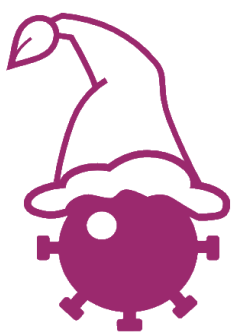


# 'Tis the Season to be Jolly but will the Coronavirus steal Christmas?

We asked our Neighbourhood Net\* participants to share their expectation of the festive season.

For many, Christmas 2020 is a bright spark ahead; for others it's another source of anxiety

Over half planned to stick to their usual Christmas celebrations, but **1 in 4** couldn't see themselves being in a festive mood this year.



**1 in 10** are actively 'dreading it already'.

**1 in 5** planned to party big-style this year, regardless of the pandemic. This proportion increased to 1 in 3 with families who were also more likely to shop early.



**8 in 10** agreed that Christmas celebrations 'won't be the same this year but I'll make the best of it'.



## Christmas Spending



Around **1 in 4** anticipated spending less on Food and Drink this year.

**1 in 5** expected to be on a strict budget for their festive grocery shop.

Anxiety about the cost of the festive grocery shop was highest amongst **18-25 year olds**.

**Half** of those sampled preferred to spread the cost of the festive shop by buying early.

**1 in 3** of us are expecting to do more home-baking this year, building on our lockdown cooking prowess.



But another legacy of the virus is an increased focus on health, with **1 in 3** surveyed planning on a healthier festive season this year.

We all agree Christmas is going to be different this year but despite the uncertainty, festive food and drink has the potential to bring good cheer. Watch out for our next Infographic where we explore how retailers and brands can best cater for consumer needs.

*Merry Christmas*

