

CHRISTMAS SHOPPING RESEARCH 2024

Contents

1

INTRODUCTION

- Objectives & Methodology
- Sample Profile
- Executive Summary

2

FINDINGS

- Expected spending at Christmas
- Ownership of financial products
- Returns
- Ownership of certain products

INTRODUCTION

01

Objectives & Methodology

To measure consumer behaviours, intentions and knowledge relating to shopping during the Christmas period 2024, including:

- Planned Christmas spending and changes from 2023.
- Funding methods including Buy Now Pay Later and credit products.
- Awareness of return/redress rights and gift receipt usage.

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 2023 & 2022.

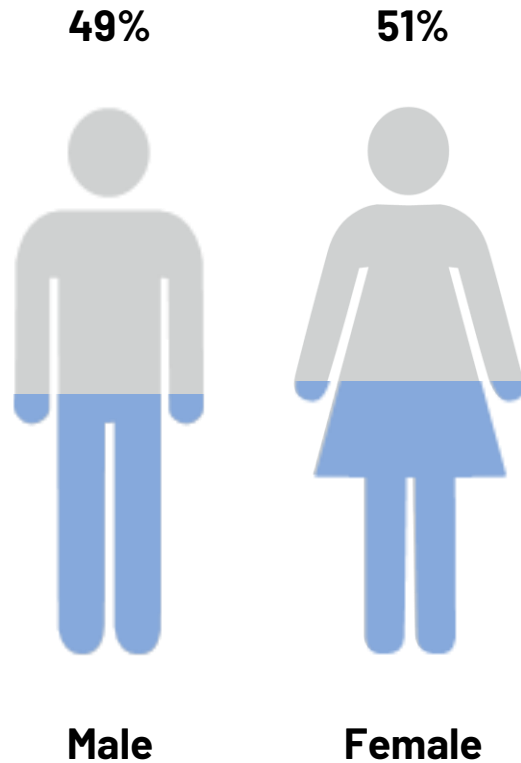


- 1,000 interviews conducted among a representative sample of the Irish population
- Survey conducted through computer-assisted telephone (CATI) interviews, with fieldwork conducted between 16 and 31 October 2024
- Data is then weighted in line with the most up-to-date population estimates for gender, age, social class and region

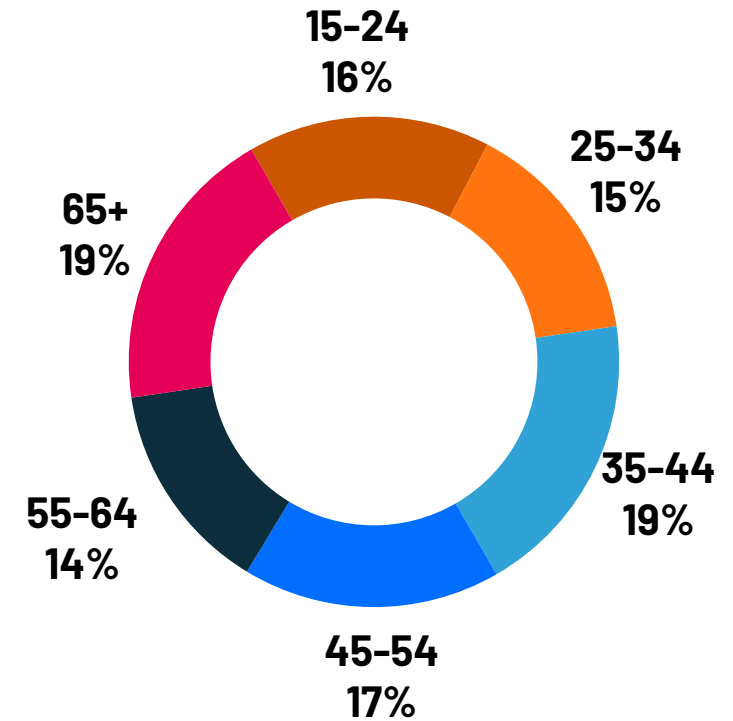
Sample Profile

- Demographics

Gender



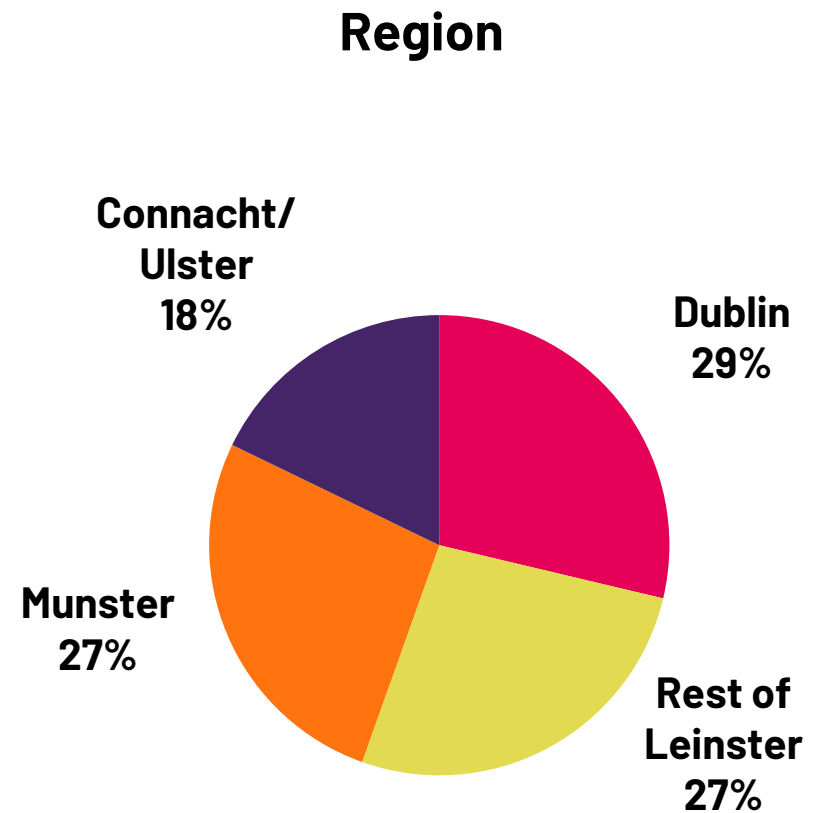
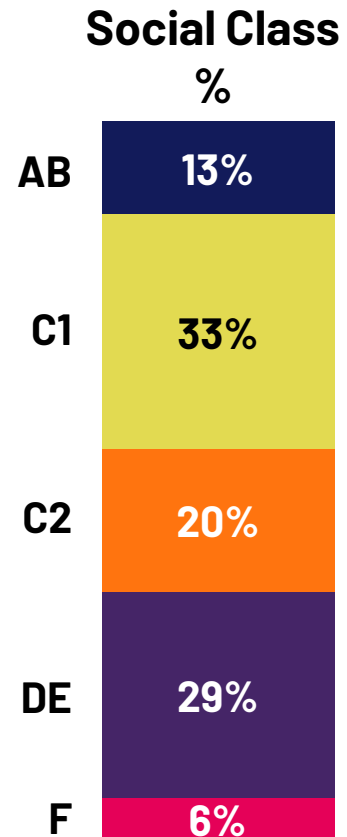
Age



Base: All Respondents: 1000

Sample Profile

- Demographics



Base: All Respondents: 1000

Executive Summary

- Average expected spending has slightly increased since last year from €1,030 to €1,177, with rising prices remaining the main reason why shoppers expect to spend more this Christmas.
- While most say they will use their savings, 1 in 5 plan on borrowing to cover their Christmas spending. Though 3 in 4 expect to have their credit paid off within 3 months.
- A third of respondents say they never include gift receipts with Christmas presents, potentially leading to difficulties with returns or exchanges for unwanted gifts.
- A substantial proportion (55%) report having experienced negative issues with gift cards, including expiry, loss, and business closures.

