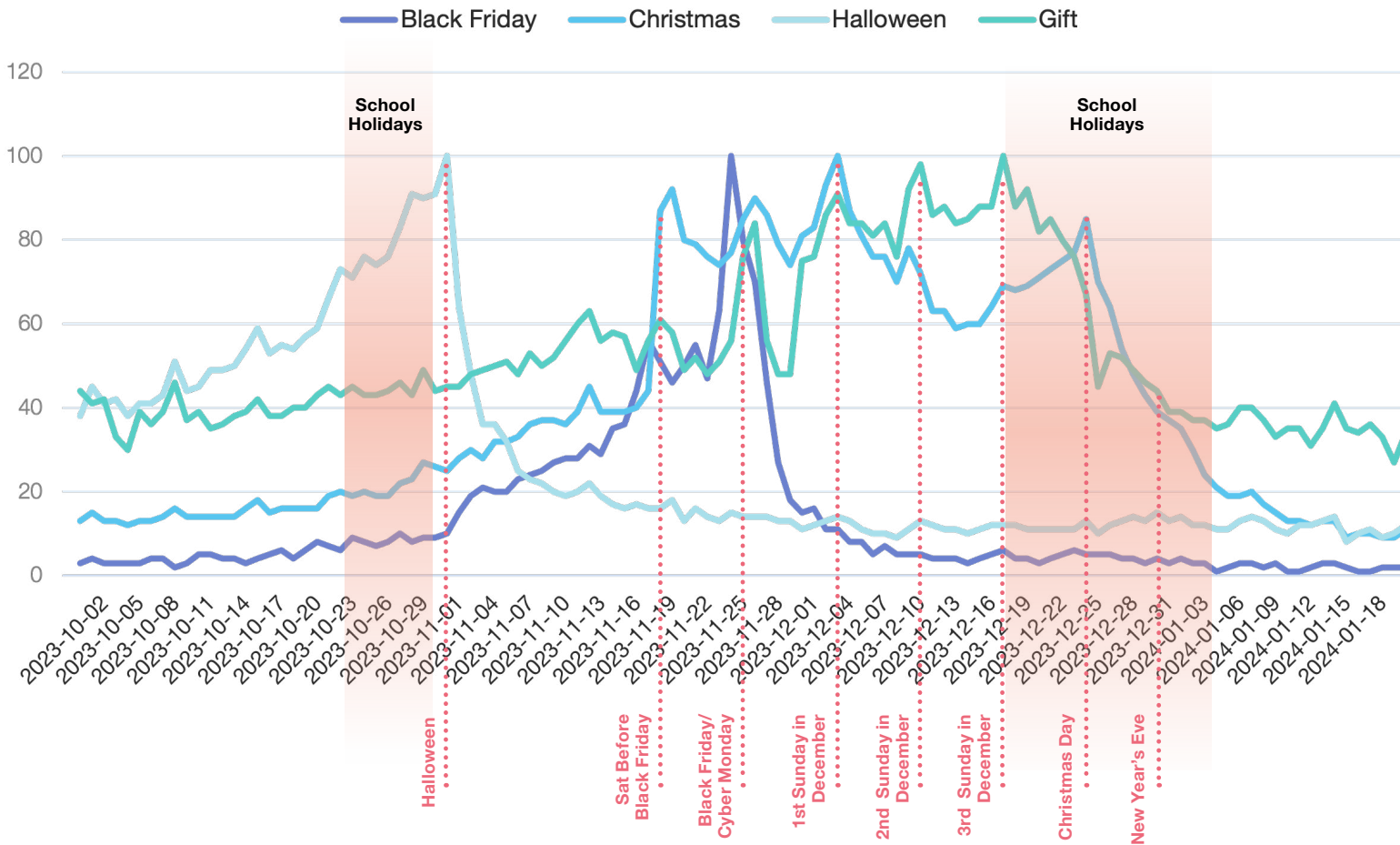
shops in person (38%) and checking ideas on social media (28%).

TV shows, ads, online gift guides, review sites and online articles are also key for gift-giving inspiration. However, to maximise the effectiveness of these channels context and timing are essential.



