



KAUPAN LIITTO

# Christmas commerce 2015

5

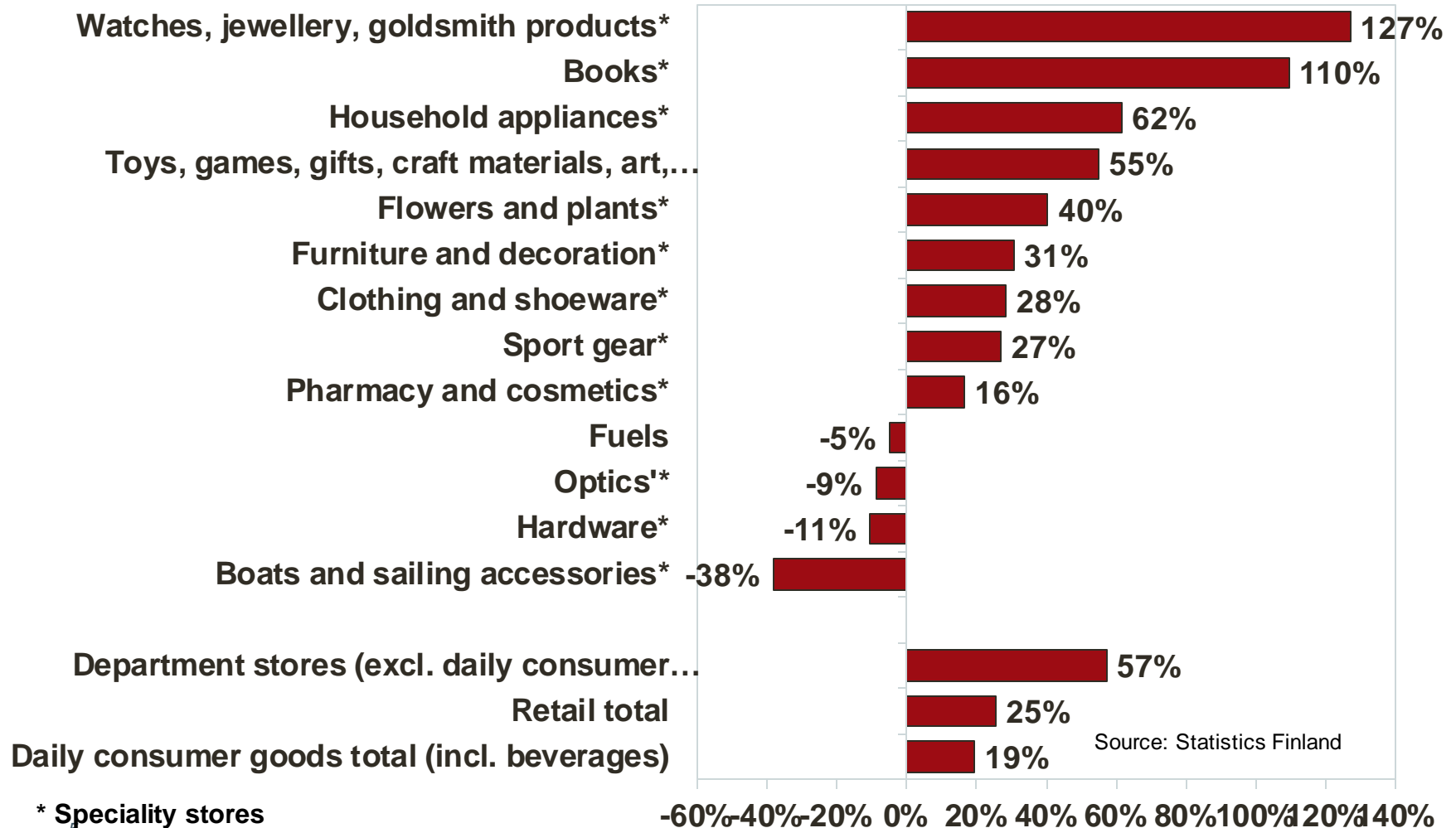
November  
2015

Jaana Kurjenoja



# Value of Christmas commerce compared to average monthly sales

Average 2000–2014



\* Speciality stores



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# Christmas commerce 2015

## - consumers

TNS Gallup realised a consumer survey for the Finnish Commerce Federation with the use of an online-assisted respondent panel in October 2015.

