

Generosity

A season for sharing

After a disrupted and often difficult 2020, consumers are looking to recapture the spirit of the festive season this year. And their generosity—to friends, family, and good causes—will come to the forefront.

While financial responsibility is top of mind for many, more consumers will be spending more...



\$598
average spend per consumer

From last year that's up
\$59



A generosity of spirit will characterize the whole holiday season, especially when it comes to gifts for loved ones...

75% are likely/highly likely to spend on gifts for **close family**

44% will do the same for **extended family** and **41% for friends, neighbors and others**

What will they be giving?

Traditional choices remain as popular as ever...



68% **gift cards** for stores



61% **clothing and footwear gifts**



59% **food gifts**



44% **alcohol gifts**

(Percentage of consumers planning on buying more or the same as last year...)

...but experiences and services also count...



61% restaurant gift cards

47% **beauty products or services**

37% **digital gifts** (such as virtual classes)

33% **weekends away or day trips**

26% **flight tickets or certificates**

(Percentage of consumers planning on buying more or the same as last year...)

Of course, generosity can mean more than money. In beauty in particular, kindness is a key consideration this year...

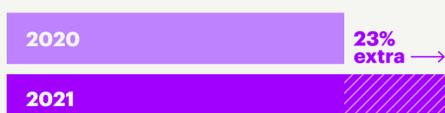
35% of consumers say they would definitely buy beauty gifts this year if the product was

sustainable and/or cruelty free



People are also looking forward to the simple pleasure of sharing their time as well as gifts...

71% will be spending quality **time at home with loved ones**



23% will be buying more **materials and ingredients to make homemade gifts** this year compared to last year

And their spirit of sharing will extend to charities too...

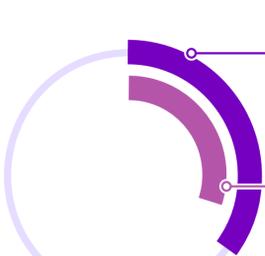


7 in 10 consumers are open to making charitable contributions



1 in 5 will be donating more than last year

Consumers are also conscious of the need to act responsibly towards the world we all share...



35% will choose **environmentally friendly packaging and deliveries**

30% will **ditch gift wrapping altogether**



And a product's sustainability increasingly dictates consumer gift choices...



55%

would definitely buy **food gifts** if they were sustainable



45%

would definitely buy **drink gifts** if they were sustainable



37%

are likely or highly likely to buy **second-hand apparel** as a way of shopping sustainably (rising to 50% for shoppers under 40)