

Given the latest lockdown will Christmas be more about...



or



comforting home treats

party food

Rolling out their new product launches has become big business for the retailers. But how do our Neighbourhood Net** participants feel about the buzz of new festive lines this year?



Will we be seeking refuge in traditional fare this year given all the uncertainty, or is now more than ever a time for the distraction of new trends?

Our survey revealed a grim determination, with **8 in 10** to “make the best” of Christmas this year.

1 in 5 even planned to party ‘big-style’.

More than a third would happily trade up to a top tier brand for their festive food and drink. This percentage increased to **more than half** of under 34 year olds.

Many planned to stick to traditional customs this year - Turkey and all the Trimmings was on the menu for **68%** of our sample.

There is clearly a continuing appetite for new festive food and drink:



4 in 10 ‘can’t wait to see what festive foods are available this year’. Younger consumers, those with families and females were the most excited to see the latest product launches.

1 in 4 like to visit different stores to their usual shop to buy festive food. **14%** were keen to shop more locally.



1 in 10 will be buying some or all of their Christmas food and drink on-line **for the first time** this year.

1 in 4 will buy a new food product if it’s been recommended by family/friends, Less than **1 in 10** would buy based on an on-line recommendation, but this was significantly higher amongst 18-24 year olds.



1 in 4 preferred to ‘stick to what they know’ at Christmas, and avoid buying new and previously untried food and drink products.

And so the answer is both!

There is room in every festive range for a blend of top quality, traditional comfort food at the right price, along with innovative premium treat lines.