

CCPC POST CHRISTMAS 2025 RESEARCH

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INTRODUCTION

01

Objectives & Methodology

To measure consumer behaviours, intentions and knowledge relating to shopping during the Christmas period 2025, including:

- Planned Christmas spending and changes from previous years.
- Funding methods including Buy Now Pay Later and credit products.
- Awareness of return/redress rights and gift receipt usage.
- Importance of sustainability in choosing gifts
- How unwanted gifts are handled.

Questionnaire was designed by Ipsos B&A in consultation with the Competition and Consumer Protection Commission and repeated many of the questions asked in a similar questionnaire asked in 2024, 2023 & 2022.

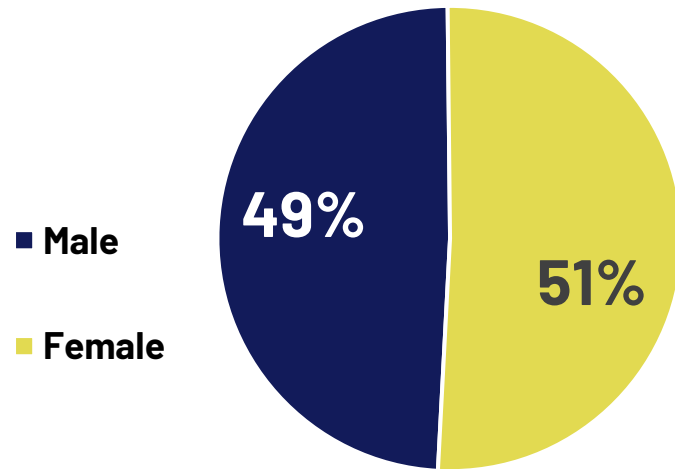


- 1,012 interviews conducted among a representative sample of the Irish population
- Survey conducted through computer-assisted telephone (CATI) interviews, with fieldwork conducted between 16th and 31st October 2025
- Data is then weighted in line with the most up-to-date population estimates for gender, age, social class and region