# 08

# GIFTING READERSHIP INSIGHTS



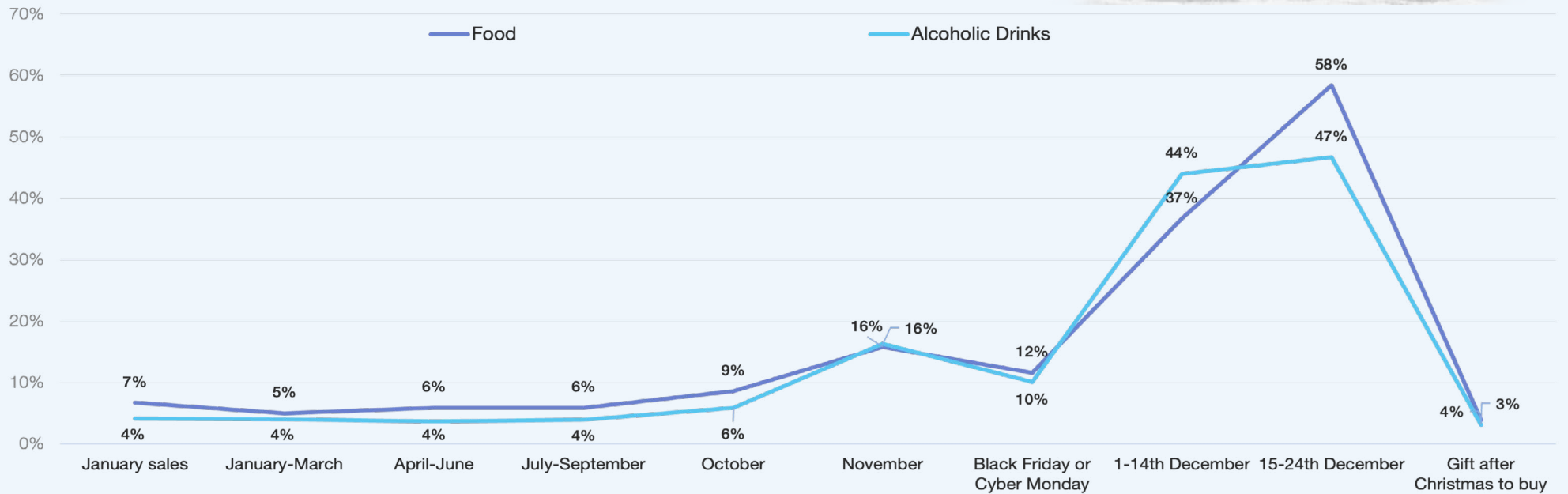
People's readership during festive period reinforces the importance of delivering **the right message at the right time.**

