



CCPC

CHRISTMAS SHOPPING RESEARCH



Coimisiún um
Iomaíocht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission



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INTRODUCTION

OBJECTIVES & METHODOLOGY



1,006 interviews conducted among a representative sample of the Irish population



Survey conducted through computer-assisted telephone (CATI) interviews, with fieldwork conducted between 17th October and 31st October 2022



Data is then weighted in line with the most up-to-date population estimates for gender, age, social class and region

Objectives

To measure consumer behaviours, intentions and knowledge relating to shopping during the Christmas period 2022, including:

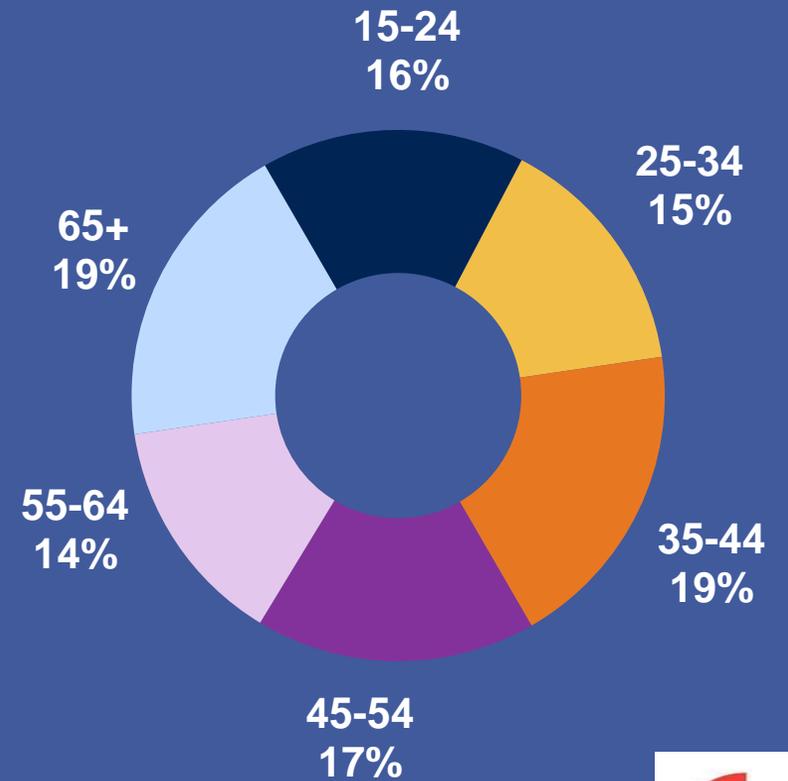
- How much consumers expect to spend in total on Christmas this year
- How Christmas spending patterns are likely to change vs. last year, and the reasons given by certain consumers for spending more in 2022
- How consumers intend to fund their Christmas spending this year

SAMPLE PROFILE – DEMOGRAPHICS (WEIGHTED)

