



KAUPAN LIITTO

Peak season in commerce: Christmas

Jaana Kurjenoja

Excerpts from the survey.

The full report is available to members of the Finnish Commerce Federation in the members' section at [Kauppa.fi](https://www.kauppa.fi) within the Research section.



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A blurred photograph of a busy shopping mall. In the foreground, a person is pushing a shopping cart. In the background, several people are walking, and a car's trunk is open. The overall scene is filled with motion, suggesting a busy holiday shopping period.

Christmas commerce in light of statistics

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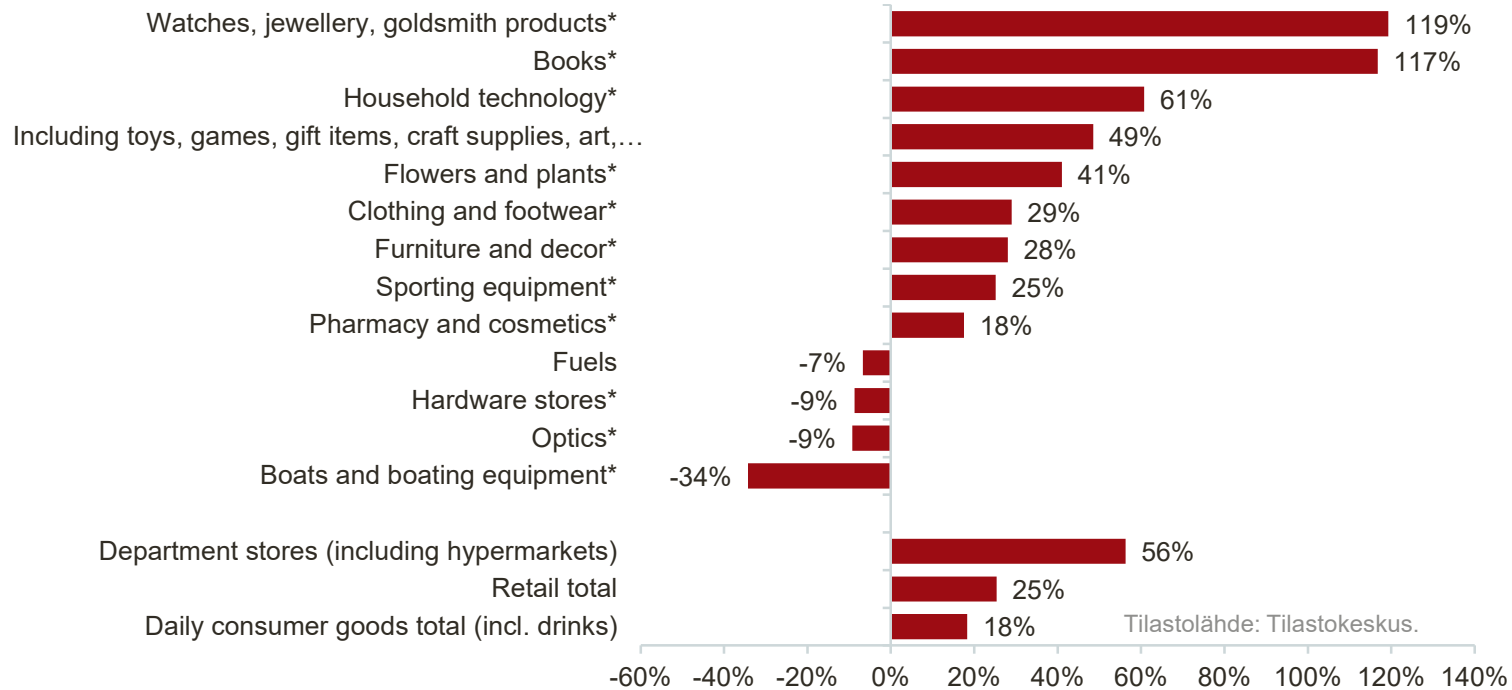


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Christmas commerce is essential for department stores and many areas of speciality goods trade

December turnover in relation to average monthly sales

Average 2000-2018

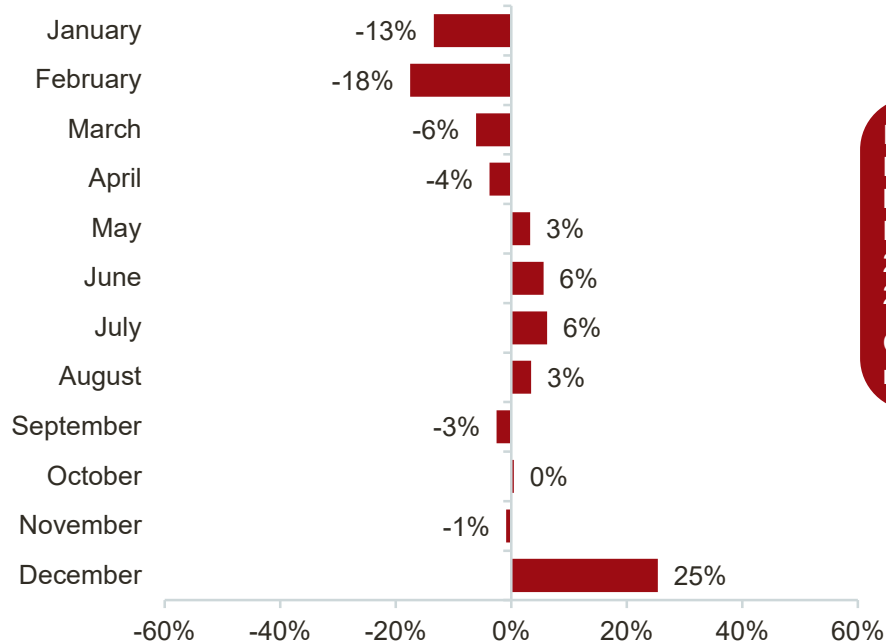


*Sales in speciality stores

Retail trade peaks in December

Turnover in relation to average monthly sales

Average 2000-2018




In recent years, the gap between December sales and yearly average has narrowed. While the gap in December 2000-2010 was 27%, in 2011-2018 it had narrowed to just 20%.

