

Unwrapping Desirability

Christmas Gift Trends in the UK



Most Desired Gift Categories



Clothing, textiles, shoes



Money (cash or transfer)



Vouchers / gift cards



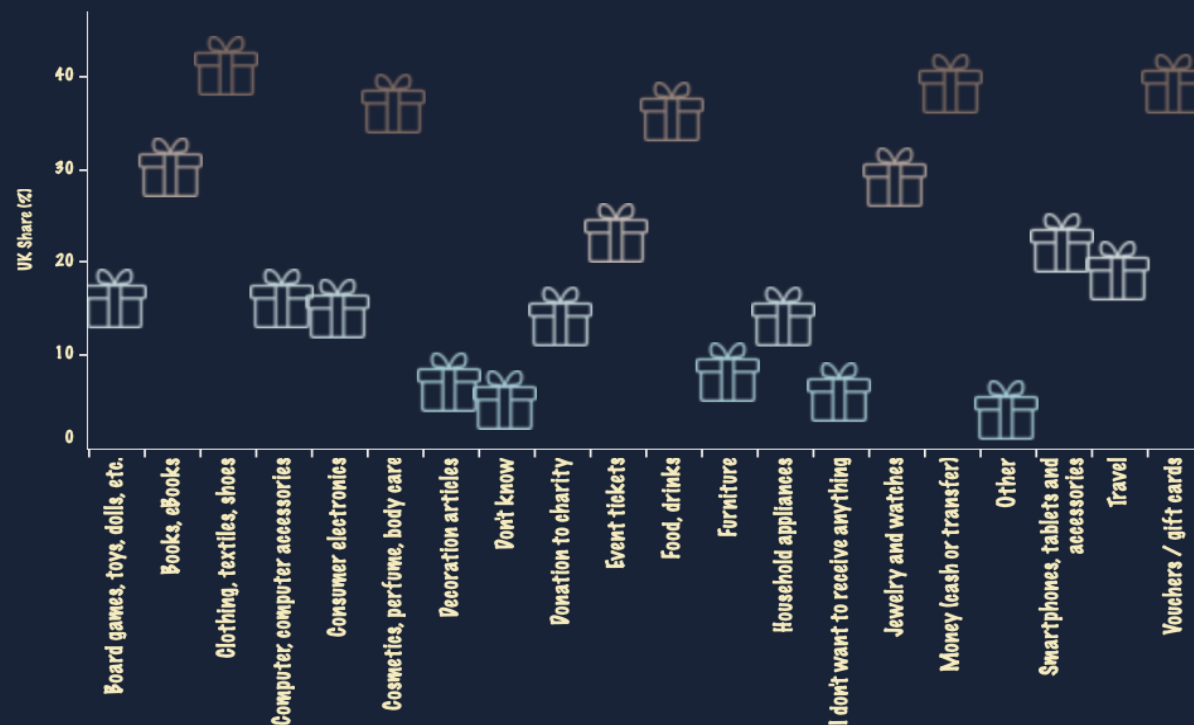
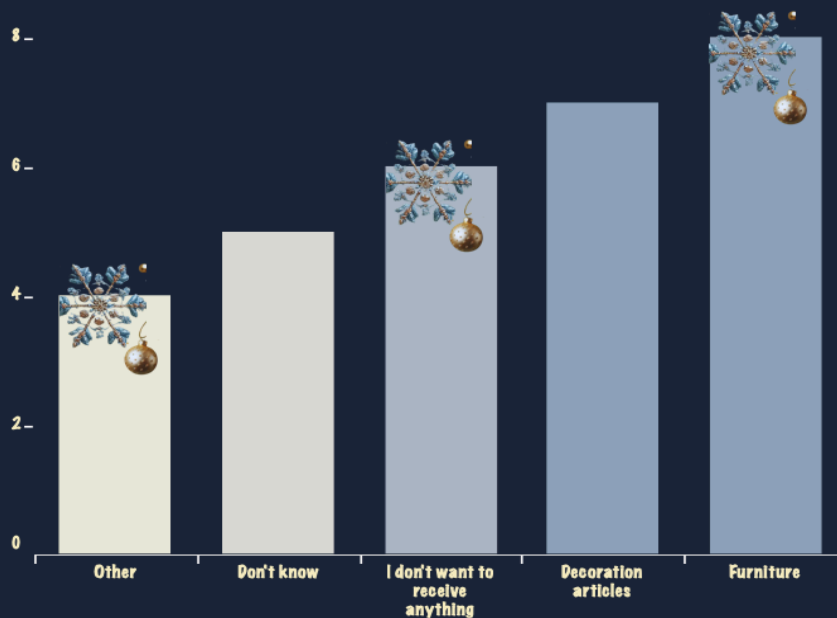
Cosmetics, perfume, body care