Gender



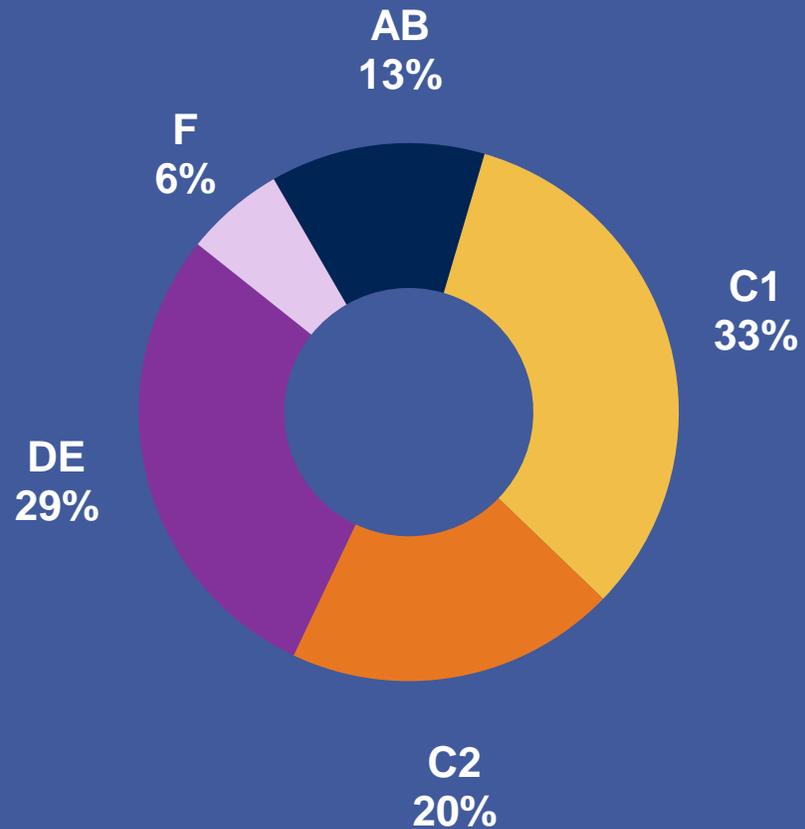
Age



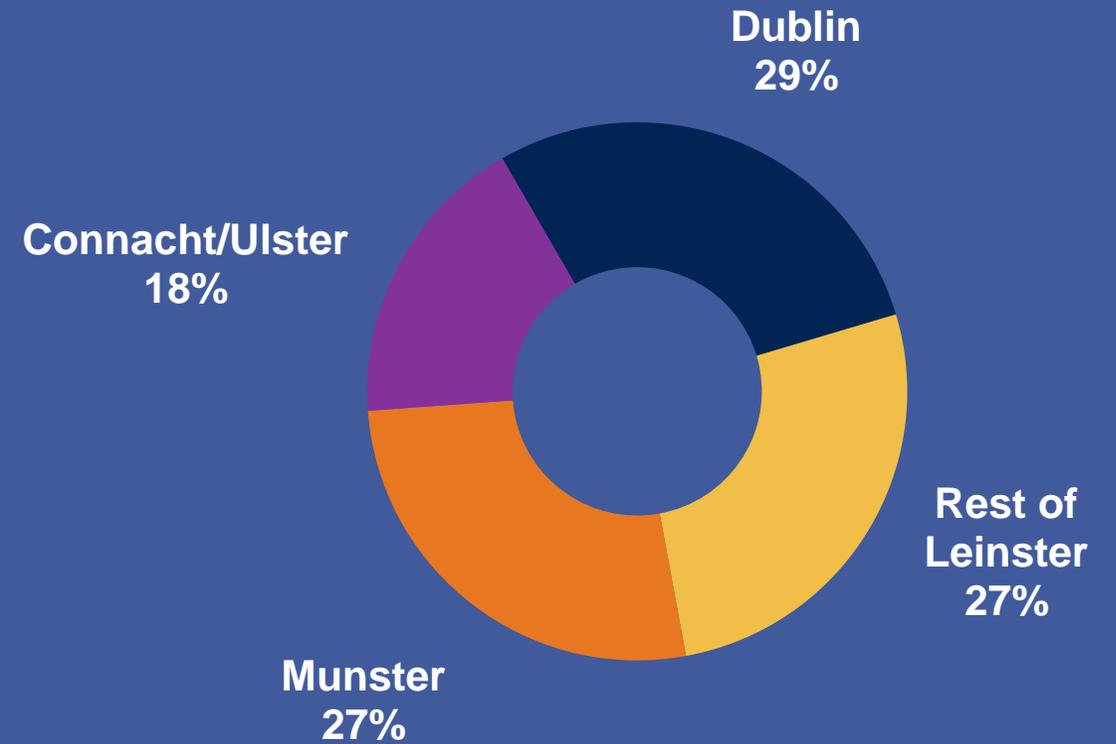
Base: All respondents (1,006)

SAMPLE PROFILE – DEMOGRAPHICS (WEIGHTED)

Social Class



Region



Base: All respondents (1,006)

EXECUTIVE SUMMARY

- The average expected spend this Christmas is 20% higher than in 2021. On average consumers expect to spend almost €1,200, with over a third expecting to spend at least €1,000.
- 35-44 year olds intend to spend the most. Half expect to spend at least €1,000, with an average expected spend of almost €1,500.
- Those with children expect to spend an average of almost €1,600 this year. However, their average expected spending has not increased by as much as those with no children.
- Over 1 in 5 say that their spending will be higher this year, primarily due to inflationary reasons.
- Over two-thirds report that they will use their savings to fund their Christmas expenditure, with almost a quarter planning to use some form of borrowing (most commonly a credit card).