Sample Profile

- Demographics

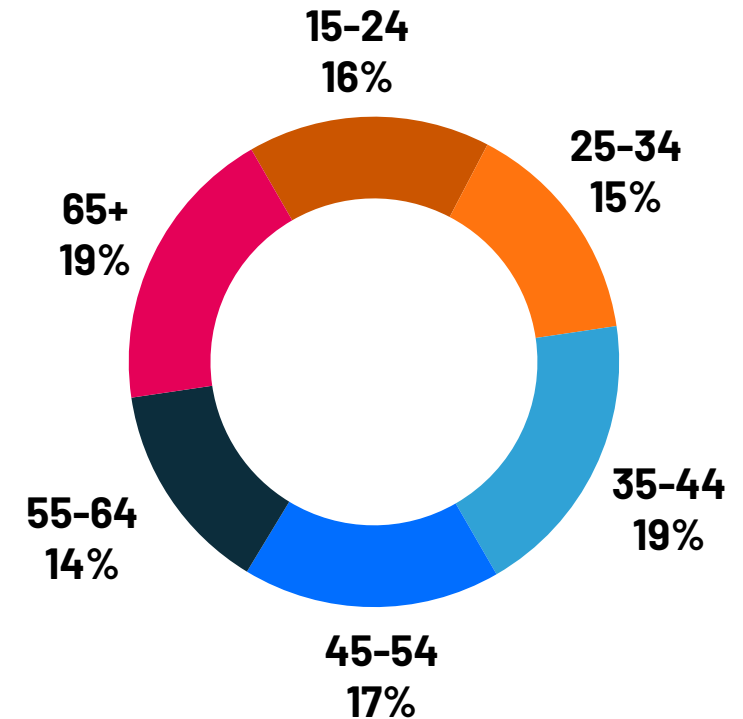
Gender



Non-binary /
Prefer to self-describe *

Prefer not to say *

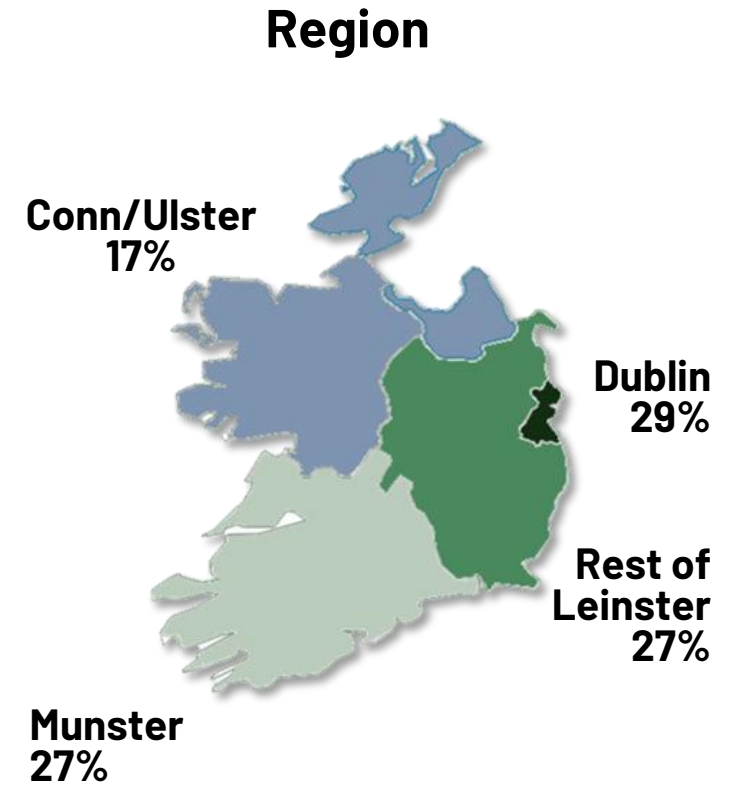
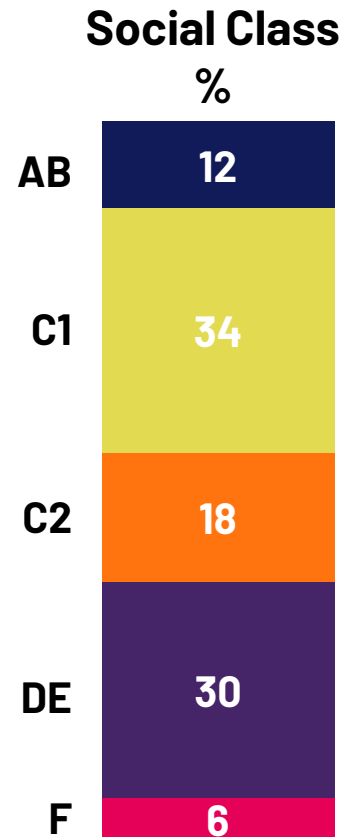
Age



Base: All Respondents: 1,012

Sample Profile

- Demographics



Base: All Respondents: 1,012

Key Findings

1

Gift receipts not always included

Two in five (42%) consumers never include a gift receipt when giving gifts at Christmas.

This climbs to more than half (52%) of men.

2

Regifting a top choice for unwanted gifts

Almost one third would regift a Christmas gift they received if they had no receipt for it.

3

Donating unwanted gifts is more common with age

Consumers aged 55+ were more than three times as likely to donate their unwanted gift to charity than those aged under 35.

