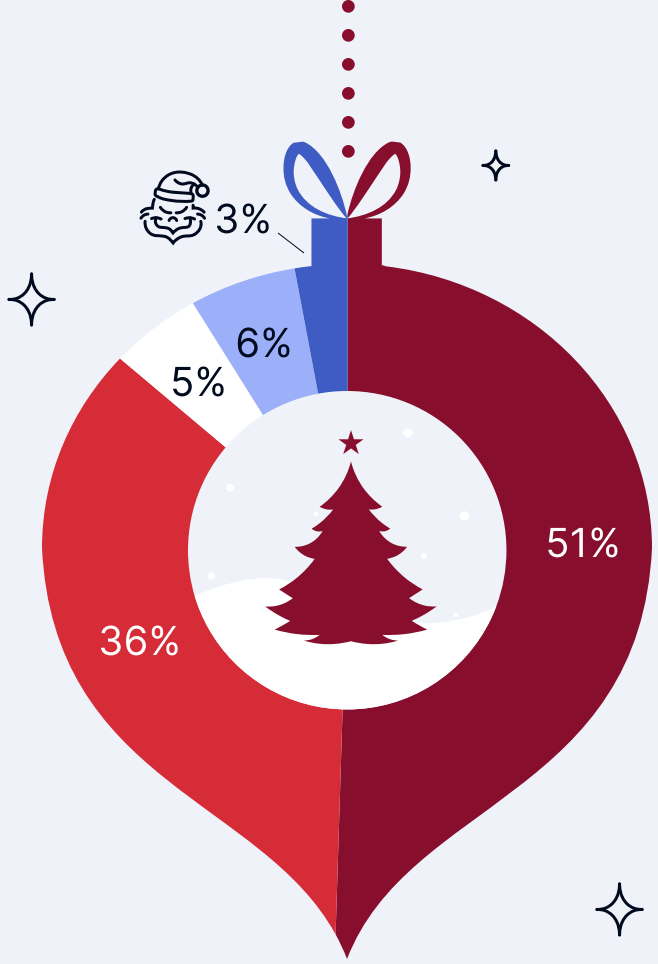
appinio

Christmas Spotlight UK

Christmas – for some, a beautiful season. For others, extremely stressful. What does a typical British Christmas look like? What food is on the table? Gifts of all stripes but, does everyone like what Santa brings them?

Date of study: November 10, 2021



‘Tis the nation of Christmas lovers

Only 3% of Britons could be considered a real Grinch

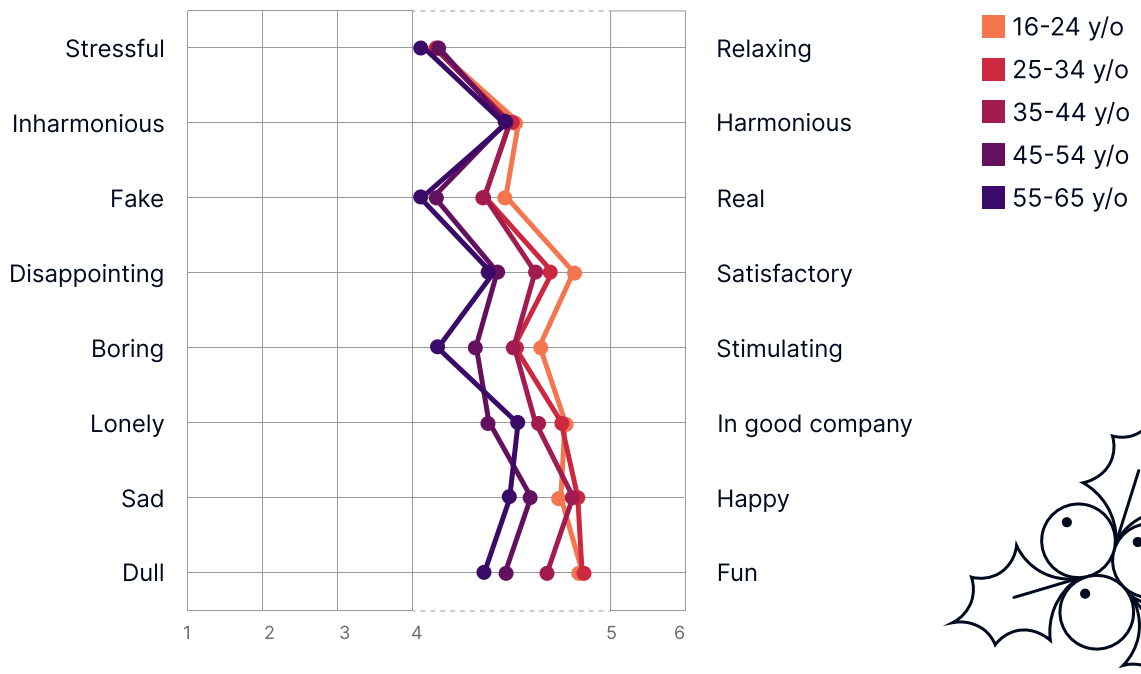
- I love Christmas
- I somewhat like Christmas
- Neutral
- I somewhat don’t like Christmas
- I hate Christmas