# 09

## KEY SHOPPING MOMENTS

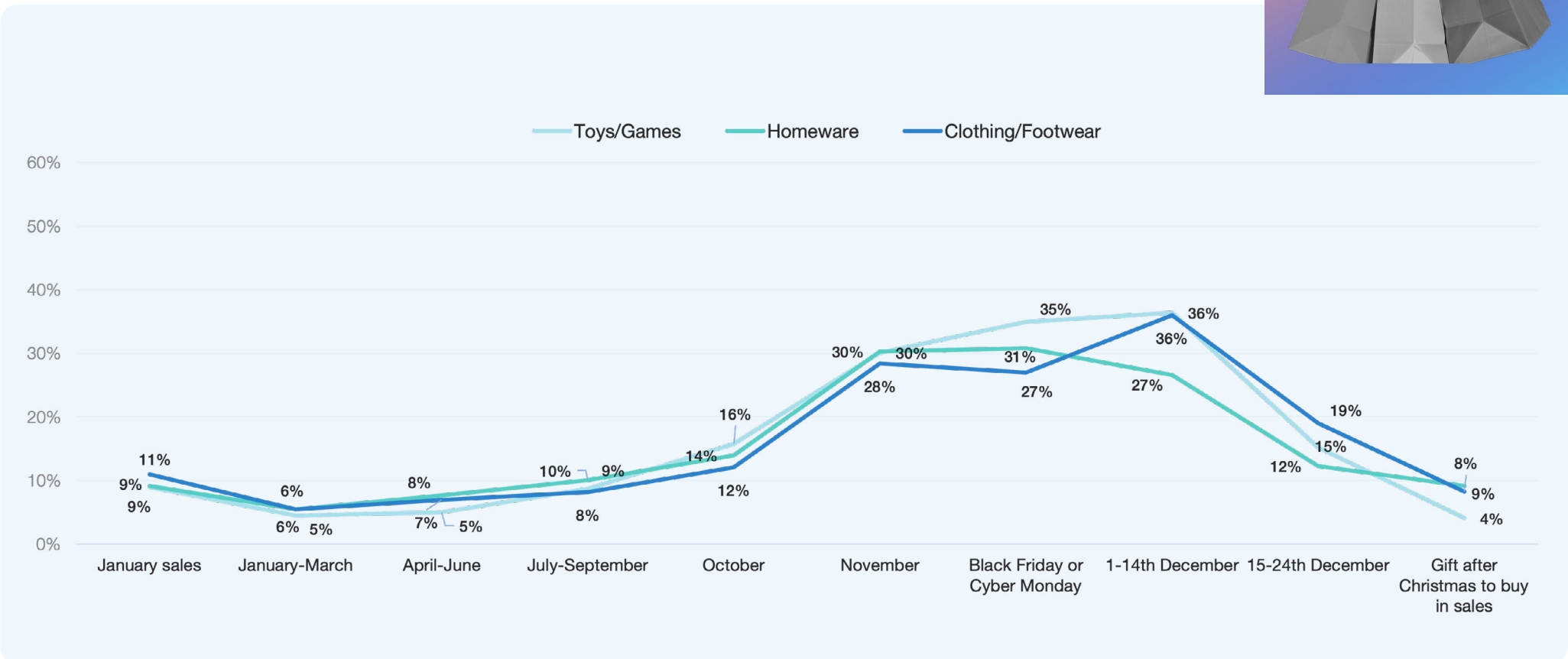
### GROCERIES

UK consumers predominantly shop for food and alcoholic drinks in the last week before Christmas.



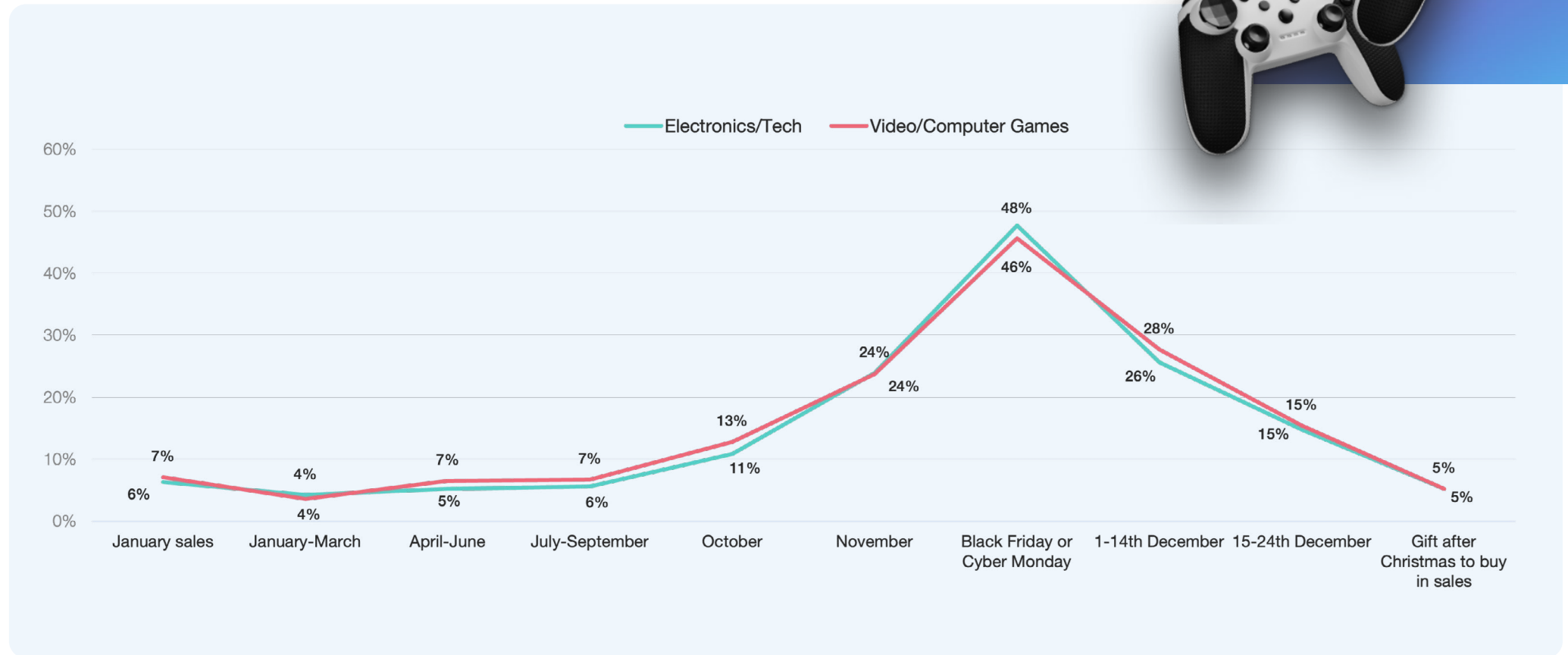
## GIFTING TIMELINE: RETAIL SHOPPING

People in the UK tend to buy presents from retailers during Black Friday & Cyber Monday as well as in the first two weeks of December. This period is usually the busiest time for Christmas shoppers, with retail brands striving to stand out in a very crowded marketplace.