FINDINGS

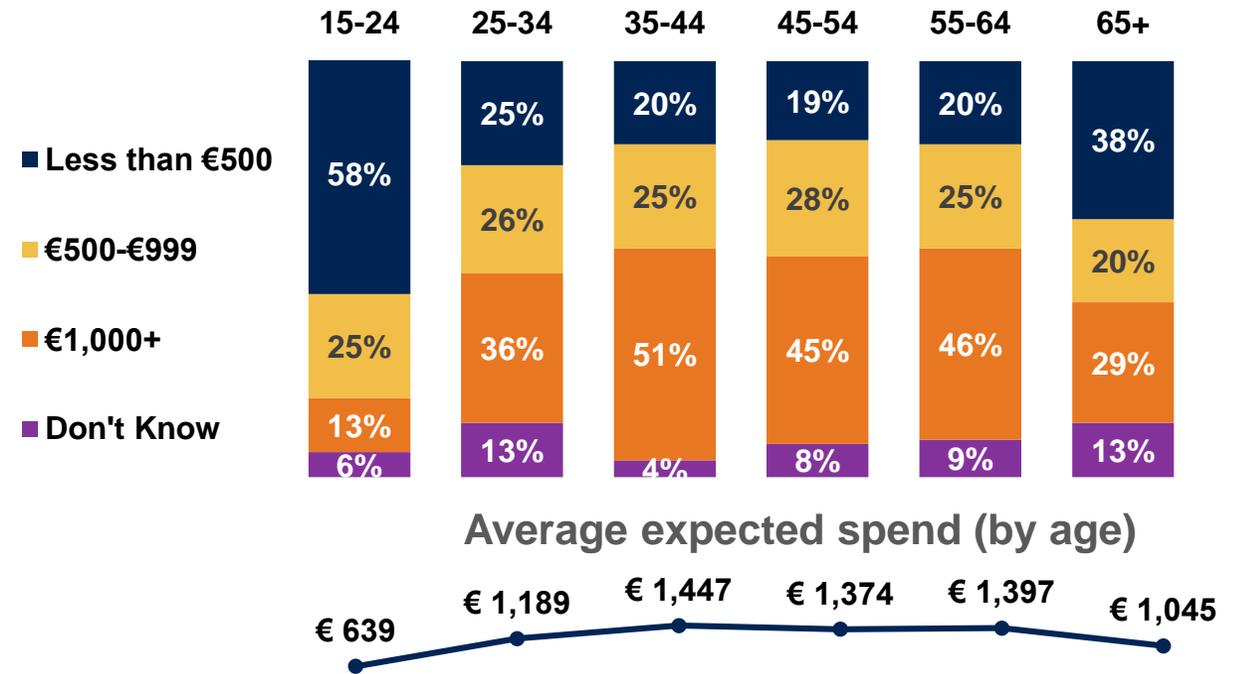
EXPECTED AVERAGE SPEND IN 2022 IS ALMOST €1,200 – 20% HIGHER THAN EXPECTED SPEND LAST YEAR

Expected Christmas expenditure

Roughly how much do you expect to spend this Christmas?



Expected spend by age



- 35-44 year olds intend to spend the most. Half expect to spend at least €1,000, with an average expected spend of almost €1,500.
- As in 2021, spending is lowest among under 25s, whose average expected spend is €639 (2021: € 525). 58% (2021: 66%) of this group plan to spend less than €500 (including 14% expecting to spend less than €100 (2021:12%)).

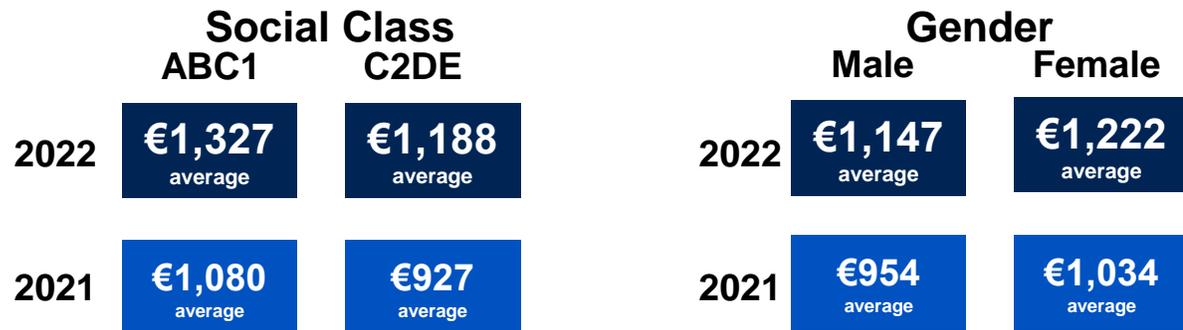
Q.1 Roughly how much do you expect to spend this Christmas? This includes gifts, food, drink, clothing, decorations etc.
Base: All respondents (1,006)

THOSE WITH CHILDREN IN THE HOUSEHOLD EXPECT TO SPEND 50% MORE THAN THOSE WITHOUT CHILDREN

Expected Christmas expenditure



- While those with children still expect to spend more than those without children, their average expected expenditure has not increased by as much as those with no children.
- Those in the more affluent ABC1 group expect to spend more than C2DEs, although both groups show an increased in expected expenditure.
- Women expect to spend slightly more on average than men, although both genders expect to spend more this year.

