

## We asked....Feeling Festive Yet?



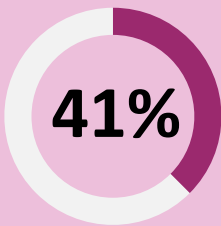
**1 in 4** had bought festive food and drink already to stock up early

**40%** planned to start early December

**22%** to leave it to the week before Christmas

Just **13%** of us admitted to be buying festive food and drink to eat and enjoy now, but this increased to **36%** of pre-family testers

## With....



expected to be buying **LESS** festive food and drink this year.

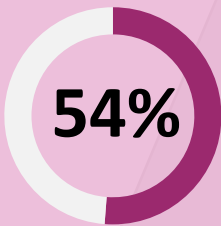


## Why? A variety of reasons...

Almost **half** were expecting a smaller gathering/quieter Christmas, a proportion driven up by over 55-year olds.

**27%** had no need to buy party food & drink

And **15%** were watching their spending – rising to **24%** of 18-34yr olds.



were planning on spending the same this year



## Why?

Around **a third** just want everything to be the same this year. The same proportion were planning on seeing family/friends, (rising to **40%** in the North).

**1 in 5** overall and **1 in 4** under 54 yr. olds simply said “we all need cheering up”.

*Merry  
Christmas*

Sample taken across the UK | n=555

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