FINDINGS

02

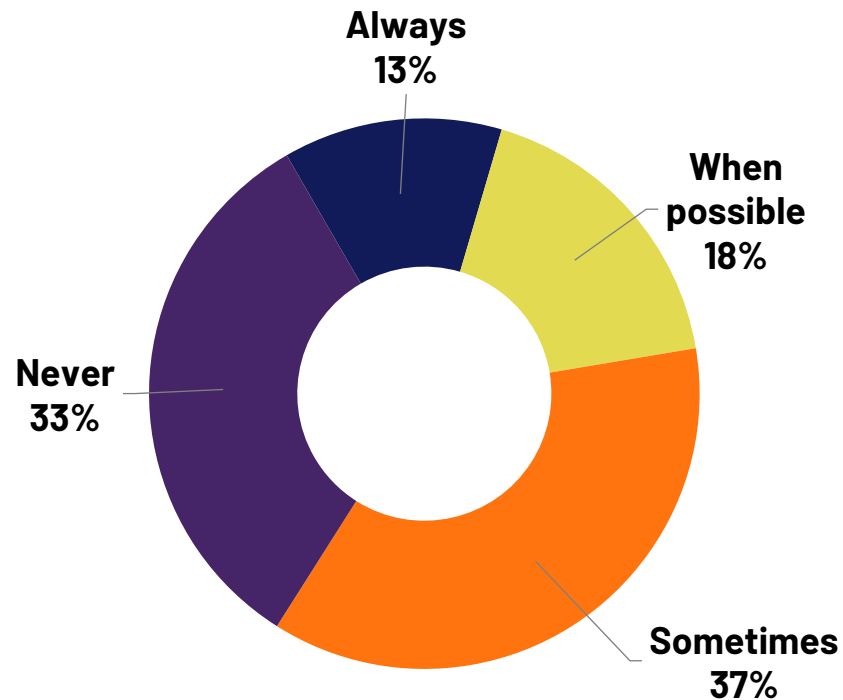
VOUCHERS AND GIFT RECEIPTS



Around 1 in 3 say that they never include gift receipts with Christmas presents

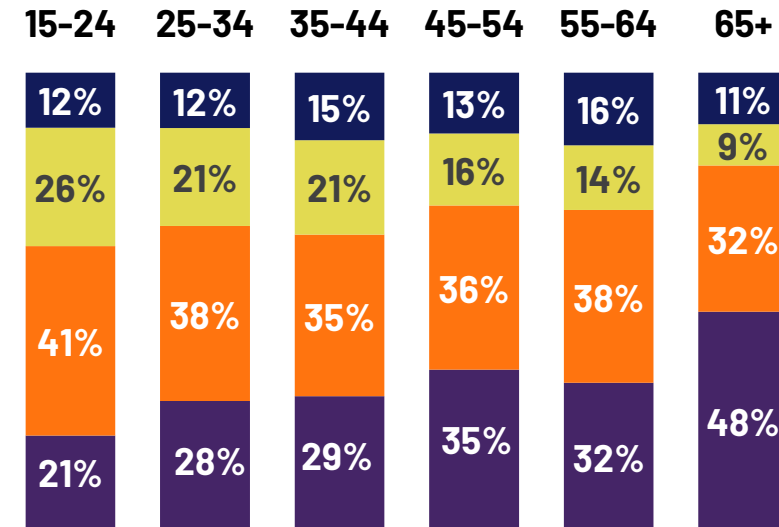
LIKELIHOOD OF INCLUDING RECEIPTS WITH CHRISTMAS GIFTS

Do you include a gift receipt?