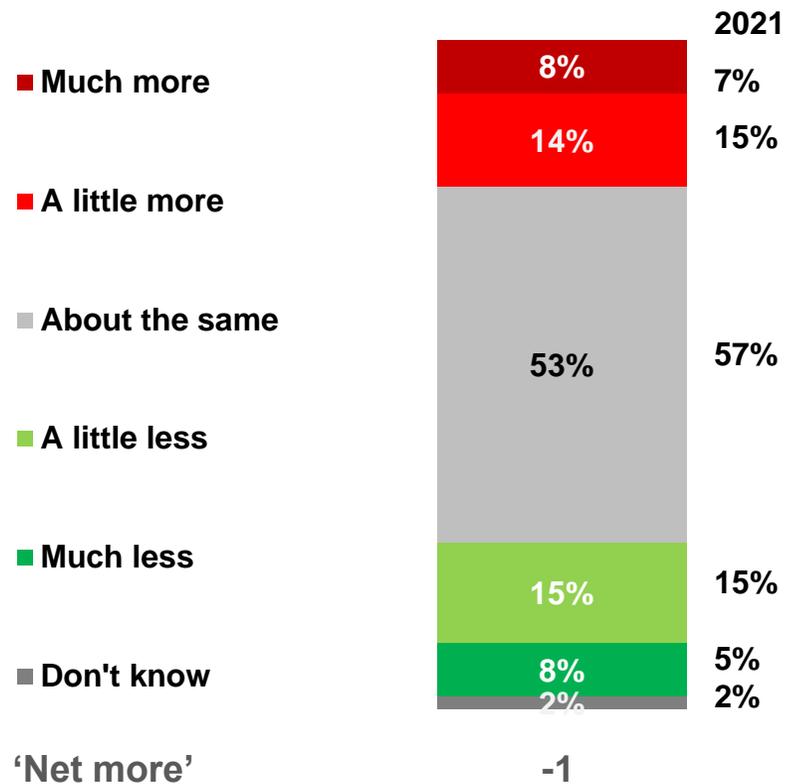


Q.1 Roughly how much do you expect to spend this Christmas? This includes gifts, food, drink, clothing, decorations etc.
 Base: All respondents (1,006)

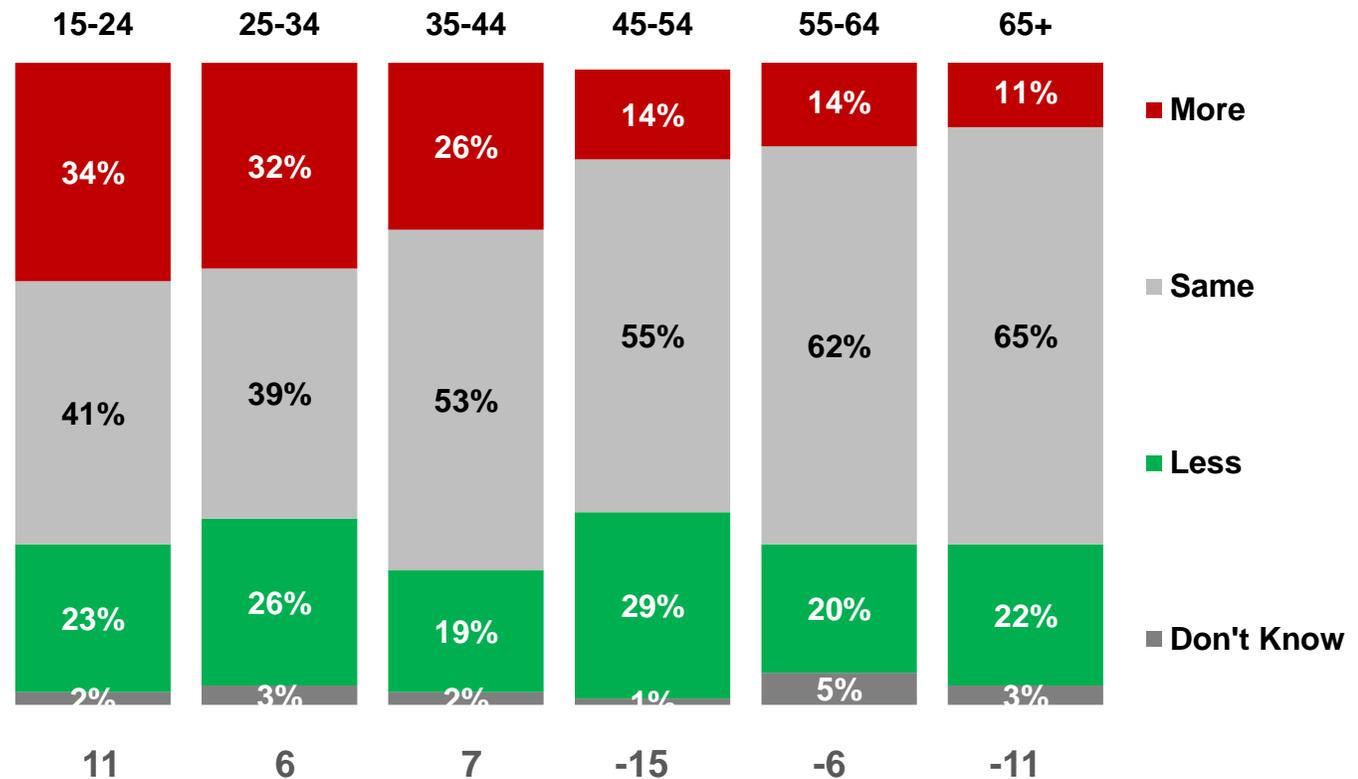
DESPITE REPORTING HIGHER AMOUNTS ON AVERAGE, MOST EXPECT THEIR SPENDING TO REMAIN UNCHANGED