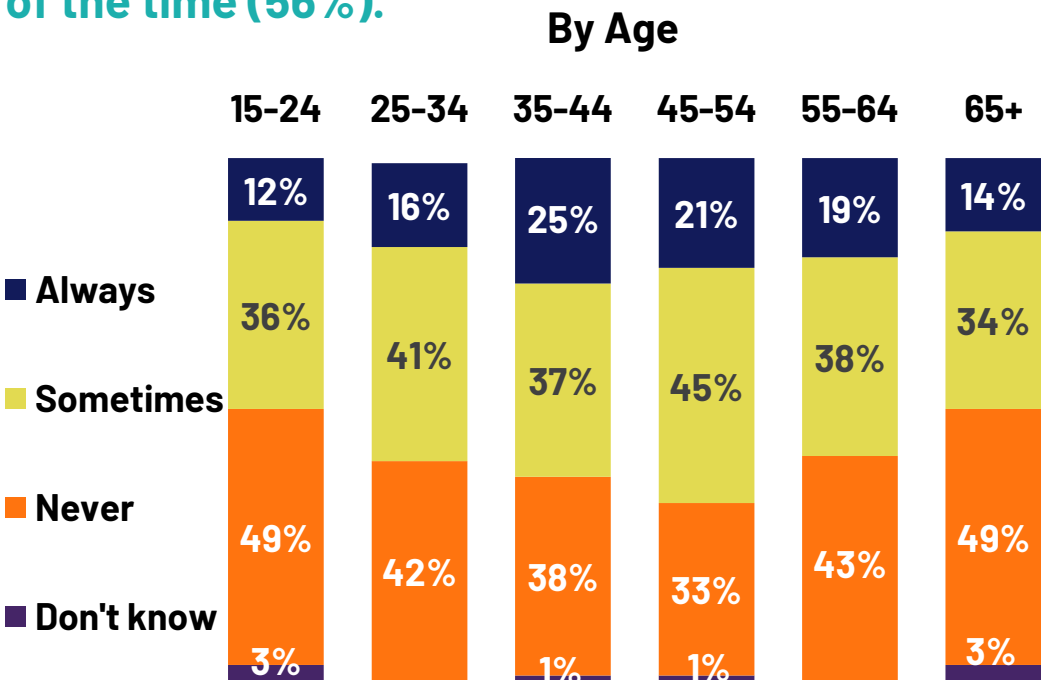
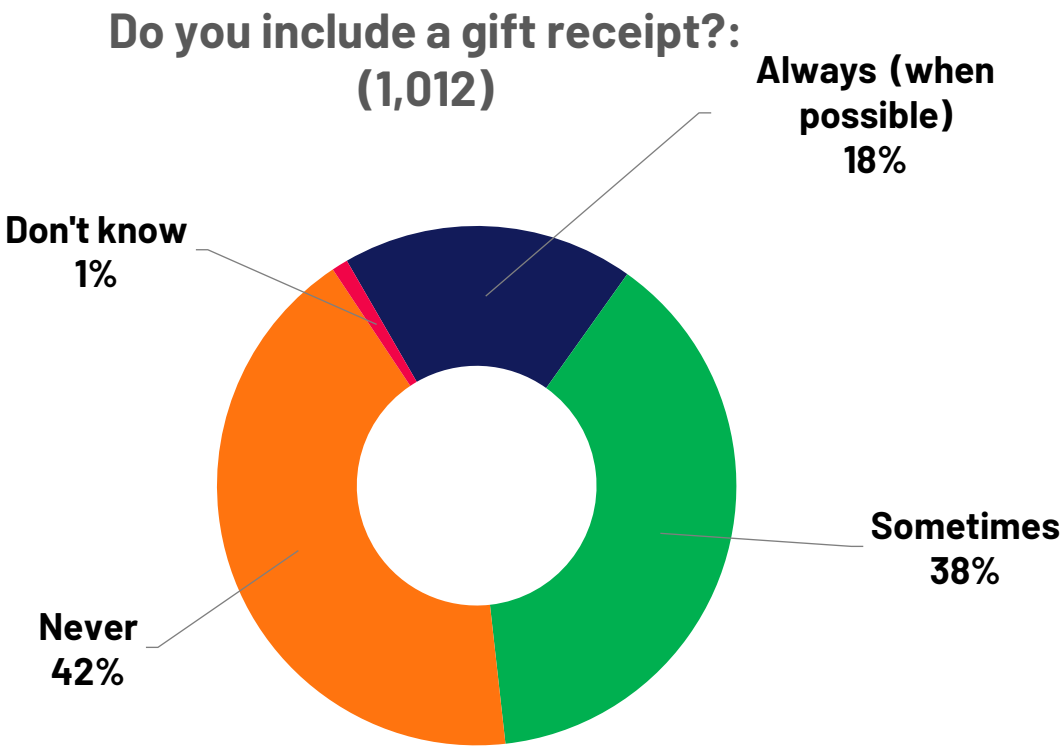
FINDINGS

02

GIFT RECEIPTS AND UNWANTED PRESENTS

Inclusion of Gift Receipts with Gifts

Over half of respondents include a gift receipt at least some of the time (56%).