■ Always
■ When Possible
■ Sometimes
■ Never

By Age

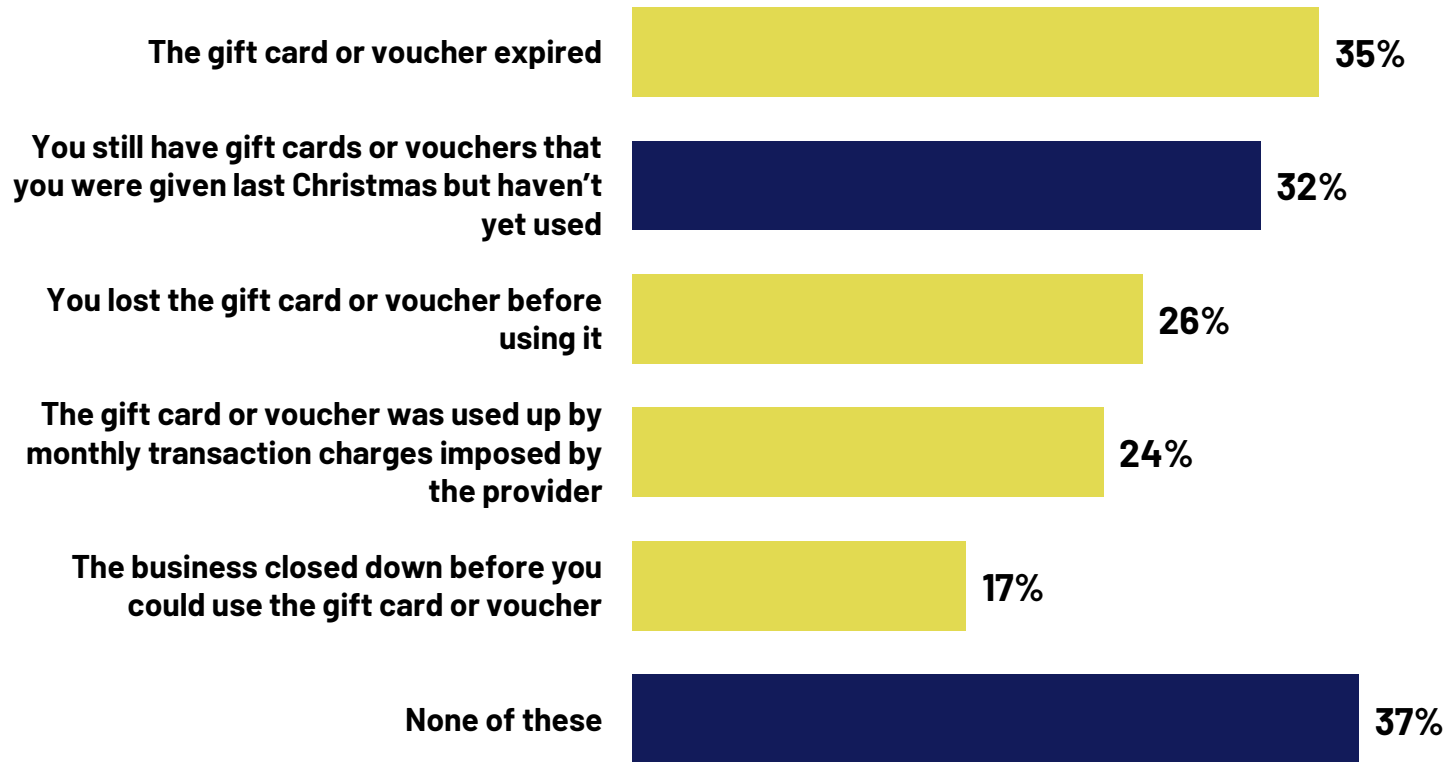


- Sharp differences by age, with almost half (48%) of 65+ year olds never including a gift receipt, compared with 21% of under 25s.
- Similarly, 39% of men say they never include one compared with 27% of women.

More than half of respondents (55%) report a negative experience with gift cards and vouchers

EXPERIENCE WITH GIFT CARDS AND VOUCHERS

Have any of these happened to you?



NET Negative Experiences 55%

- The two most common negative experiences reported by respondents in relation to gift cards and vouchers are that the gift card/vouchers expired or that they lost it before using it.
- 15-24 years old are the most likely to say that the gift card or voucher expired (46%) and that they still have gift cards or vouchers that they still haven't used since last Christmas (41%).
- Respondents in the older age bracket 65+ are the most likely to say that none of these apply to them (48%).

64% of 15-24 years old have had a negative experience with gift cards or vouchers

	Age						Social Class		Gender	
	15-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DEF	Male	Female
	%	%	%	%	%	%	%	%	%	%
You lost the gift card or voucher before using it	30	32	25	29	24	19	29	24	28	25
The business closed down before you could use the gift card or voucher	12	16	19	20	20	15	21	14	16	17
The gift card or voucher expired	46	28	35	37	39	28	39	32	36	35
The gift card or voucher was used up by monthly transaction charges imposed by the provider	26	24	29	27	27	14	27	22	22	27
You still have gift cards or vouchers that you were given last Christmas but haven't yet used	41	32	35	28	32	24	34	30	30	34
None of these	28	37	36	38	31	48	33	40	39	35
NET Negative Experience	64	55	56	57	58	44	59	52	55	56

Q.13 Thinking now of gift cards and vouchers you may have received as Christmas presents has any of the following ever happened to you?
 Base: All respondents (1,000)