Expected spending vs. last Christmas

Expected spending vs. last Christmas



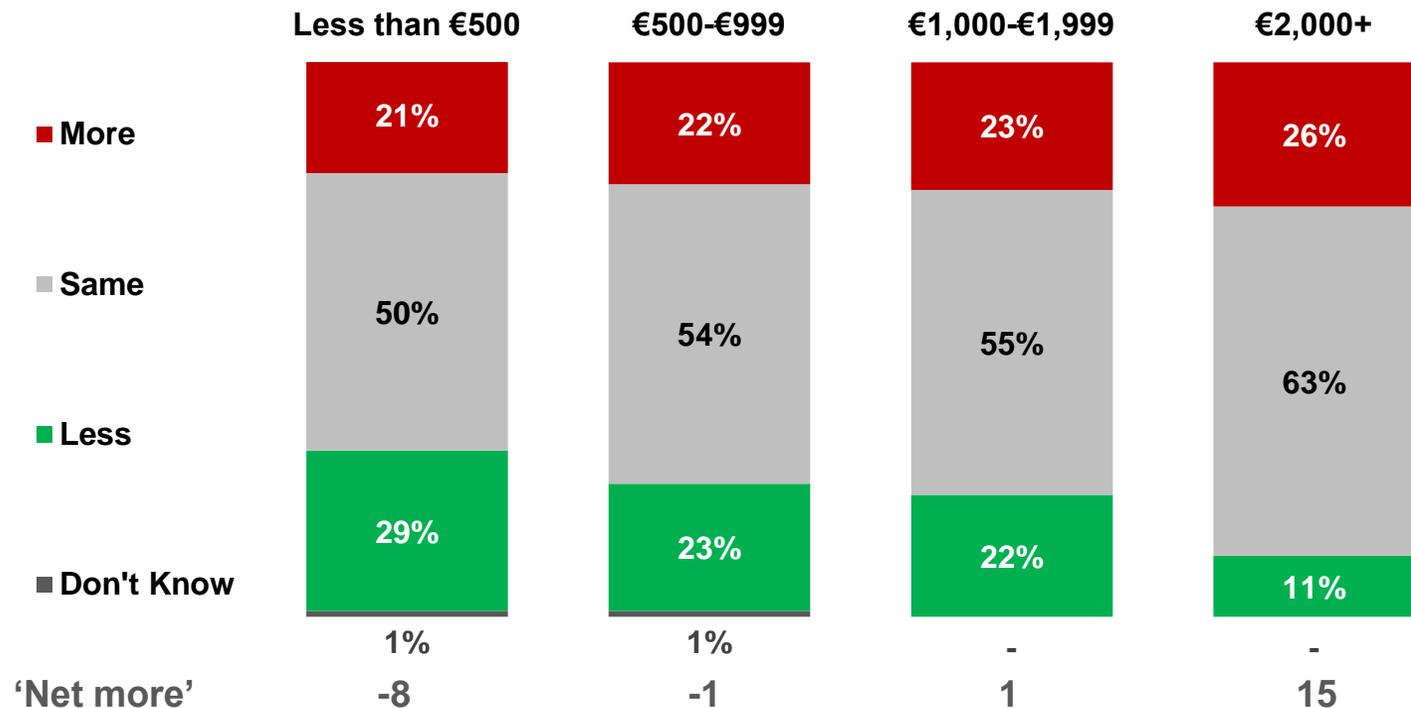
Expected spending vs. last Christmas by age



THOSE WITH LOWER LEVELS OF EXPECTED SPENDING MORE LIKELY THAN BIGGER SPENDERS TO EXPECT A DECLINE IN SPENDING

Expected spending vs. last Christmas

Expected spending vs. last Christmas
(by amount planning to spend this year)