Young women in particular emerge as the real Christmas lovers – more than **70%** of female respondents aged 16-44 years old reveal they love Christmas and can’t wait for that time of the year.

“Generally speaking, how much would you say you like Christmas?” (Respondents who celebrate Christmas or similar; N=923)

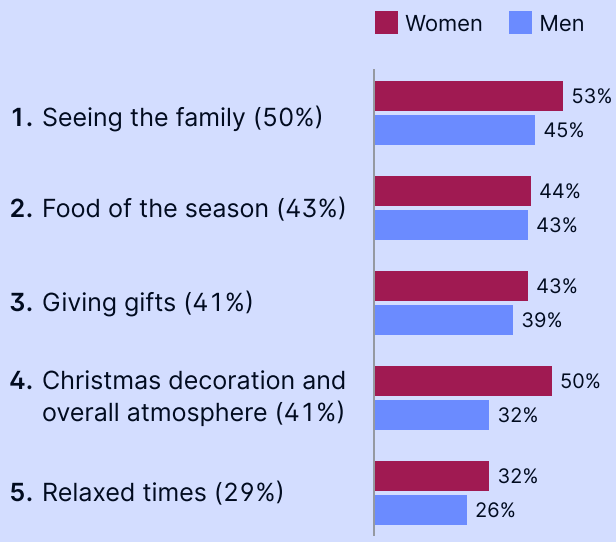
It’s the most fun, happy and satisfactory time of the year

How Christmas is perceived by age group



“How do you usually perceive the Christmas holidays?“ (N=923)

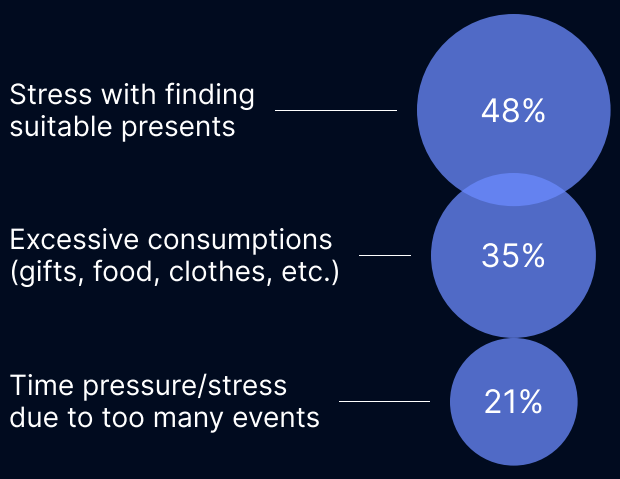
What Britons most like about Christmas



Giving is better than receiving: only **22%** of men and **17%** of women indicated that they like receiving gifts the most about Christmas. As shown above, many more love giving gifts (**41%**).