The survey reached a total of 2,706 respondents aged 15 or older living in mainland Finland.

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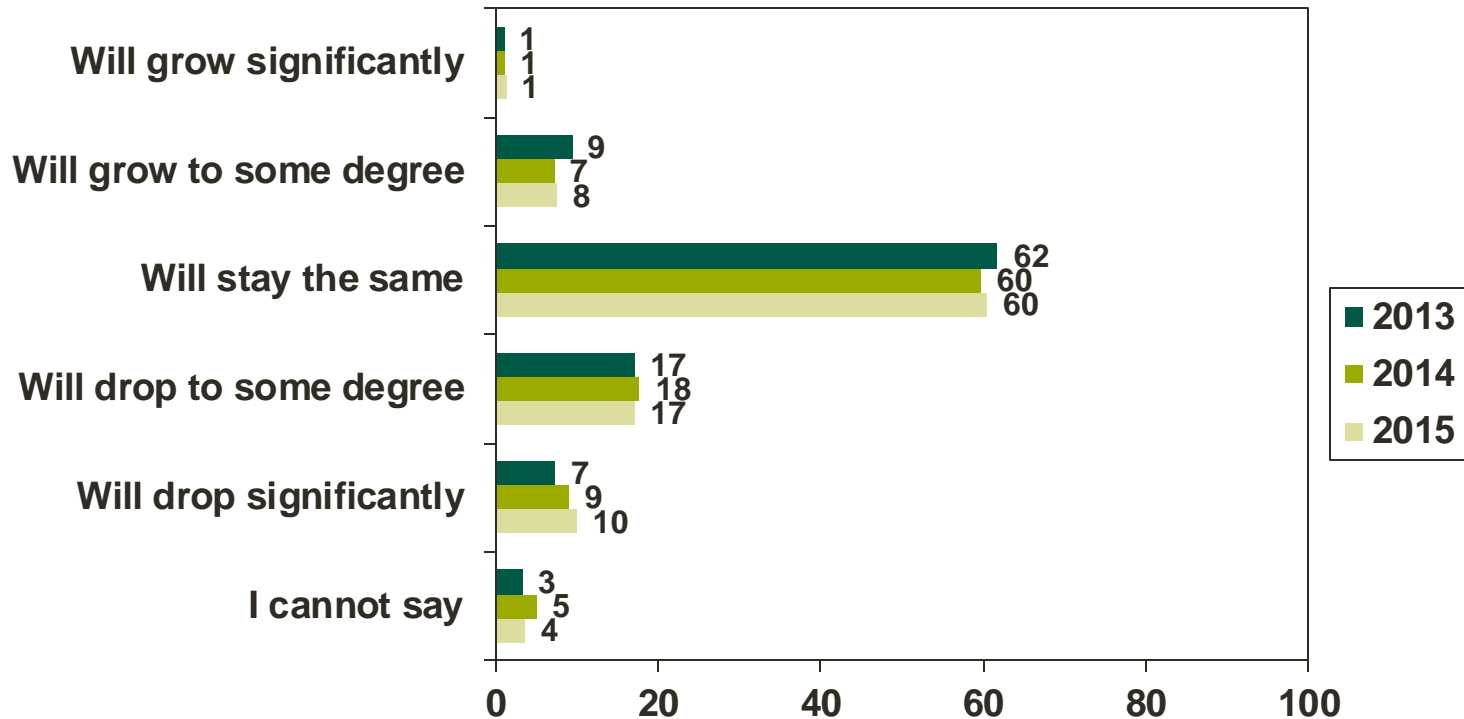
November  
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Jaana Kurjenoja