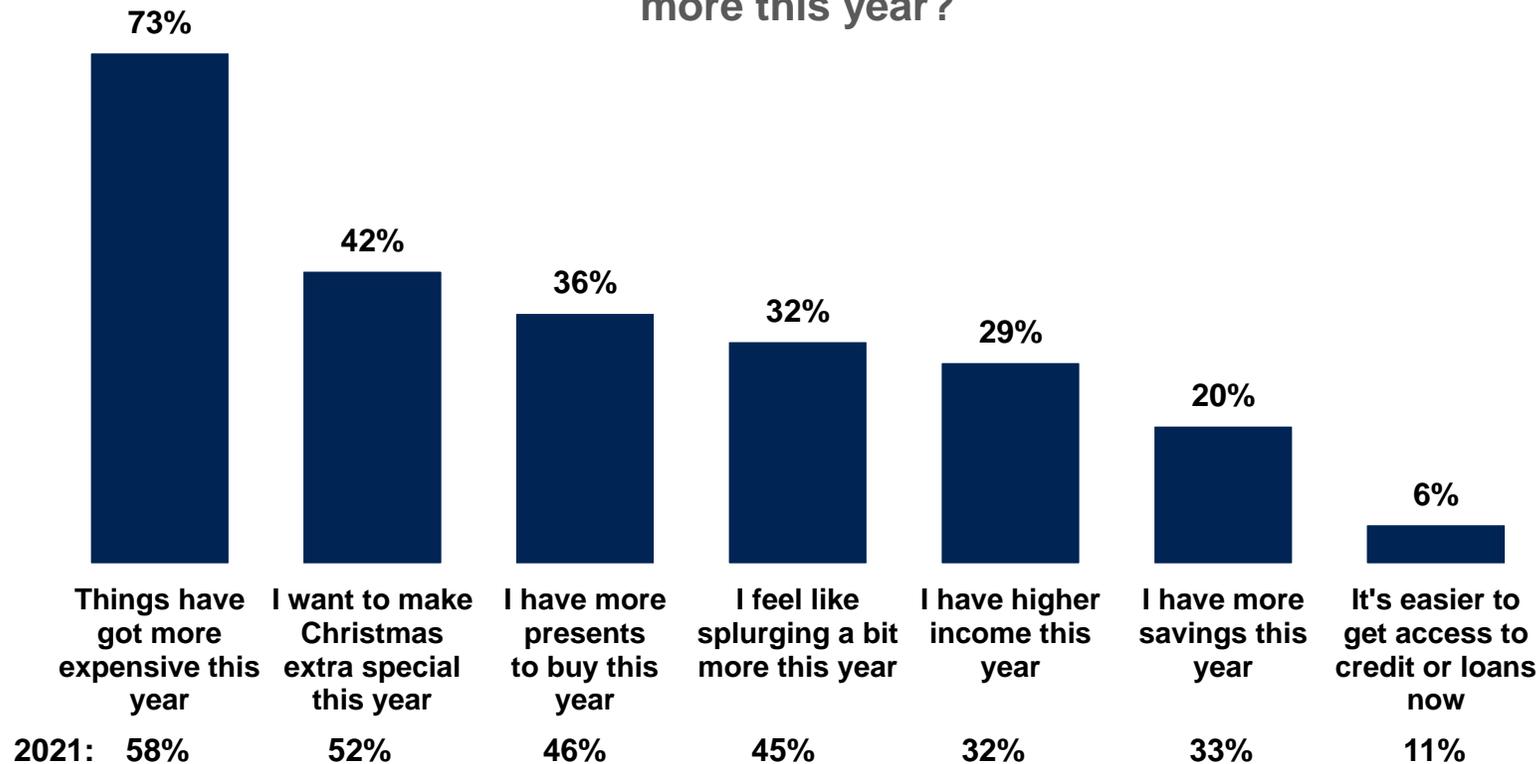


- As in 2021, those who expect to spend higher amounts this Christmas are more likely to say that this represents an increase vs. last year.
- 23% (2021: 25%) of those who expect to spend €500 or more say that their spending will increase vs. last Christmas, compared to 21% (2021: 18%) of those spending less than €500.

ALMOST THREE-QUARTERS OF THOSE EXPECTING TO SPEND MORE CITE INFLATION AS A REASON FOR THIS

Reasons for spending more this Christmas

And for which of these reasons do you expect to spend more this year?



- Increase in prices has a cited reason for spending more this Christmas increased by 15 percentage points between 2021 and 2022.
- Having to buy more presents this year is more commonly cited among those aged under 35 (51%).
- Having a higher income this year as a reason for spending more this Christmas is more likely to be given by men (38%) than by women (18%).