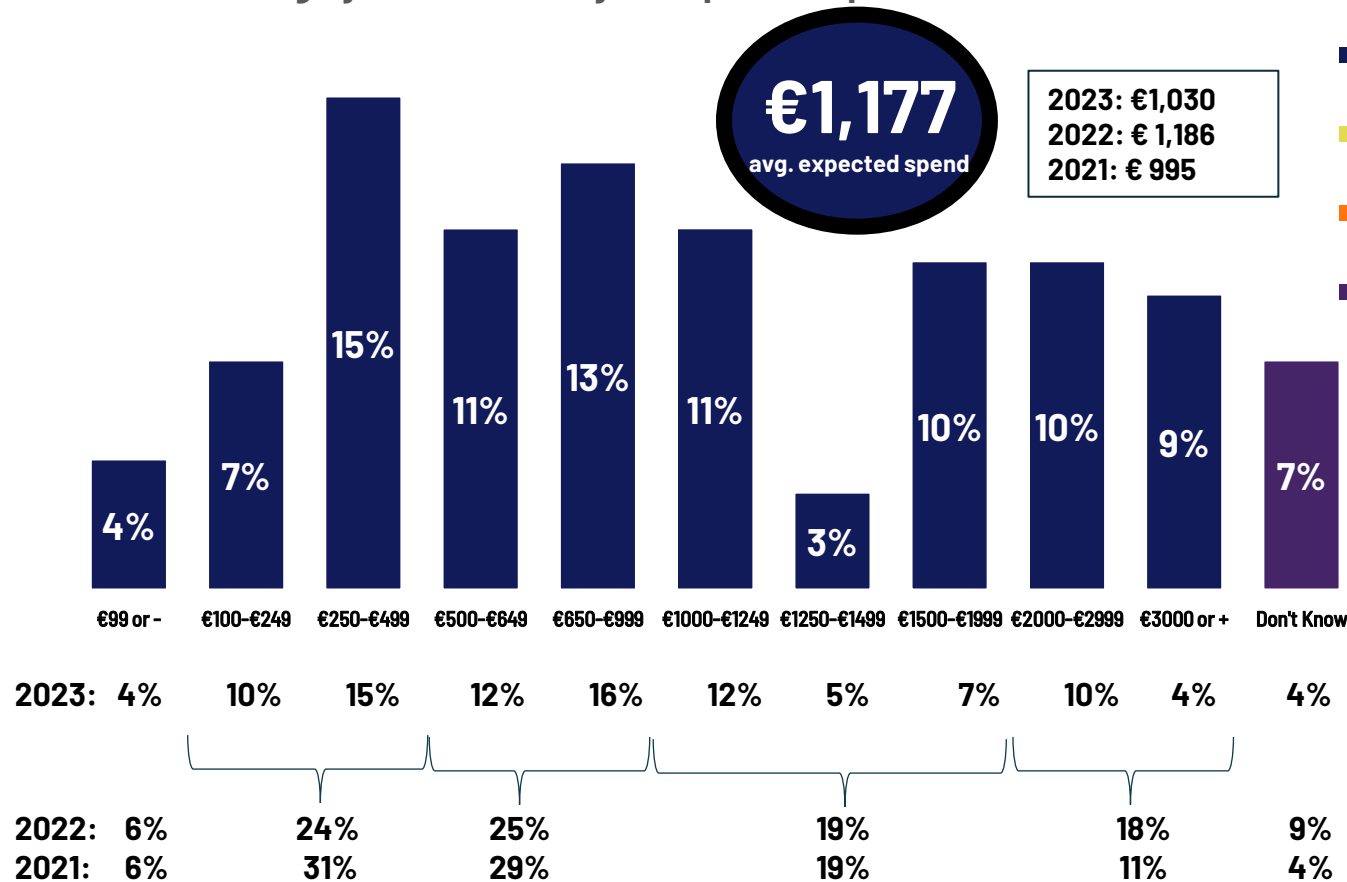
EXPECTED SPENDING AT CHRISTMAS



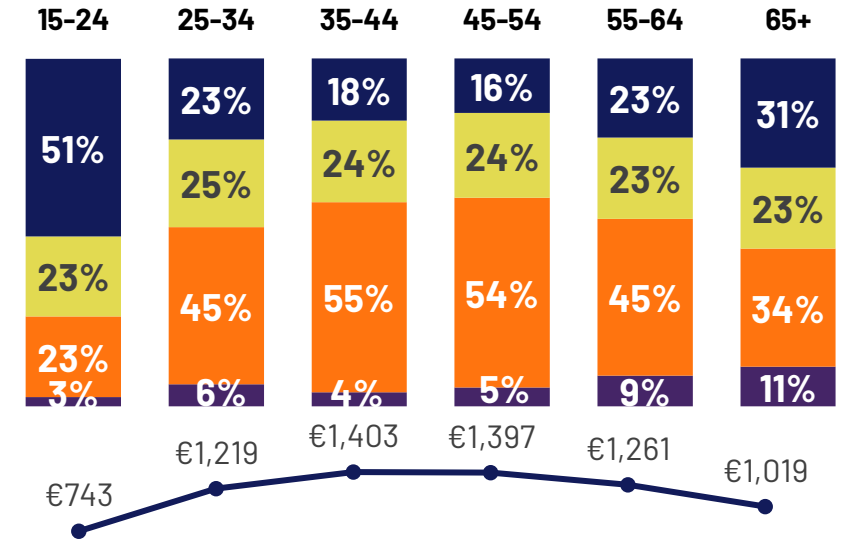
14% increase in anticipated expenditure in 2024

EXPECTED CHRISTMAS EXPENDITURE

Roughly how much do you expect to spend this Christmas?



Expected spend by age

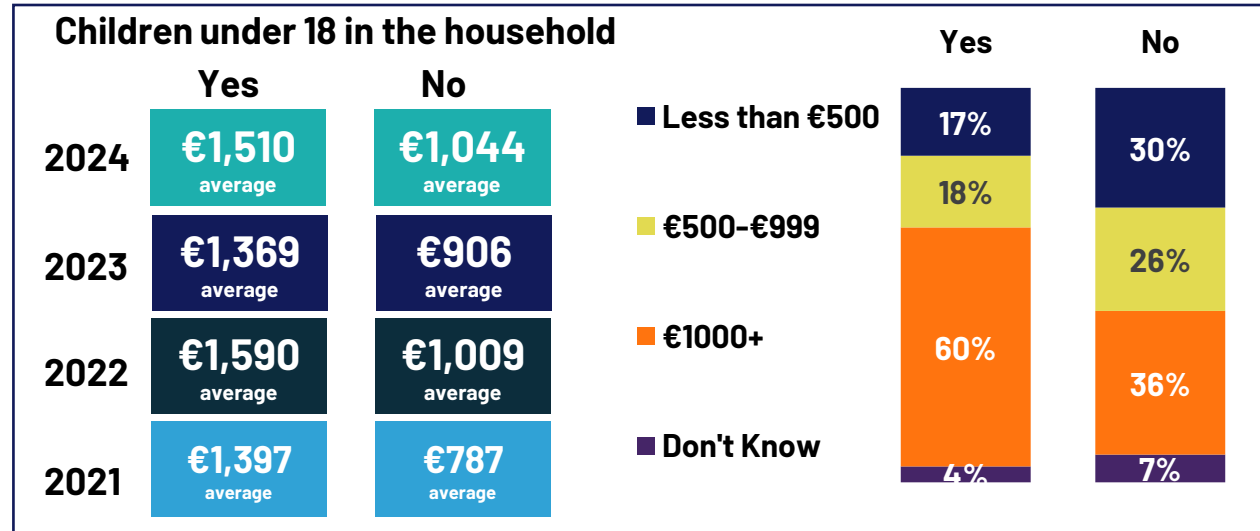


- Those aged 35 to 54 expect to spend the most (c. €1,400 on average).
- No significant gender or regional differences in expected spending, however those in social class ABC1 expect to spend more than C2DE (€1,366 and €1,071 respectively).
- Average expected spending is higher for all age groups compared to in 2023.

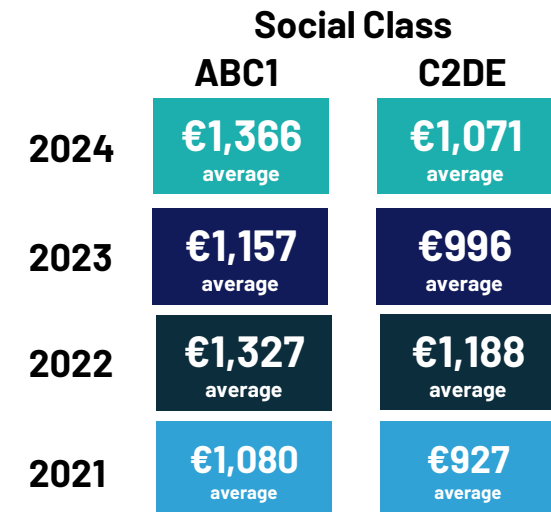
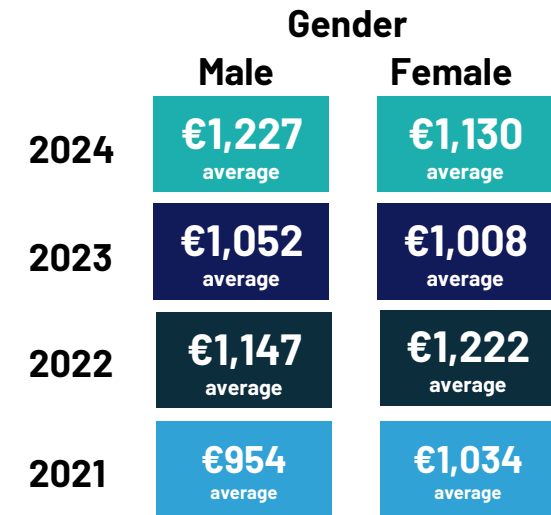
Q.1 Roughly how much do you expect to spend this Christmas? This includes gifts, food, drink, clothing, decorations etc.
Base: All respondents (1,000)

Parents expect to spend on average €500 more than those without children

EXPECTED CHRISTMAS EXPENDITURE



- Increase in expected spending among parents meaning that spending levels are back to where they were in 2022.
- 60% of parents expect to spend €1000 or more while only 36% of those without children expect to spend that amount.
- Those in the more affluent ABC1 group expect to spend more than C2DEs, with a wider gap now than in previous years.

