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Spending on Christmas purchases is set to increase this year but retailers must provide strong incentives to win over UK shoppers



85% of consumers likely to spend the same or more compared with last year. Consumers are more promotion driven than ever before: 8 out of 10 shoppers now claim that they check Amazon.co.uk before looking or buying elsewhere.

Retailers need to

- be prepared to deliver enticing offers
- provide a seamless multichannel consumer journey if they want to win share of wallet

Consumers undeterred by Brexit vote

They are feeling optimistic about their personal finances but go the extra mile for a good deal

57% say spending habits have not been affected by the Brexit vote. But they are conscious about the weakening of the British pound.



20% felt the pound is strong enough to shop outside the UK.



The buy online and pick up in store option has seen a huge rise in popularity among UK shoppers

56% In-store

They buy additional items during their in-store visit to pick up an online purchase (up **13%** from 2015).

43% Online

They are planning to take advantage of this option (up **12%** from 2015).

Enticing offers and services will persuade consumers to purchase

54% are enticed by promotions to shop in a store they have not shopped at in the past year.



30% discount, on average, will persuade consumers to purchase an item.



43% percent of shoppers are open to sharing personal information and shopping preferences with retailers in order to receive personalized offers (up from **35%** in 2015).



The multichannel sales opportunity

'Showrooming' and 'webrooming' will again be prevalent among UK shoppers

75% and **72%** of survey respondents are planning to participate in each respectively, representing a **21%** and **19%** increase on 2015.



Consumers are planning to spend more than last year

31% of shoppers are planning to spend more, but they also want more for their money.

74% of shoppers purchase items from different stores or sites to get each at the lowest price, rather than buy all items in one place.