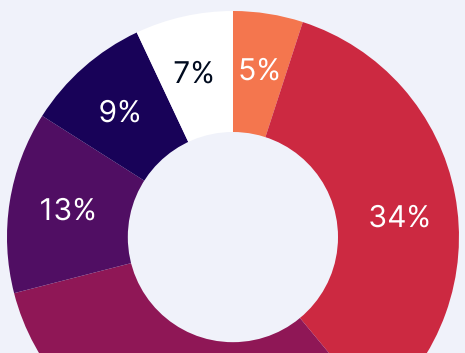
“What do you like the most about the Christmas season?” (N=923)

What Britons most dislike about Christmas

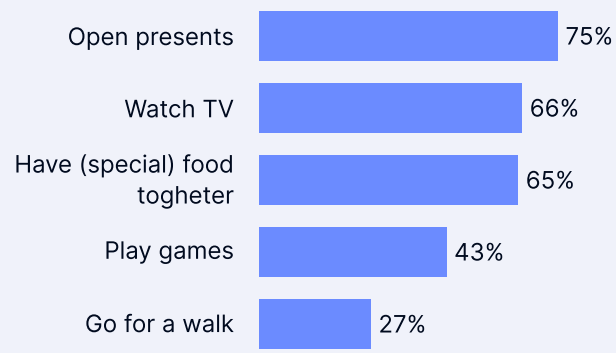


All I want for Christmas is my people and my gifts

Number of people at a Christmas gathering



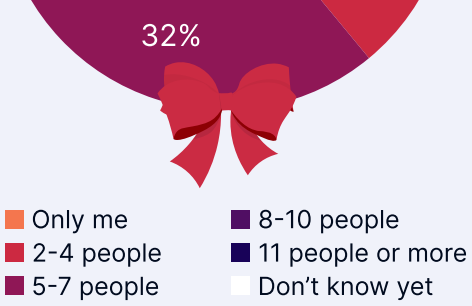
Most common Christmas traditions



Superficial conversations — 20%

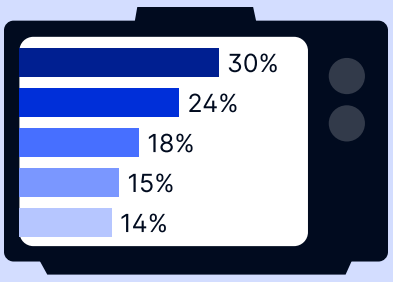
Too much food — 17%

"What do you dislike the most about the Christmas season?" (Everyone who celebrates Christmas or sth. Similar N=937)



"How many people will be at your Christmas Eve/Day get-together?" / "What do you traditionally do on Christmas?"(N=923)

Favourite films to watch at Christmas



"Which of the following holiday-themed films do you most like watching at Christmas?" (N=1,000)

Most commonly eaten foods on Christmas

83% Roast potatoes

76% Gravy

73% Stuffing

69% Pigs in blanket

68% Turkey

"Which of the following foods do you normally have on Christmas?" (N=923)

A glimpse into the Christmas kitchen

Veggie Christmas Dinner? No way!

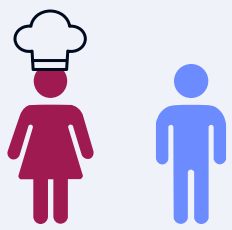
9 out of 10 Britons (**90%**) would not leave out meat or fish for their Christmas Dinner.

Which foods will Britain spend the most money on this Christmas?

1. Meat
2. Alcoholic beverages
3. Dessert

"Please rank the following categories from largest to smallest amount of money you think you'll spend for your Christmas dinner." (Only respondents that will be doing the Christmas shopping this year" N=510)

Women are still chefs de cuisine on Christmas



61% Women

51% Men

When being asked about cooking, two out of three women (**61%**) but only one in two men (**51%**) over 35 say that they are involved in the cooking. Almost one out of two respondents from all ages who doesn't cook themselves name their mum as the cook (**42%**), only 13 percent name their dads.