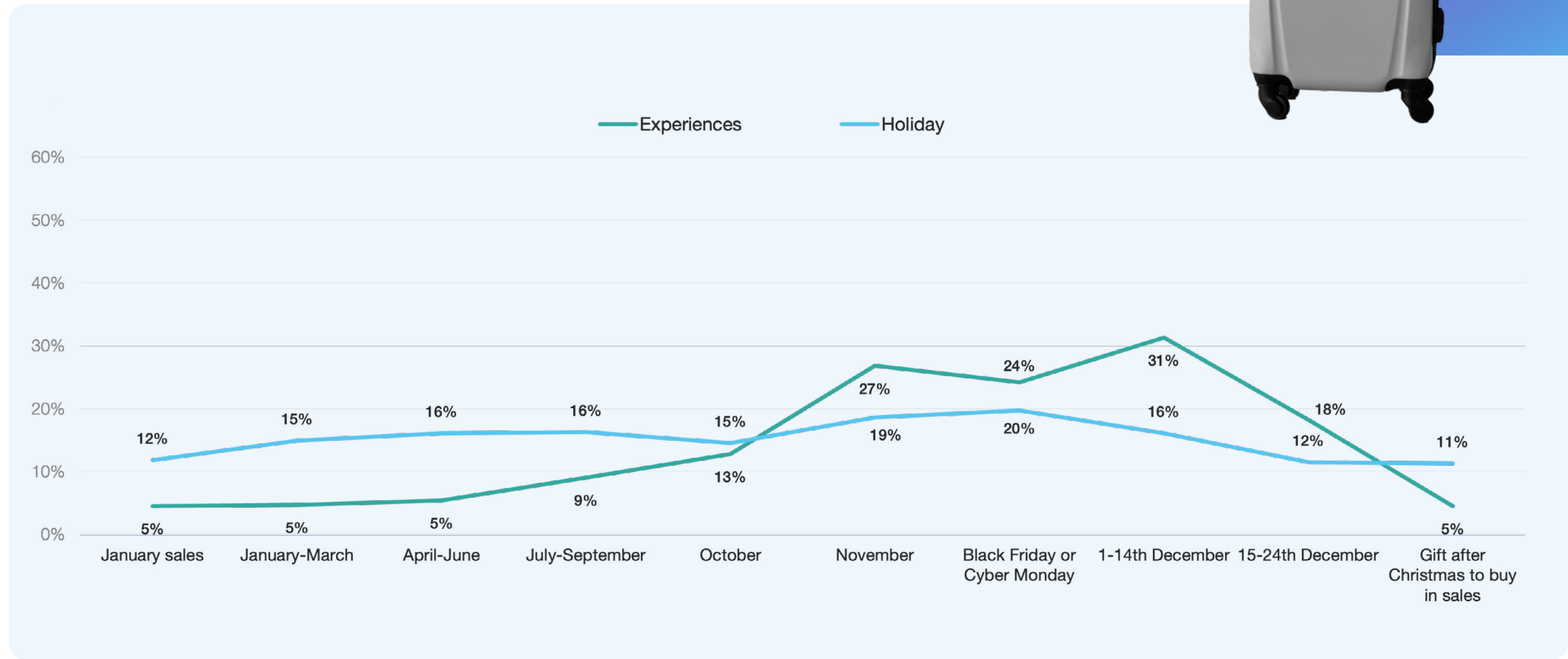
## GIFTING TIMELINE: TECH AND GAMING GIFTS

Tech and gaming gift purchasing in the UK mainly happens on Black Friday & Cyber Monday. Given that many tech and gaming products are not everyday purchases due to their price, discounts and price reductions are key drivers for shopping in this category.