# October estimate on the amount of money spent of Christmas shopping

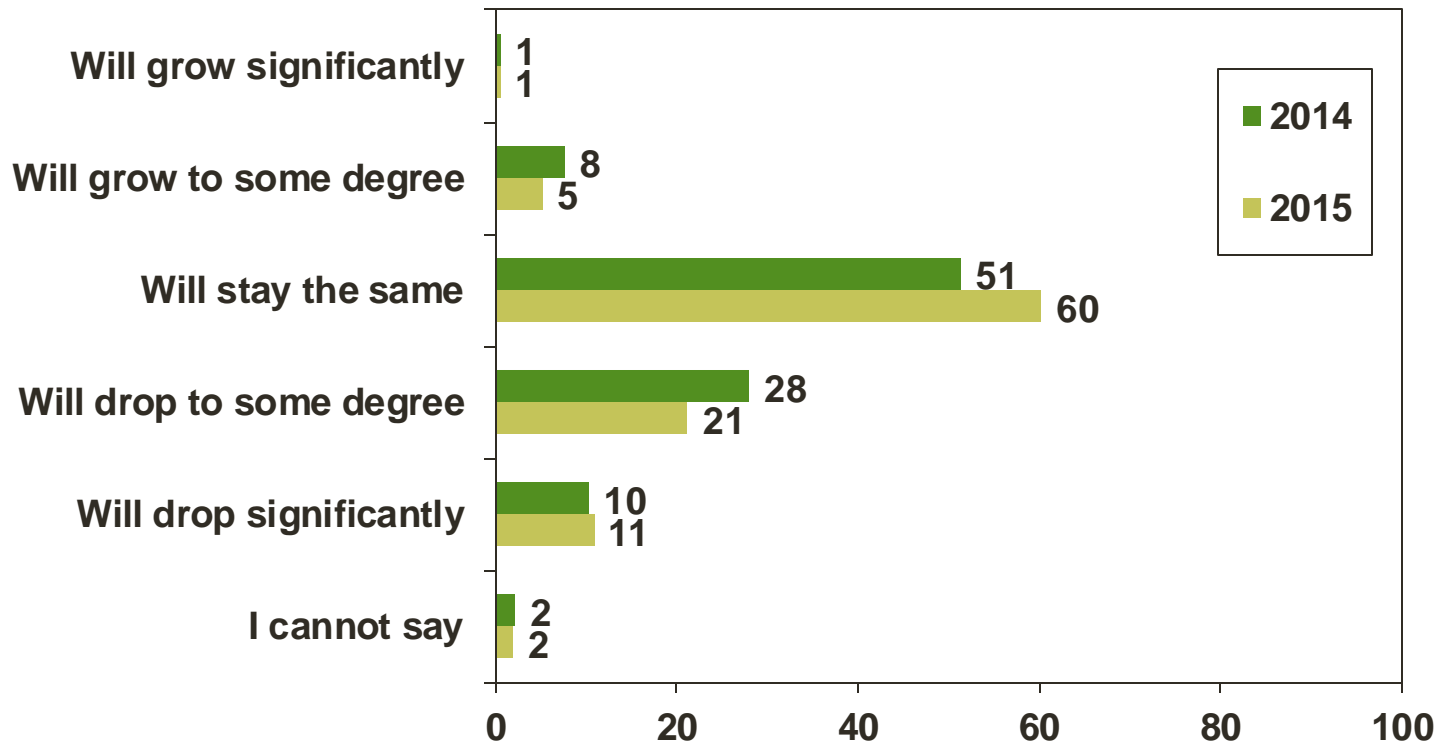
Compared to last year, %



- The consumers' estimate on their Christmas consumption is very similar to that of the previous two years.