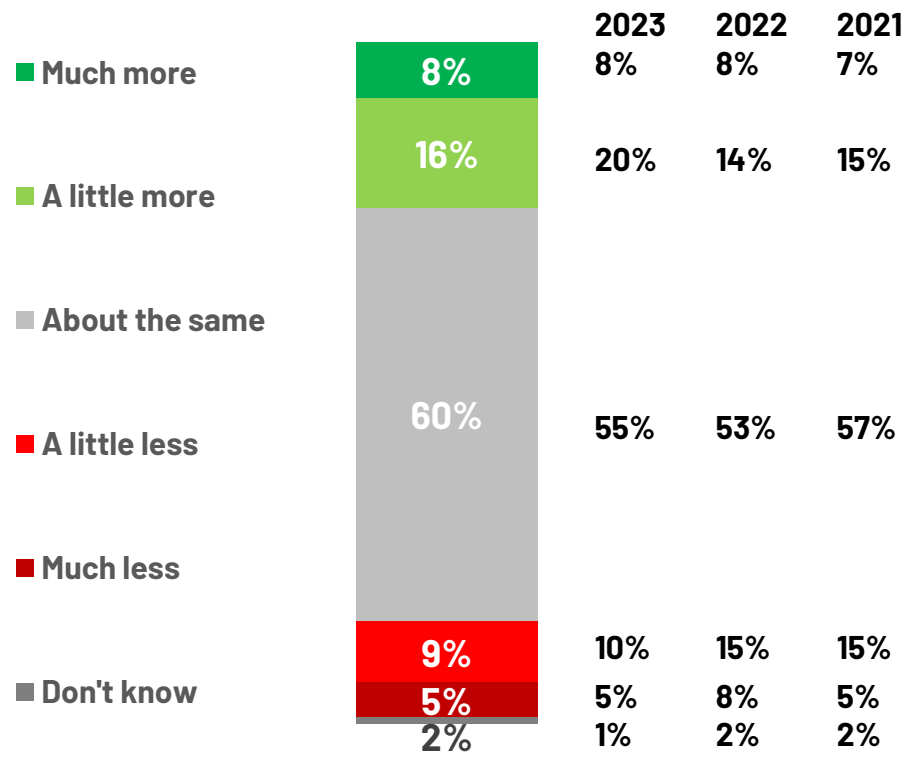


Q.1 Roughly how much do you expect to spend this Christmas? This includes gifts, food, drink, clothing, decorations etc.
Base: All respondents(1,000)

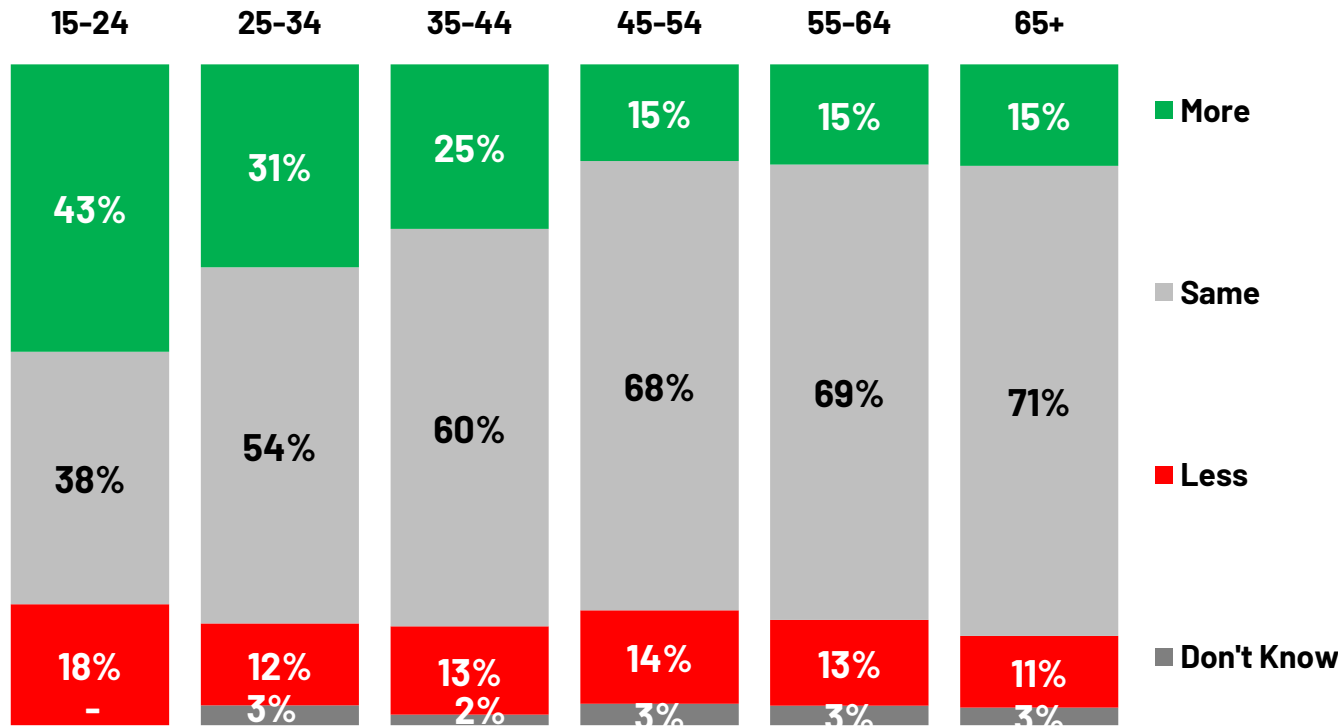
Almost 1 in 4 expect to spend more this year, with 1 in 12 expecting to spend much more than last year