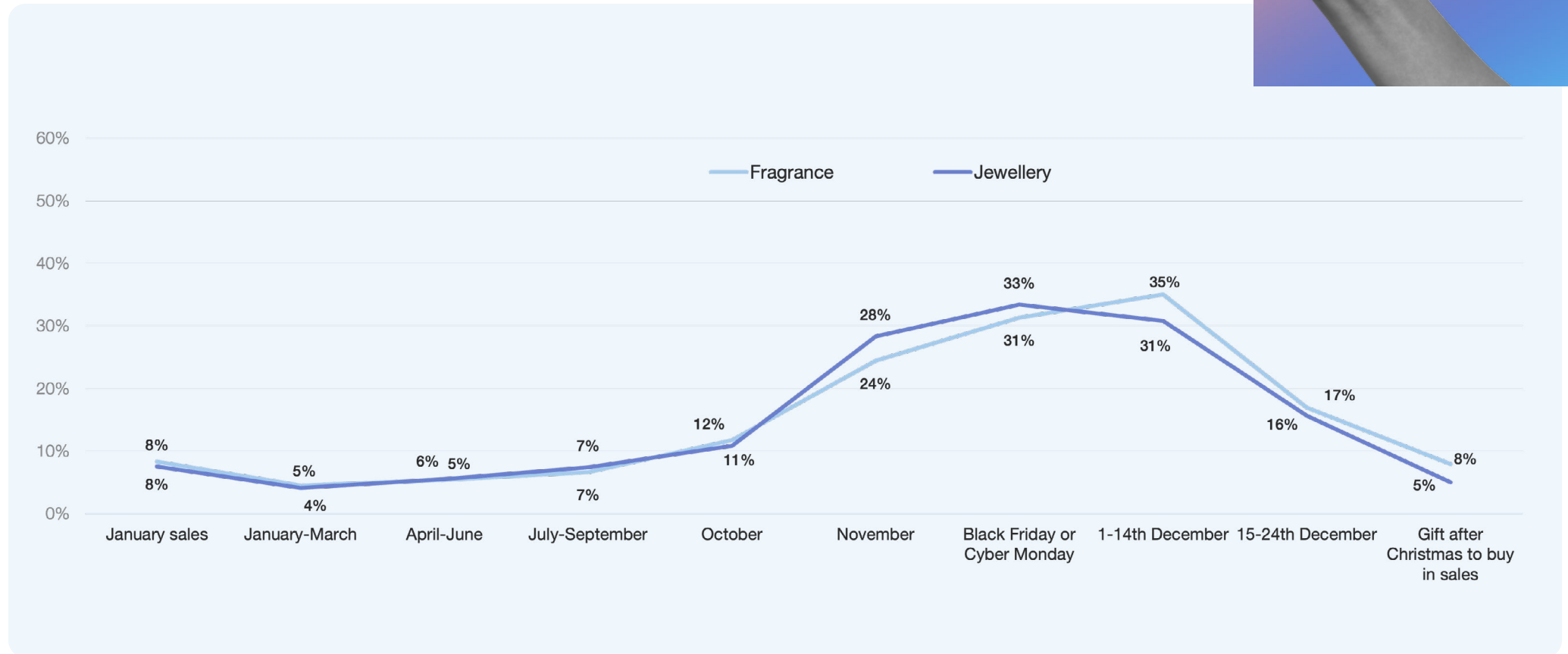
## GIFTING TIMELINE: TRAVEL GIFTS

UK consumers seem to buy more travel-related gifts around Black Friday & Cyber Monday as well as in the following two weeks of December. Unlike experience gifts, the demand for holidays remains high throughout the year.



## GIFTING TIMELINE: BEAUTY LUXE GIFTS

Black Friday & Cyber Monday as well as the following two weeks of December seem to be the most popular times for beauty luxe shoppers in the UK. The premium nature of these gifts makes sales period especially appealing to those looking to treat themselves or their loved ones.



# ELEVATE YOUR FESTIVE CAMPAIGNS WITH TEADS

To help you break through the festive noise, Teads offers a suite of omnichannel video solutions tailored for web, mobile and Connected TV environments.

Generate impact with our latest CTV offerings:

- Make the most of OTT Video that delivers ads within in-app video content across TVs, desktop PCs, laptops, mobile phones and tablets
- Innovate with CTV Video by placing ads within video content on smart TVs, streaming devices or game consoles
- Tap into premium branding opportunities of CTV Native ads on smart TV home screens to reach those not using ad-supported streaming television

All our solutions are equipped with contextual targeting and creative optimisation capabilities, ensuring your brand stands out during this busy time.





# DELIVER IMPACTFUL ADS IN THE RIGHT CONTEXT WITH TEADS REACHCAST

## We know what people read and when.

Reachcast helps amplify the share of voice during a 24-hour window and drive massive awareness and reach during peak readership moments.



- Elevated **brand awareness** on premium editorial content
- Unmatched **quality exposure** with high impact, viewable video and display formats
- **Command attention** during social, cultural, commercial or your own custom moments
- **Dominate context** in relevant audience environments

## Types of moments



SOCIAL



CULTURAL



COMMERCIAL



CUSTOM



**WANT TO KNOW MORE?  
CONTACT US!**

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