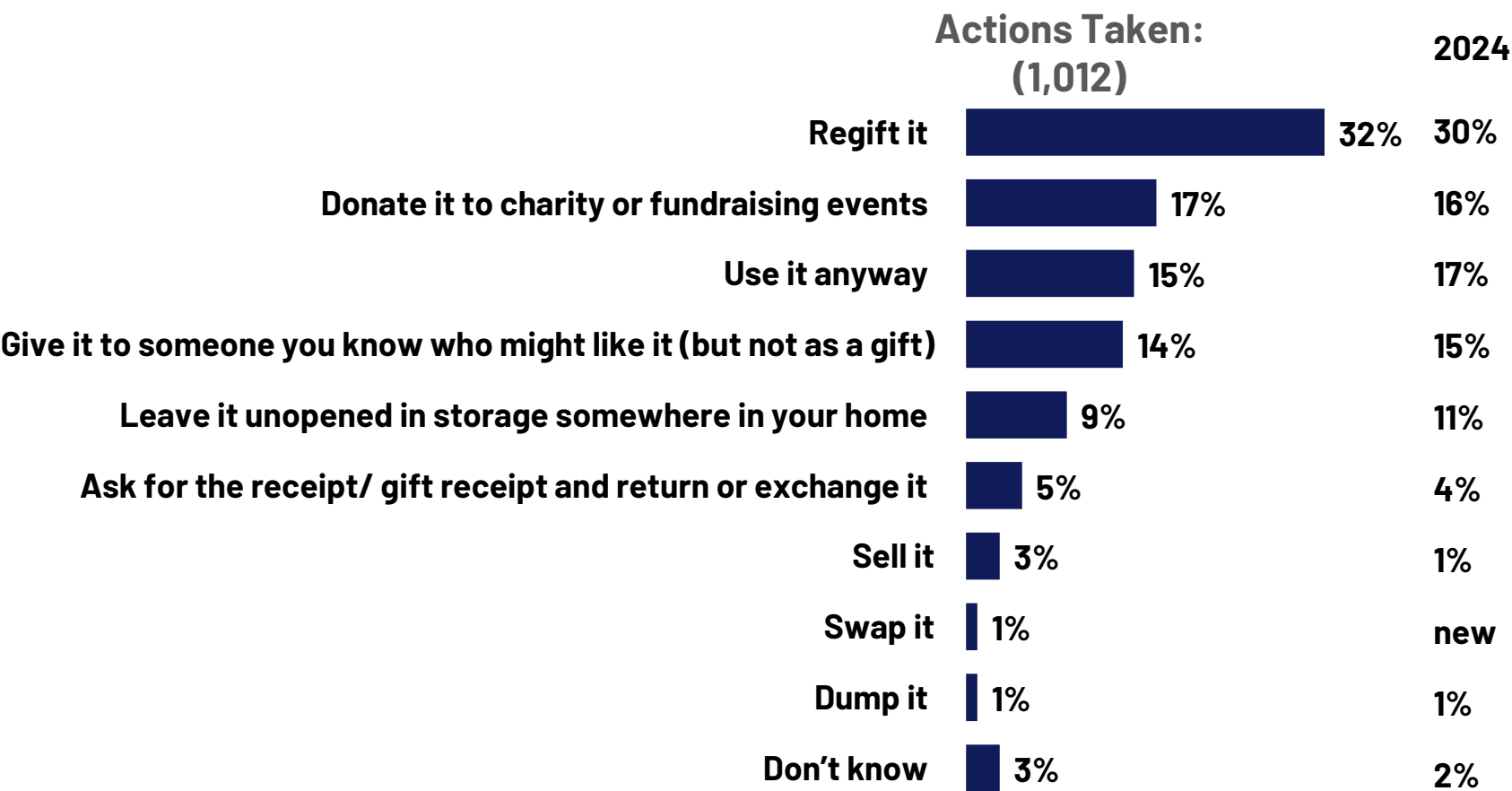


- Over half of men never include a gift receipt when giving a Christmas gift (52%).
- 47% of respondents in social class C2DE never include a gift receipt, this falls to 36% for those in ABC1.

Q.10 When giving gifts at Christmas do you include a gift receipt? This excludes cash or vouchers. Would you say you do this?
Base: All respondents: 1,012

Actions Taken with Unwanted Gifts

1 in 3 would regift a Christmas gift they received if they had no receipt for it.



- Men are almost twice as likely as women to use an unwanted gift (19% vs 10% respectively).
- The likelihood of donating the gift to charity increases with age – respondents aged 55+ were more than 3 times as likely to do so than those aged under 35 (24% vs 7%).
- Those in social class ABC1 are 10 percentage points more likely to regift the gift they received than those in C2DE (37% vs 27% respectively).

Q.11 Imagine you received a Christmas gift that you didn't like but didn't have the receipt for, what would you be most likely to do?
Base: All respondents: 1,012

Actions Taken with Unwanted Gifts - II

	All	Age						Social Class		Gender	
		15-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DEF	Male	Female
		%	%	%	%	%	%	%	%	%	%
Regift it	32	29	33	33	40	26	31	37	29	27	38
Donate it to charity or fundraising events	17	8	7	19	17	24	24	18	16	13	21
Use it anyway	15	29	14	12	11	12	12	13	16	19	10
Give it to someone you know who might like it (but not as a gift)	14	13	18	14	10	15	13	12	16	16	12
Leave it unopened in storage somewhere in your home	9	13	12	9	8	9	6	8	10	11	7
Ask for the receipt/ gift receipt and return or exchange it	5	2	3	5	6	9	6	6	5	5	5
Sell it	3	4	7	3	2	1	0	3	2	3	3
Swap it	1	*	2	2	3	1	1	2	1	1	2
Dump it	1	0	0	1	0	2	2	1	1	2	0
Don't know	3	3	2	3	2	2	4	2	3	4	2

Q.11 Imagine you received a Christmas gift that you didn't like but didn't have the receipt for, what would you be most likely to do?
 Base: All respondents: 1,012

THANK YOU

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