"Could you generally picture yourself having a vegetarian / vegan Christmas dinner?" // "Who is usually cooking on Christmas in your family?" (N=923)

Where will Britain do their Christmas grocery shopping?

Farmer's markets — 11%

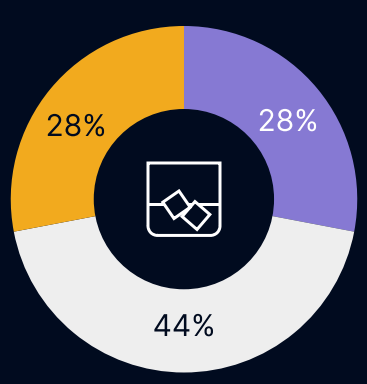
Wholesale — 7%

Regional suppliers — 5%

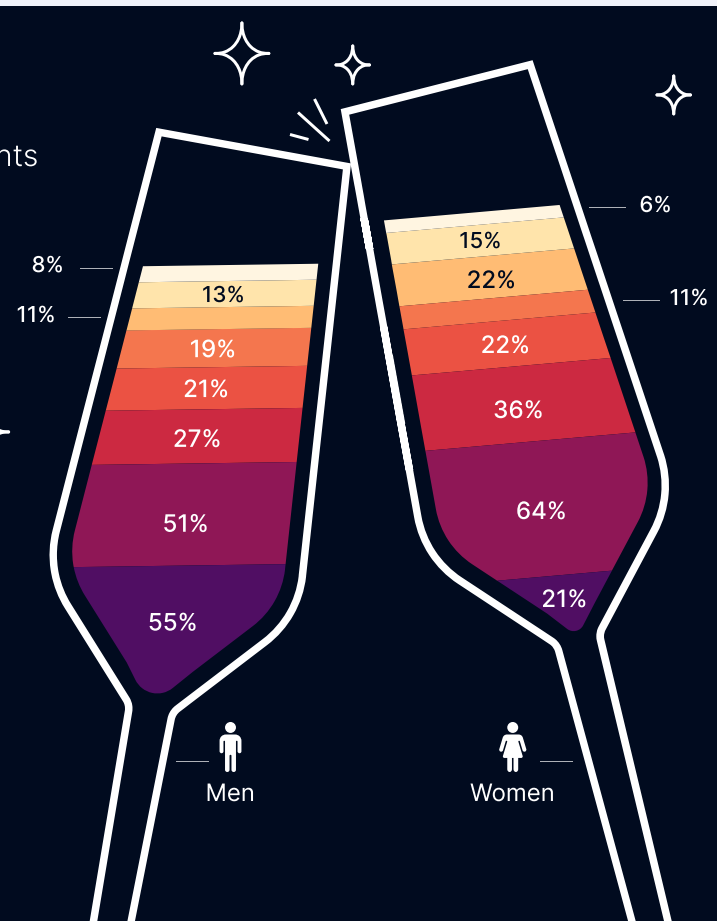
"Where do you usually buy most of the ingredients for your Christmas dinner?" (Only respondents that will be doing the Christmas shopping this year" N=510)

Alcohol is undisputed

Only 28% will not be drinking at Christmas events



- Alcohol is an important part of the evening
- We drink alcohol but it is not important to me personally
- Drinking alcohol is not part of the evening



What will Britain toast with? It highly depends on the gender

- Beer-based mixes (shandy, etc)
- Warm alcohol (mulled wine, etc.)
- Cocktails
- Hard liquor
- Champagne
- Sparkling Wine
- Wine
- Beer

Most common drinks on Christmas tables in other countries:

Germany	Wine	Beer
France	Champagne	
Spain	Cava (champagne)	

18+ respondents. "Do you think alcoholic drinks are a crucial part of your Christmas dinner?" (N=911) // "What kind(s) of alcohol do you usually drink at the Christmas table?" (Only respondents who drink alcohol at Christmas N= 710)

That 'jingle bell' feeling in the head after the party

2 in 6 Britons (**31%**) get at least a little drunk on Christmas.