Consumption has started to spread more evenly throughout the year.

Tilastolähde: Tilastokeskus.

Christmas commerce in numbers

- Last year, overall retail trade sales subject to value added tax totalled approximately EUR 4.8 billion in December, or EUR 1,029 per every resident in Finland aged 15-85. December sales amounted to EUR 1,760 per household.
- In December 2018, the increase in sales (including value added tax) brought on by the Christmas season was just over EUR 800 million more than the monthly average. In other words, the increase in sales brought on by the Christmas season was EUR 177 per resident in Finland for those aged 15-85.
- The Christmas season for retail trade occurs in December, with a turnover of around 25 per cent higher than the monthly average during the whole year.
 - For department store trade and many speciality goods trade sectors, the significance of December is even greater.
 - In December 2018, the retail sector turnover was 20% higher than the monthly average. For several years, the December turnover in relation to the monthly average was below the 2000s average, signifying that December as a high season has become less important in recent years.
- The Christmas season focuses on December, but in recent years, the importance of November has increased. The growth has been strongest in household appliances, in which campaigning is also the heaviest.
 - The average November turnover in the 2000s has been on average 1% lower than the monthly average of the respective year. In 2016, the November turnover caught up with the monthly average, then surpassed the average sales by 1% in 2017 and by 2% last year.
 - The significance of November as a top sales season seems to be on the increase also in light of statistics.
- The increase brought on by the November and December seasons was EUR 192 per person for those aged 15-85, and EUR 318 per household.



Black Friday

E-commerce sales peak in the Western world

Excerpts from the survey.

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Google searches go mobile during the Christmas season

The share of Google searches done via mobile devices in Finland, %

| Point of time 2018 | | Share of mobile searches, % |
|--------------------|------------------------------|-----------------------------|
| 23/11/2018 | Black Friday | 53 |
| 24-25/11/2018 | Black Friday weekend | 58 |
| 26/11/2018 | Cyber Monday | 48 |
| 15/12/2018 | Saturday preceding Christmas | 64 |
| 23/12/2018 | the day before Christmas Eve | 63 |
| 24/12/2018 | Christmas Eve | 61 |
| 25/12/2018 | Christmas Day | 66 |
| 31/12/2018 | New Year's Eve | 63 |

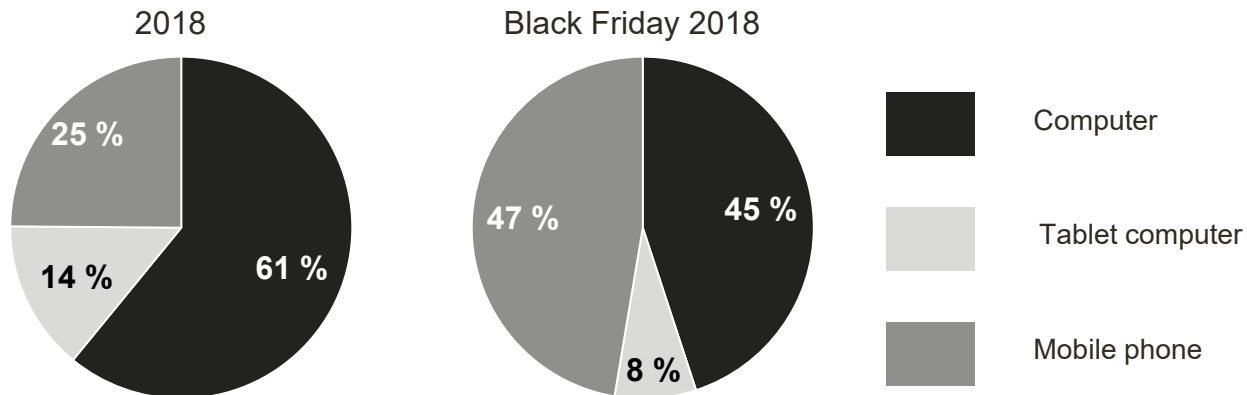
Black Friday related mobile searches increased last year by nearly 40%. During the Christmas season as a whole, mobile searches increased in both number and share.

Black Friday online purchases are done via mobile devices also in Finland

Device used in the latest online purchase during the last two weeks of 2018, and device used in Black Friday purchases

In the UK, 61% of Black Friday online purchases were done via mobile devices (mobile phone or tablet), in Germany 67% but in Sweden just 47%.

(Purchases via the bargain hunting website Picodi.com. Black-Friday.Global, Picodi.com)



Sources

Google Internal Data, 2019.

Kurjenoja Jaana, 2019: Digital procurement and the online stores most used by Finns.
Finnish Commerce Federation, 14 March 2019

Picody.com, 2019: Black-Friday.Global.

Statistics Finland, 2019: Turnover of Trade in EUR.

Statistics Finland, 2019: Turnover of Trade chart.

Statistics Finland, 2019: Demography.

In addition, a consumer survey commissioned by the Finnish Commerce Federation and designed by Jaana Kurjenoja (Finnish Commerce Federation):

Kantar TNS; Verokorttien vuosituloraja ja veronpalautukset joulukaupassa, lokakuu 2019.



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