# Families with children spend more than last year

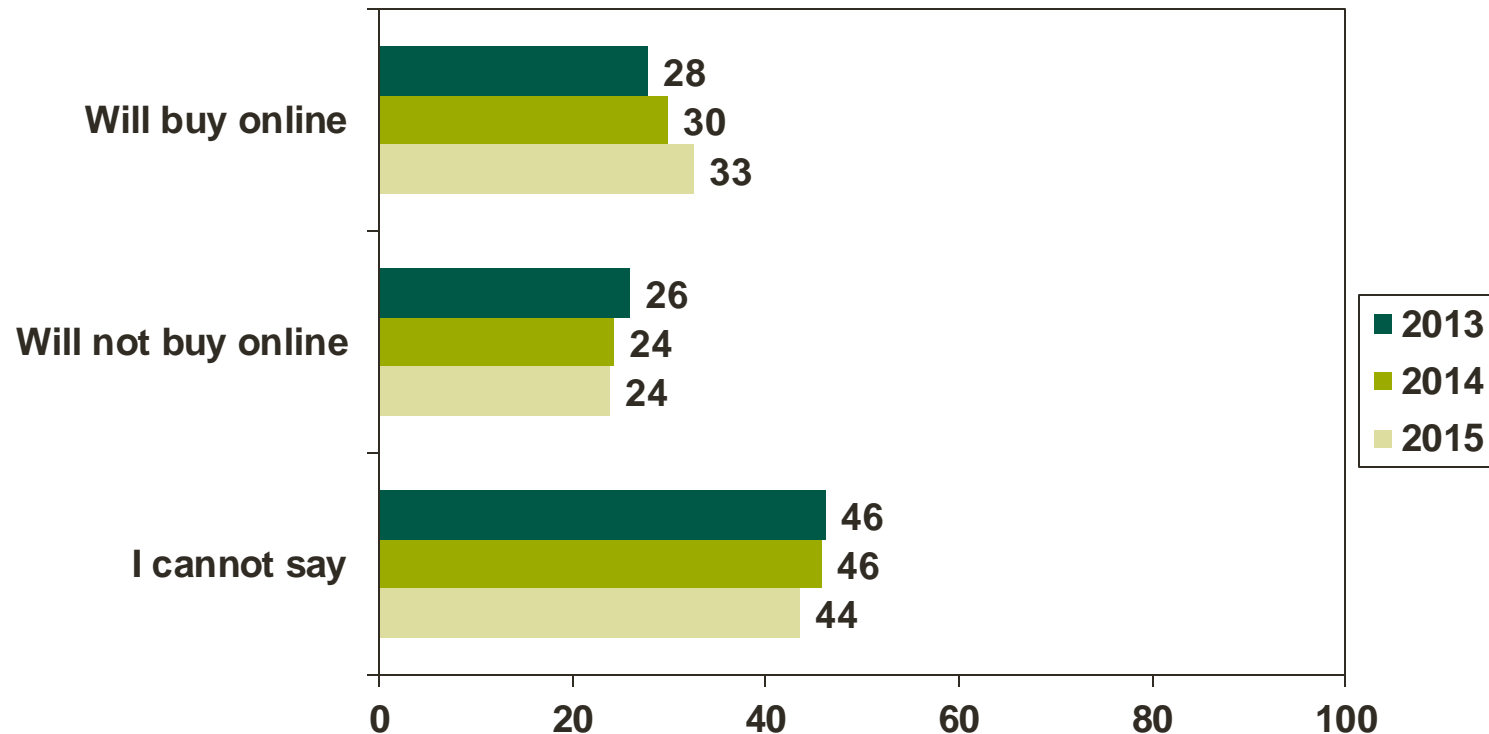
Use of money compared to last year, %



- Families with children plan to reduce their consumption more often than others, but the change compared to last year is clear: the plans for savings are more moderate than last year.