Roughly half of them (**47%**) also drinks, but without crossing the point of inebriation.

For women, the social aspect of alcohol seems much more important. **65%** of women indicated that they simply love drinking with the family while **47%** of men said the same.

18+ respondents. "Which of the following senteces describes you best regarding your Christmas dinner?" (N=911)

Drinking? Yes, but with reason

Most common reasons to get drunk on Christmas

1. The social aspect

55%

"I just like drinking together with my family"

2. The fun aspect

47%

"The overall atmosphere is more fun when we are drinking together"

3. The taste aspect

39%

"I just enjoy the taste of the alcohol"

4. The peer pressure

20%

"Because everyone else in my family is also drinking"

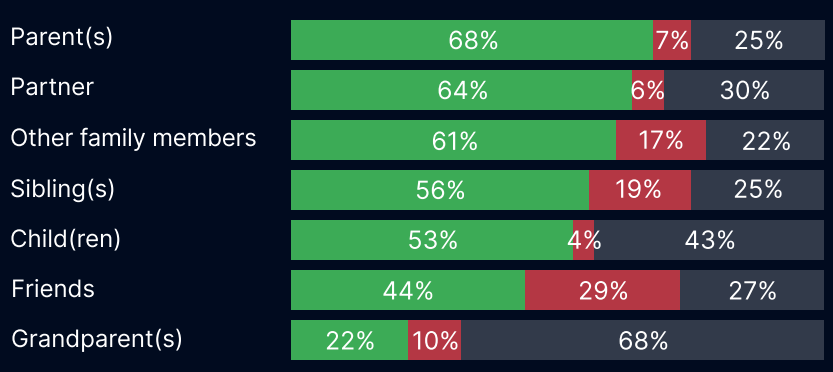
5. The personal mood

18%

"It cheers me up even when I am actually in a bad mood"

"What are the main reasons for that?" (Only respondents that get (a little) drunk on Christmas; N=285)

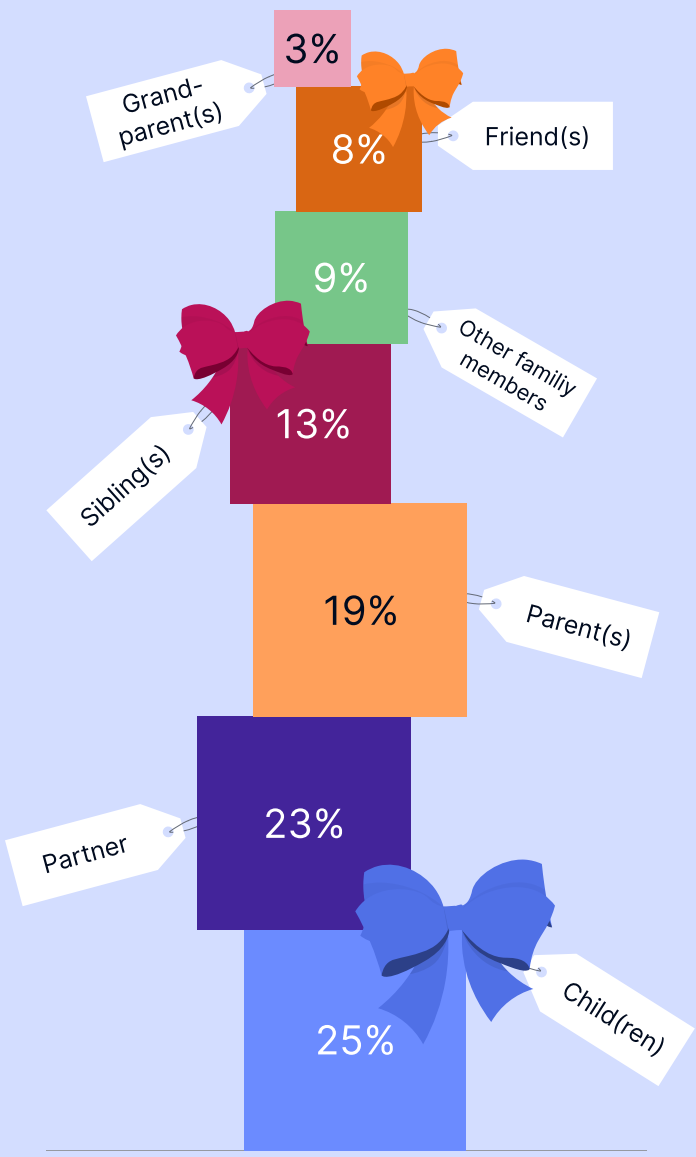
Will you buy Christmas gifts for...?