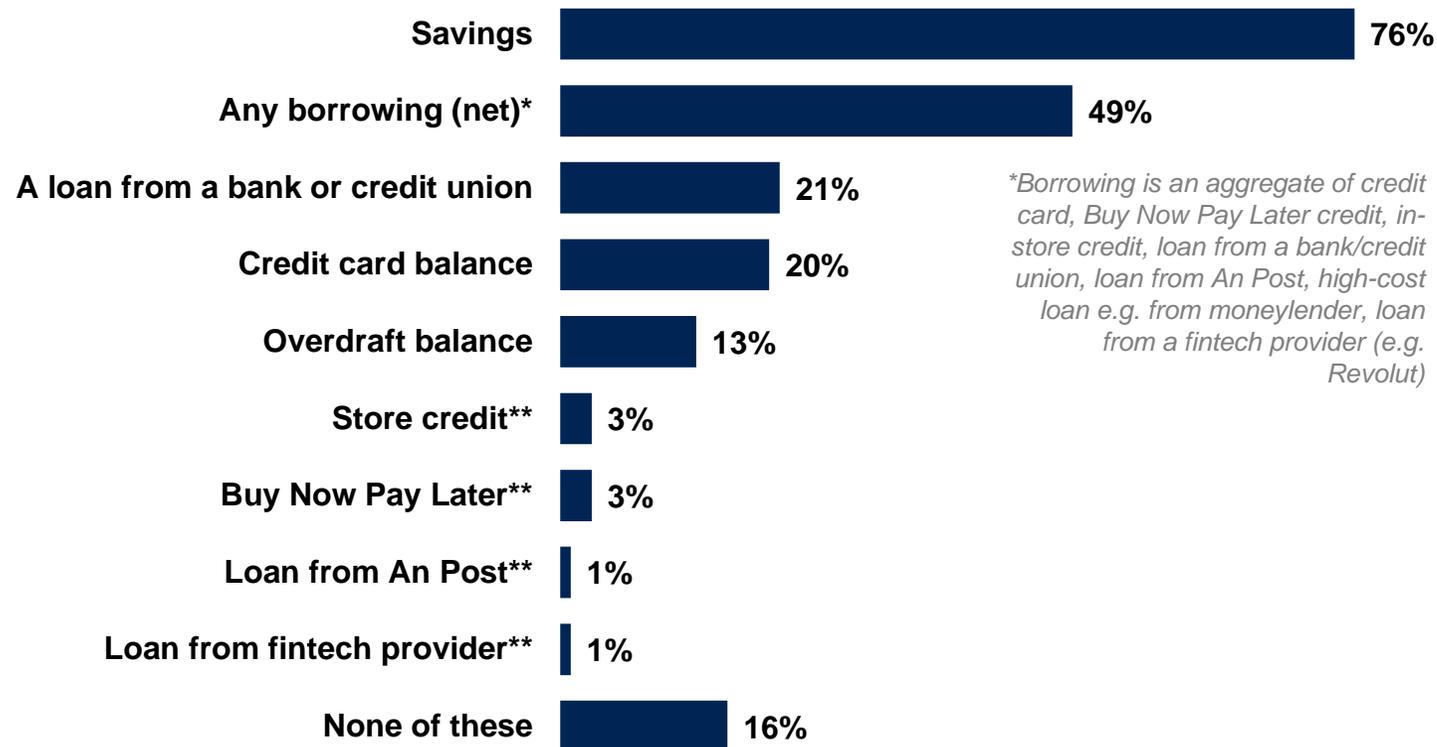
Q.3 And for which, if any, of these reasons do you expect to spend more this year?

Base: All who expect to spend more this year (218)

76% REPORT CURRENTLY HAVE SAVINGS; 49% CURRENTLY HAVE SOME FORM OF BORROWING

Financial products currently owned

Which, if any, of the following do you currently have?



**Borrowing is an aggregate of credit card, Buy Now Pay Later credit, in-store credit, loan from a bank/credit union, loan from An Post, high-cost loan e.g. from moneylender, loan from a fintech provider (e.g. Revolut)*

High-cost loan at 0%

Q.5 Which, if any, of the following do you currently have?
Base: All respondents (1,006)

