



Last week we discussed how consumers are preparing to celebrate upcoming Halloween, Bonfire Night and Thanksgiving celebrations. What we found was a fair proportion already stocking up for Christmas.

Sample base 303



How The  
**CORONAVIRUS**  
Stole  
Christmas!

Last year, we wondered if the Coronavirus would steal Christmas. This year it could be supply chain issues. Talk of empty shelves does appear to be having an impact on consumer purchase behaviour.



**1/3<sup>rd</sup>** have already started to buy for Christmas



Just under **1 in 4** expect to spend **more** this year; majority, **60%** will spend the same as usual



Thoughts about Christmas: **1/3<sup>rd</sup>** indicated 'it still won't be the same but I'll make the best of it' whilst a similar proportion think 'it's far too early to even think about Christmas'. **1 in 5** 'can't wait to let my hair down after last year'



**3 in 4** will stick to their usual shop(s) for festive food and drink this year



**1 in 5** were keen to shop more locally.