# Plans to purchase Christmas goods from online stores

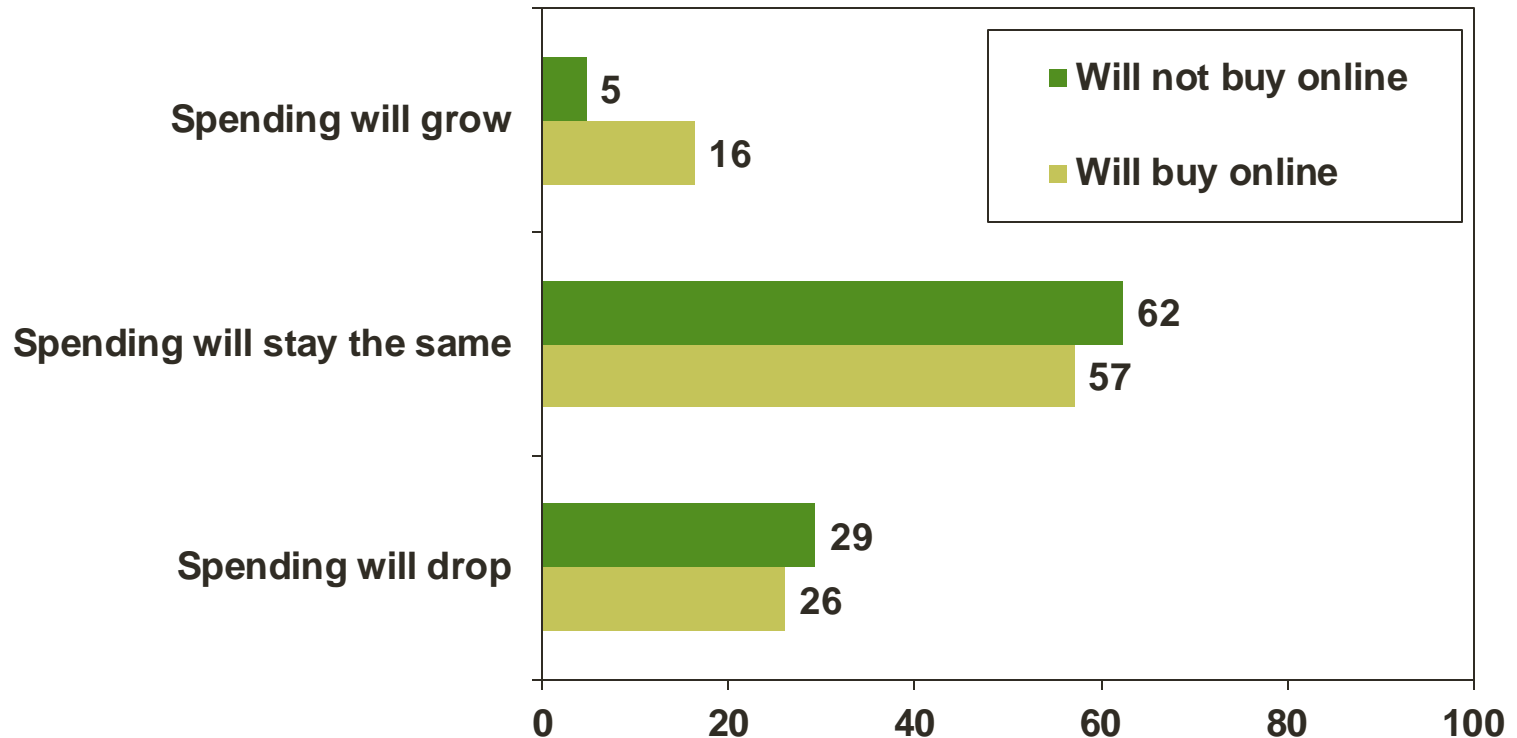
%



- In October, respondents were still unsure of the manner of shopping for Christmas. However, e-commerce is a growing channel of commerce.