EXPECTED SPENDING VS. LAST CHRISTMAS

Expected spending vs. last Christmas



Expected spending vs. last Christmas by age

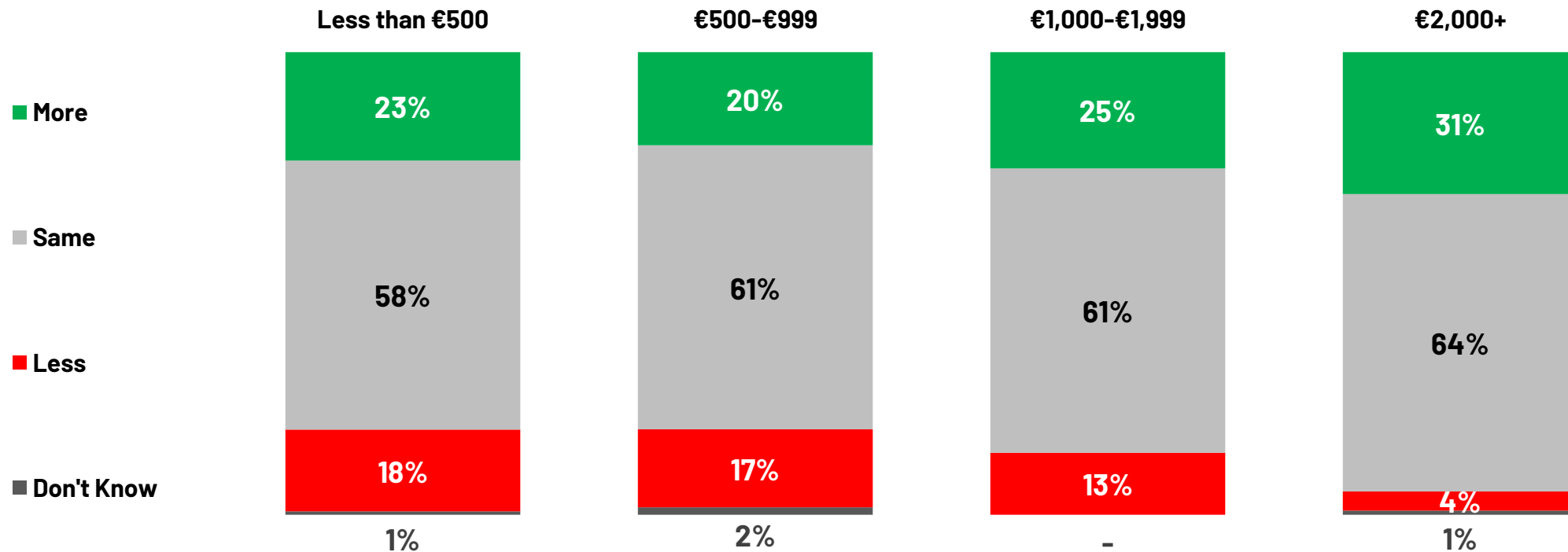


Q.2 And how would this compare to last year's Christmas spending? Will it be...
Base: All respondents(1,000)

Higher Christmas spenders are more likely to expect to increase their Christmas spending this year

EXPECTED SPENDING VS. LAST CHRISTMAS

Expected spending vs. last Christmas
(by amount planning to spend this year)

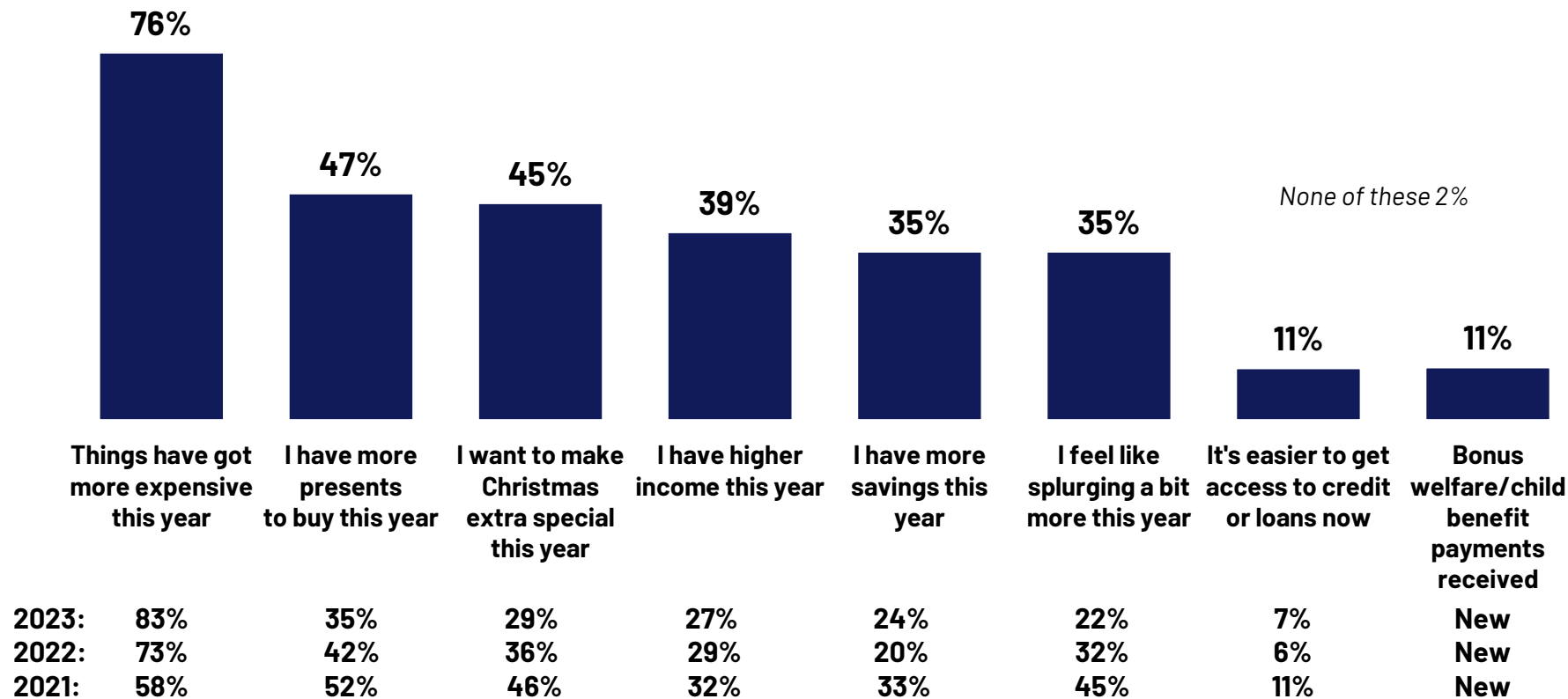


Q.2 And how would this compare to last year's Christmas spending? Will it be...
Base: All respondents(1,000)

Rising prices remain the most common reason for spending more

REASONS FOR SPENDING MORE THIS CHRISTMAS

And for which of these reasons do you expect to spend more this year?



- In general, those spending more this year report more reasons for doing so.
- While rising prices is the most common reason for spending more, fewer respondents mention this compared to in 2023.
- 25% of parents expecting to spend more this year report the bonus welfare/child welfare payments and 58% say they have to buy more presents this year.

Q.3 And for which, if any, of these reasons do you expect to spend more this year?
Base: All who expect to spend more this year (238)