One in five Brits (**19%**) will spend more than £500 on Christmas gifts this year. Regardless of the amount, most of the budget will be allocated to gifts for children and partners (**25%**).

"Who will you be buying gifts for this Christmas?" (N=837)

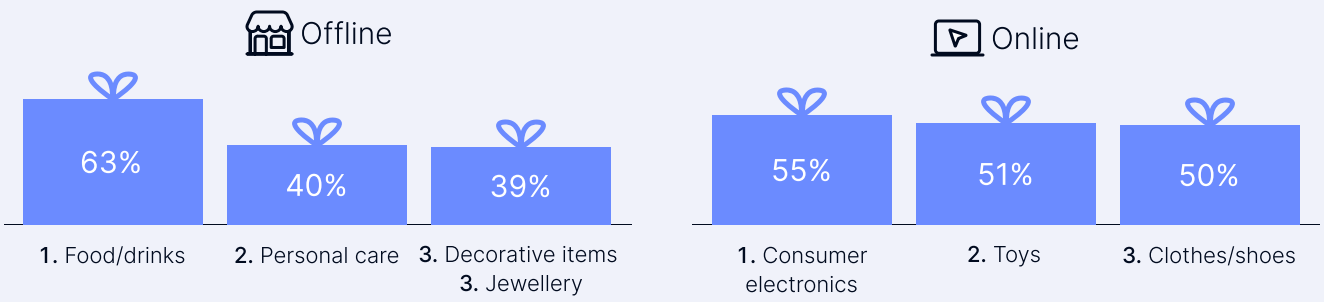
And the Christmas gift budget goes to...



"How would you distribute your Christmas budget among the following people?" (Respondents that will buy Christmas gifts; N=837)

Clothes and shoes are at the top of the Christmas wish list ...

Most used channel to shop for the following categories (offline vs online)



Top 5 gift categories men vs women buy for their partners

Top 3 gift categories respondents buy for their...

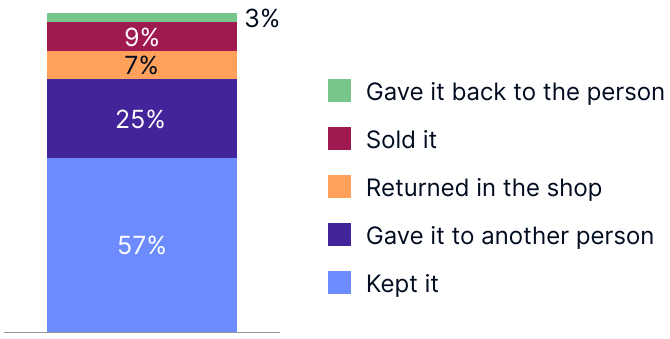
Children	Parents	Siblings	Friends
1. Clothes/shoes (51%)	1. Food/drinks (31%) Personal care/perfume (31%)	1. Food/drinks (31%)	1. Food/drinks (37%)
2. Toys (48%)	2. Clothes/shoes (24%)	2. Personal care/perfume (26%)	2. Personal care/perfume (27%)
3. Money (37%)	3. Decorative items (23%)	3. Clothes/shoes (24%)	3. Decorative items (24%)