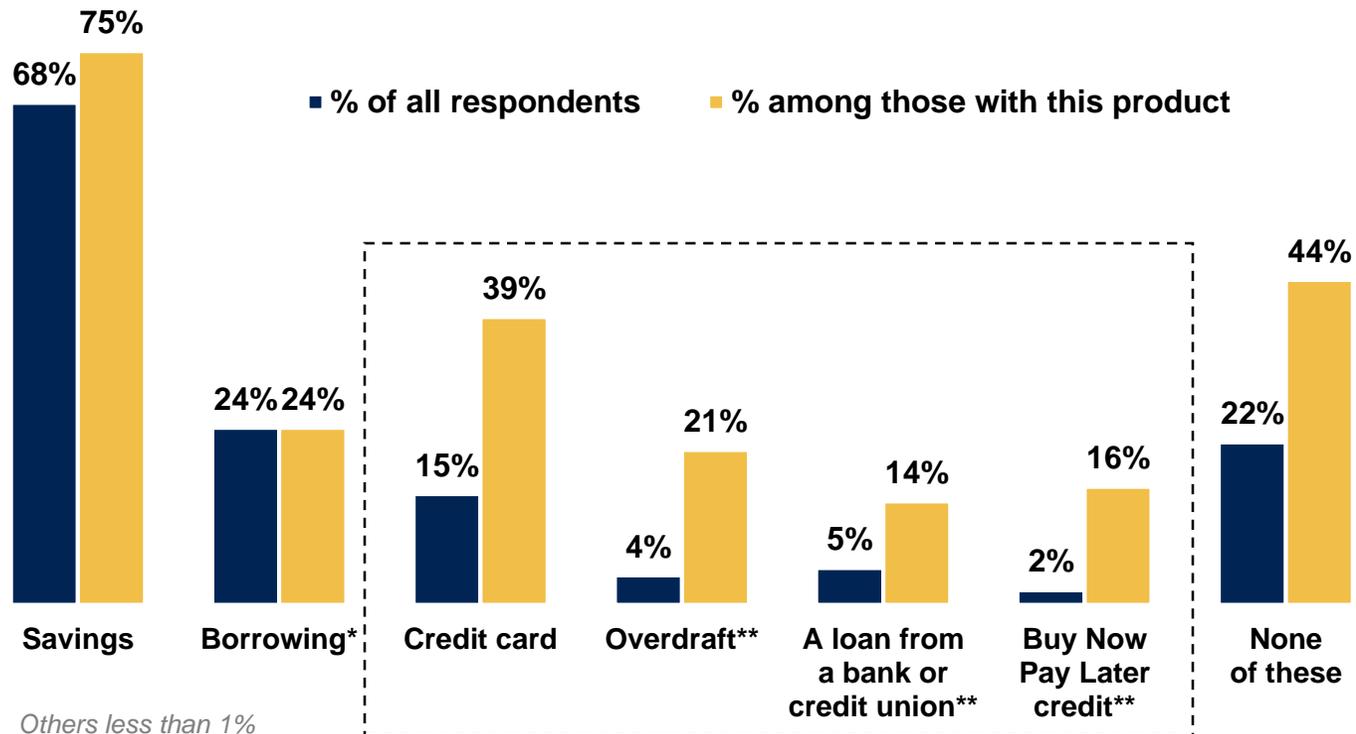
****Caution: Small sample sizes for 'Buy Now Pay Later' (n = 31), 'Store credit' (n = 33), 'Loan from An Post' (n = 6), 'Loan from fintech provider' (n = 8)**

- 76% (2021: 83%) of respondents report that they currently have savings, while 49% (2021: 65%) have some form of borrowing*.
- A loan from a bank or credit union is the most common form of borrowing (21%). Between these two alternatives 13% of respondent have a loan in a credit union while 8% currently have one with a bank.
- 24% of those aged 45+ have a credit card balance, compared to 15% of those younger than this. A similar age difference exists in respect of overdraft balances (16% and 9% respectively)
- 83% of ABC1s have savings, compared to 71% of C2DEs. A difference also exists in terms of credit card balances (27% and 12% respectively).

24% EXPECT TO FUND PURCHASING THROUGH BORROWING – DOWN FROM 34% IN 2021

Methods used to cover Christmas spending

Which, if any, of the following will you use to cover this spending?



****Caution: Small sample sizes for those with following products: 'Buy Now Pay Later' (n = 16), 'Overdraft' (n = 36) and 'Loan from a bank or credit union' (n = 44)**

- 68% (2021: 65%) of respondents report that they will use their savings to fund their Christmas spending while 24% (2021: 34%) plan on using some form of borrowing*.
- Among respondents who have savings, 75% (2021: 73%) report they will use them to fund their Christmas shopping.
- 39% (2021: 53%) of respondents with a credit card will use it to fund their spending, while 68% (2021: 62%) of this same group will use their savings.

Q.4 What will you use to cover this spending?
Base: All respondents (1,006)

*Borrowing is an aggregate of credit card, Buy Now Pay Later credit, in-store credit, loan from a bank/credit union, loan from An Post, high-cost loan e.g. from moneylender, loan from a fintech provider (e.g. Revolut)

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