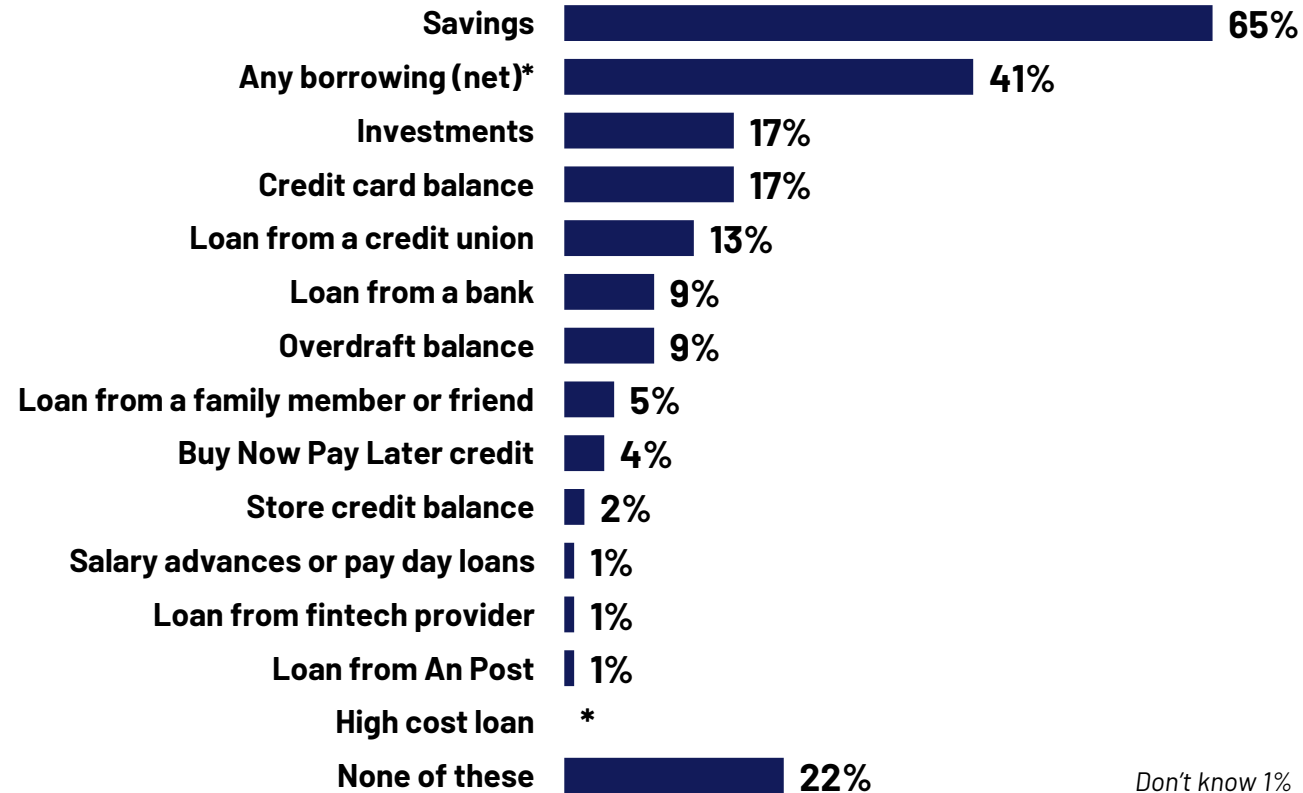
OWNERSHIP OF FINANCIAL PRODUCTS



Half of consumers currently have some form of borrowing – bank/credit union loans are most common

FINANCIAL PRODUCTS CURRENTLY OWNED

Which, if any, of the following do you currently have?



Don't know 1%

Comparisons with previous years not shown due to change in question ordering meaning that data is not directly comparable

- ABC1s more likely than C2DEs to have savings (74% and 58%), but ownership broadly similar across other groups.
- Half (51%) of those expecting to spend €2k or more have borrowings, compared to 34% of those spending less than €500.
- 50% of parents have borrowings, compared with 37% of others.
- BNPL most commonly owned by 25-34 year olds (9%), parents (8%) and women (7%).

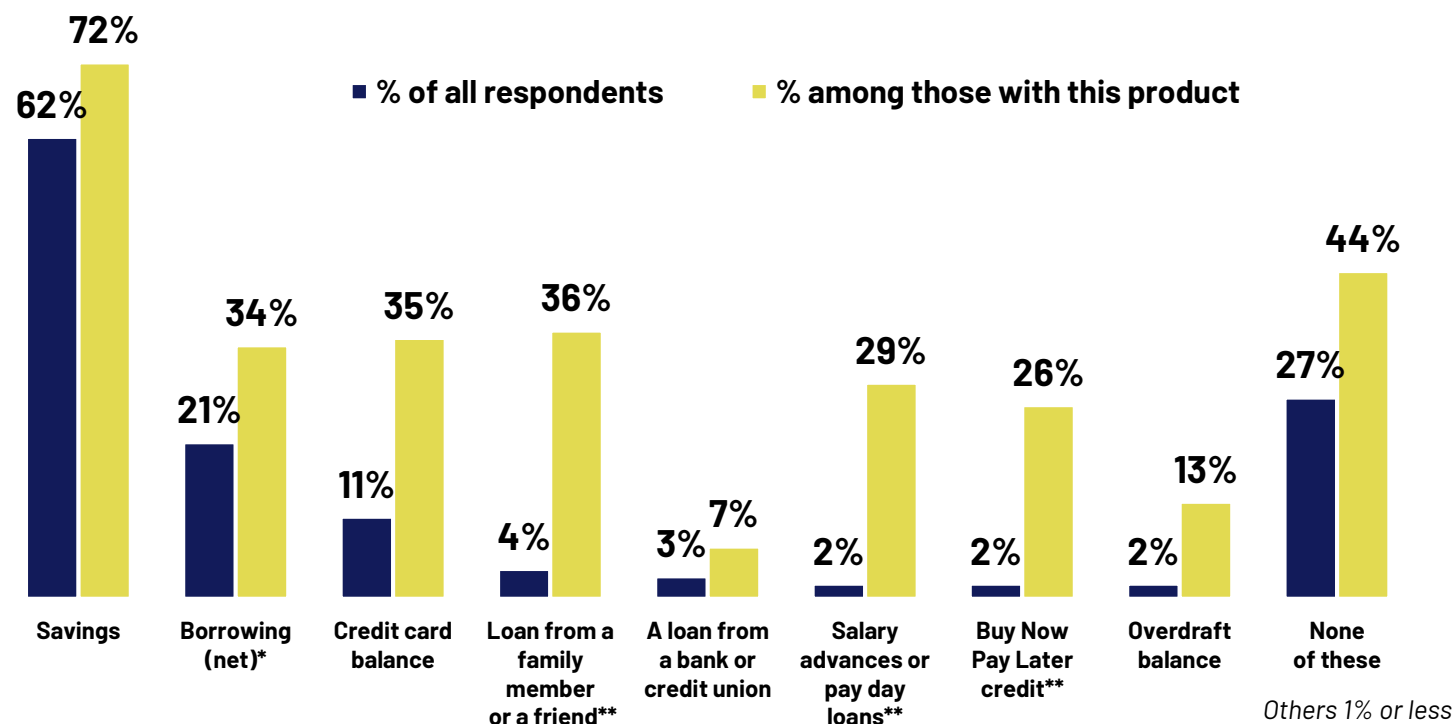
Q.5 Which, if any, of the following do you currently have?
Base: All respondents(1,000)

*Borrowing is an aggregate of a loan from a bank/credit union, credit card balance, overdraft balance, loan from family or a friend, BNPL credit, store credit balance, salary advances or pay day loans, loan from fintech provider, loan from An Post, high-cost loan.

Over 3 in 5 people say they will dip into savings to pay for Christmas spending, with 1 in 5 planning on borrowing money

METHODS USED TO COVER CHRISTMAS SPENDING

Which, if any, of the following will you use to cover this spending?