"Which gift categories do you prefer when buying gifts for your partner?" (N=558)// "Which gift categories do you prefer when buying gifts for your child(ren)?" (N=457) // "Which gift categories do you prefer when buying gifts for your parents?"(N=593) // "Which gift categories do you prefer when buying gifts for your sibling(s)?" (N=488) // "Which gift categories do you prefer when buying gifts for your friends(s)?" (N=380); referring only to respondents who indicated to buy gifts for the specific group

...but they also top the list of gift fails!

52% of Brits have received Christmas gift they didn't like before

What happened with the 'unwanted' gift?



'Worst gift' categories

1. Clothes/shoes (**27%**)
2. Decorative items/knick-knacks (**13%**)
3. Accessoires (**9%**)

Men and women are equally likely to say that their worst gift came from the clothing and shoes category.

"Did you ever get a Christmas gift that you did not like? (N=923) // "You said you've received a Christmas gift you didn't like. What did you do with the gift?" // "From which of the following categories was the worst Christmas gift you've ever received?" (Only respondents who received a gift they did not like N=476)

Gift shopping: Last-minute shoppers are the minority

More than 4 in 10 Britons do all their Christmas gift shopping by November

Women are much more likely than men to have all their Christmas shopping done by November (**51%** vs. **35%**).

Gen Z are **11%** more likely than the average not to buy Christmas gifts.

"What kind of 'Christmas gift shopper' best describes you?" (N=923)

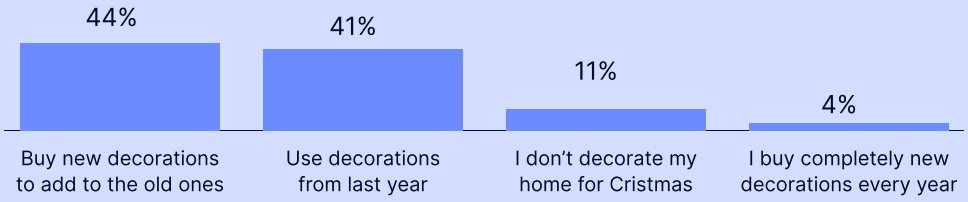
Sustainability at Christmas

% of people who say that sustainability is (very) important when it comes to the following aspects

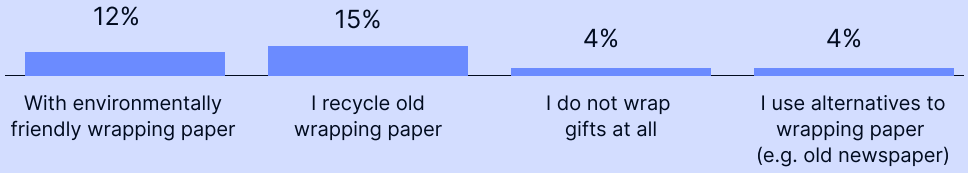
"How important is sustainability for you on Christmas when it comes to the following aspects?" (N=923)

Wrapping and decorating - snow much fun!

Do you spend money on Christmas decoration every year?



34% of Britons will wrap gifts in a sustainable way



"How do you usually wrap Christmas gifts? // Do you spend money on Christmas decoration every year?" (N=923)

Sample: 1,000 respondents, of which 923 celebrate Christmas and therefore taken into consideration for most of the study.
Country: UK
Age: 16-65 years old
Method: Nationally representative study via mobile survey
Date of survey: November 11, 2021
Figures have been rounded.

You'll find the full study in the Appinio Analyzer

Go to Analyzer