# Those purchasing Christmas goods from online stores spend more money

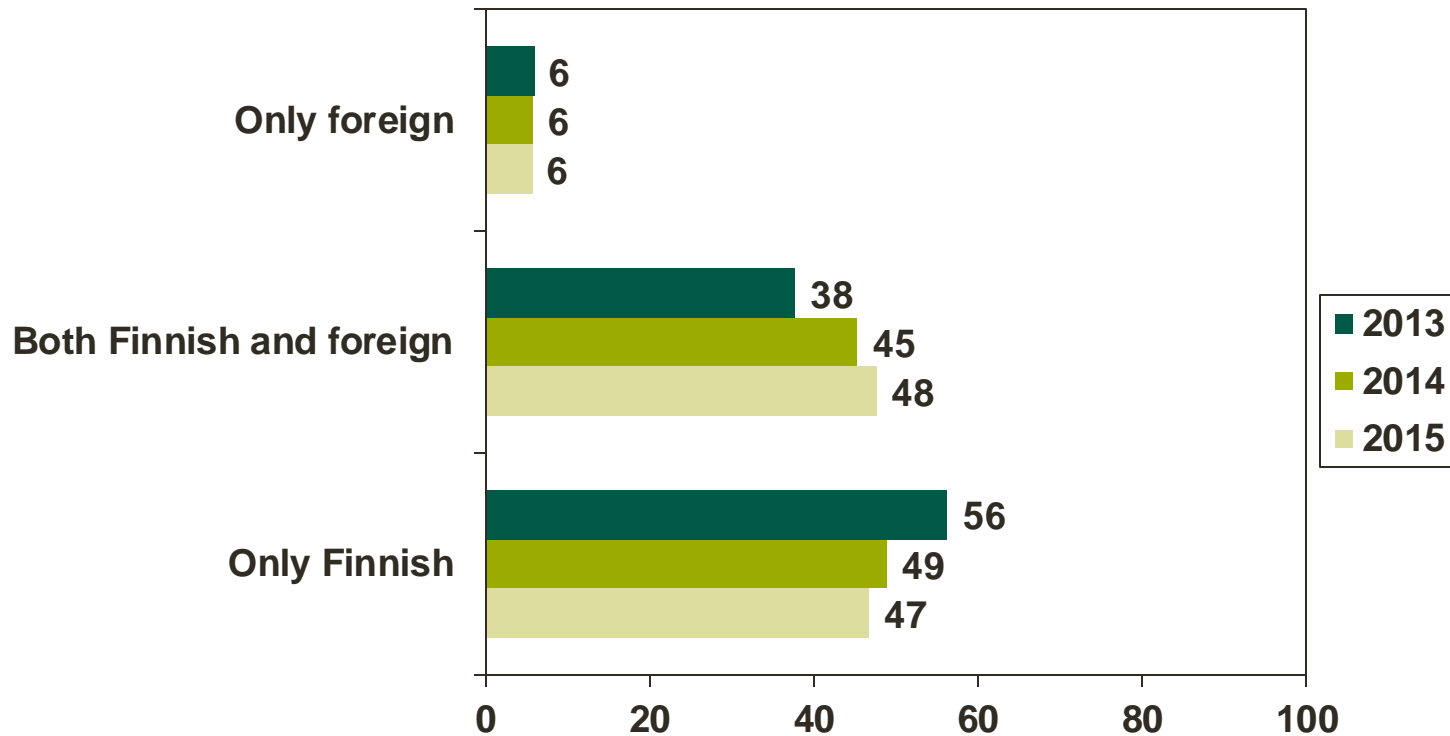
%



- Those increasing their spending also shop online more often than others. Of those increasing their spending, 60% plan to shop online.

# Plans to purchase Christmas goods from Finnish or foreign online stores

%



- Respondents are increasingly prepared to purchase Christmas goods from abroad.