****Caution: Small sample sizes for those with the following products: BNPL Credit (44), Salary advances or pay day loans (10), Loan from a family member or a friend (50)**

- 30% of those planning on spending less this Christmas expect to use borrowing to fund their spending while 70% of those planning to spend more expect to use their savings.
- Borrowings most likely to be used by 45-54 year olds (28%), and parents (26%).
- No noticeable difference across socio-demographic groups in likelihood to use BNPL.
- 10% of 15-24 year olds expect to borrow money from a friend or family member.

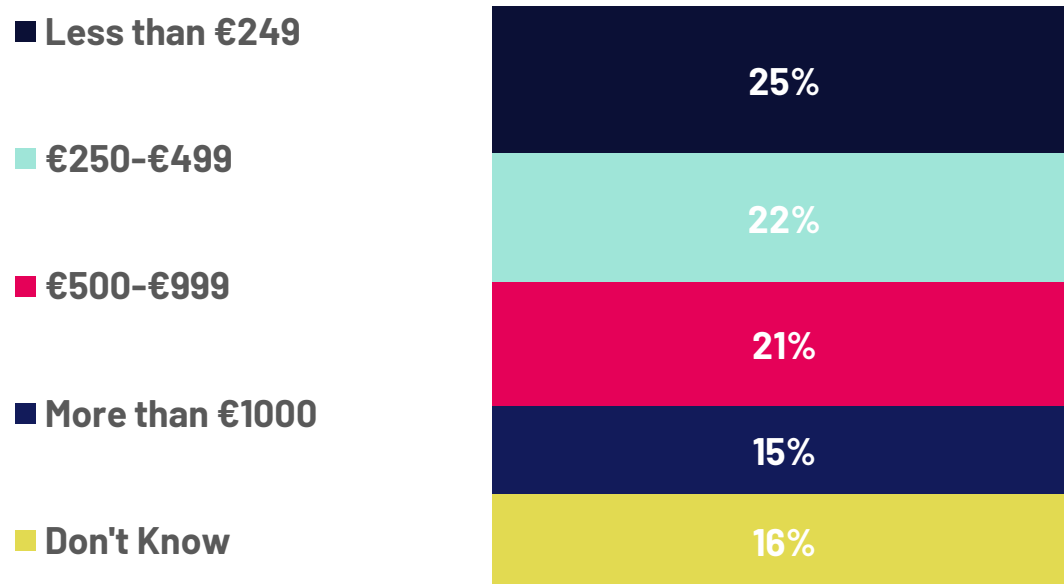
Q.4 What will you use to cover this spending?
Base: All respondents(1,000)

*Borrowing is an aggregate of a loan from a bank/credit union, credit card balance, overdraft balance, loan from family or a friend, BNPL credit, store credit balance, salary advances or pay day loans, loan from fintech provider, loan from An Post, high-cost loan.

Those planning on borrowing to pay for their Christmas purchases expect to spend €631 using credit products

EXPECTED SPENDING USING CREDIT PRODUCTS

Expected spending using credit products
(All planning on borrowing for their Christmas spending: 201)

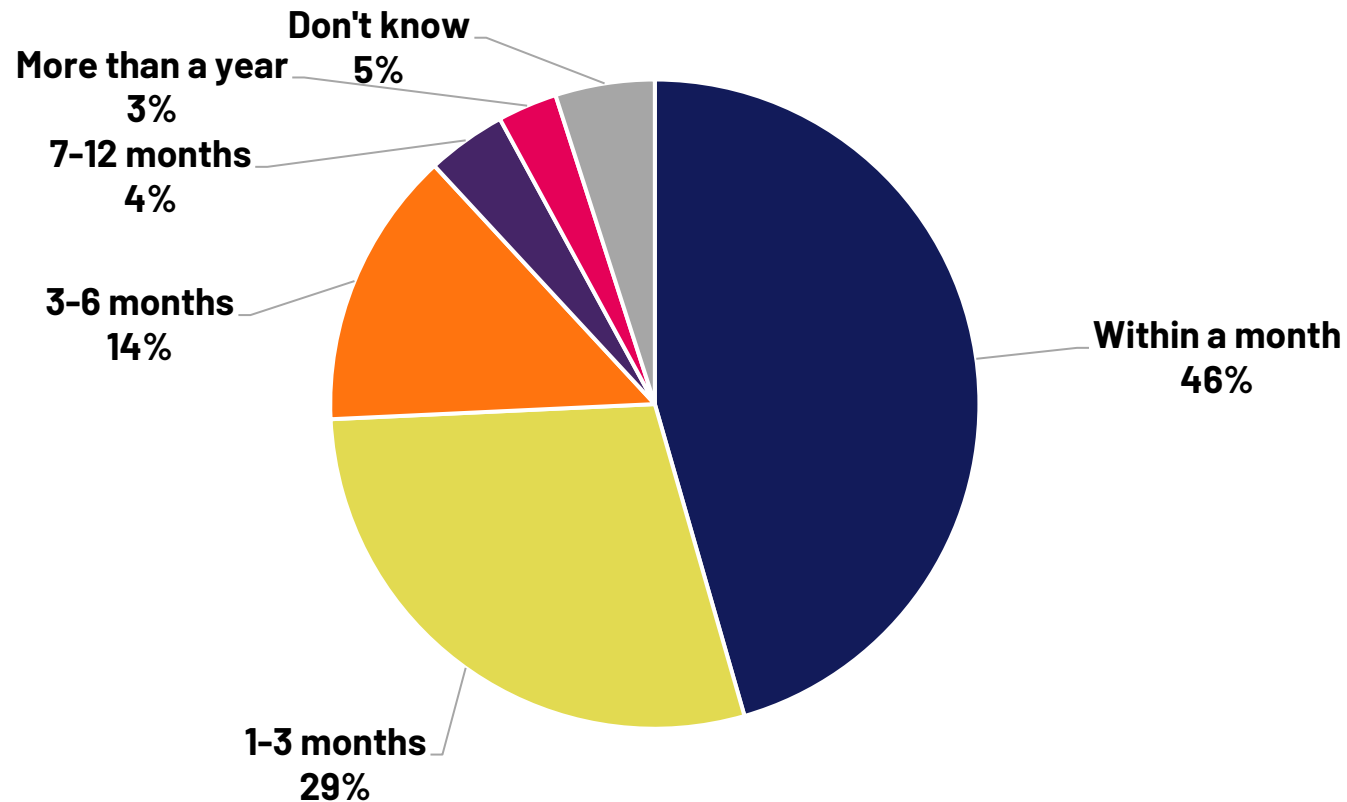


- On average those planning on borrowing to pay for their Christmas spending expect to spend €631 using credit products.

3 in 4 of those planning on borrowing expect to have it paid off within 3 months

PAYING OFF CHRISTMAS BORROWINGS

How long after Christmas do you expect to have paid off the amount you spent using a credit product?



- Women expect to take longer to pay off the credit amount. 27% expect it to take more than 3 months, compared to 14% of men.

THANK YOU