Food, drinks

UK Gift Trends

Least Popular Gift Categories



Unwrapping Desirability

Christmas Gift Trends in the US



Most Desired Gift Categories

40%
Money (cash or transfer)



35%
Clothing, textiles, shoes



30%
Vouchers/ gift cards



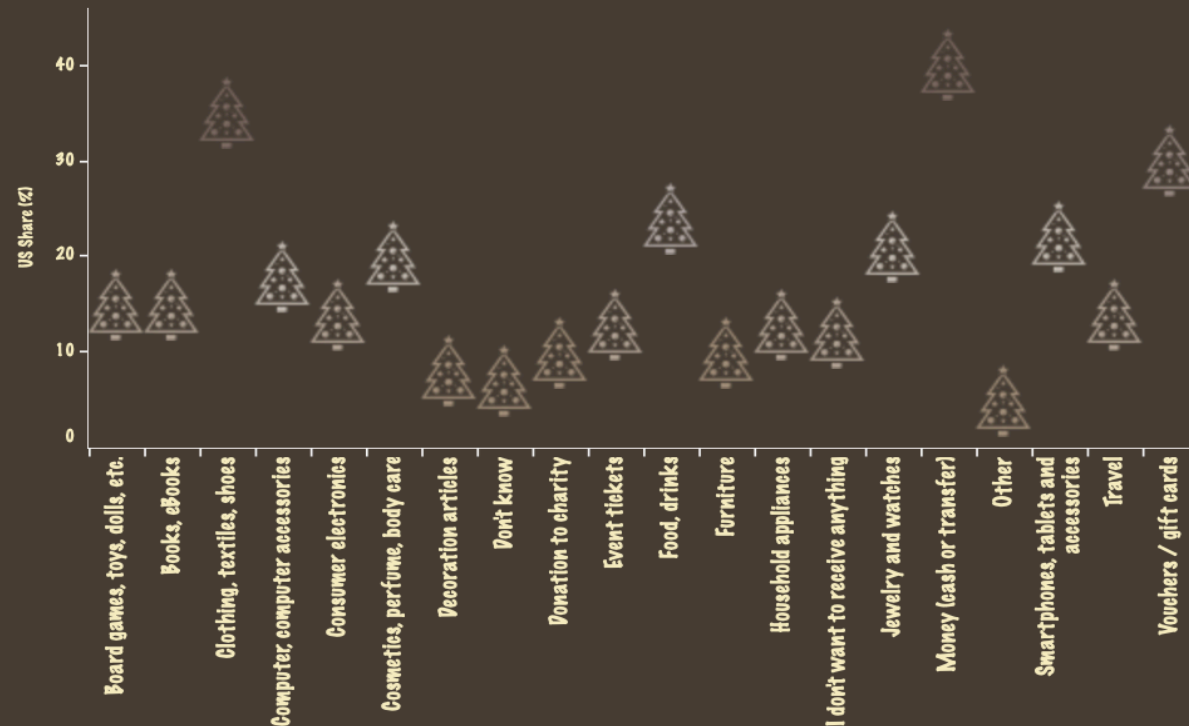
24%
Food, drinks



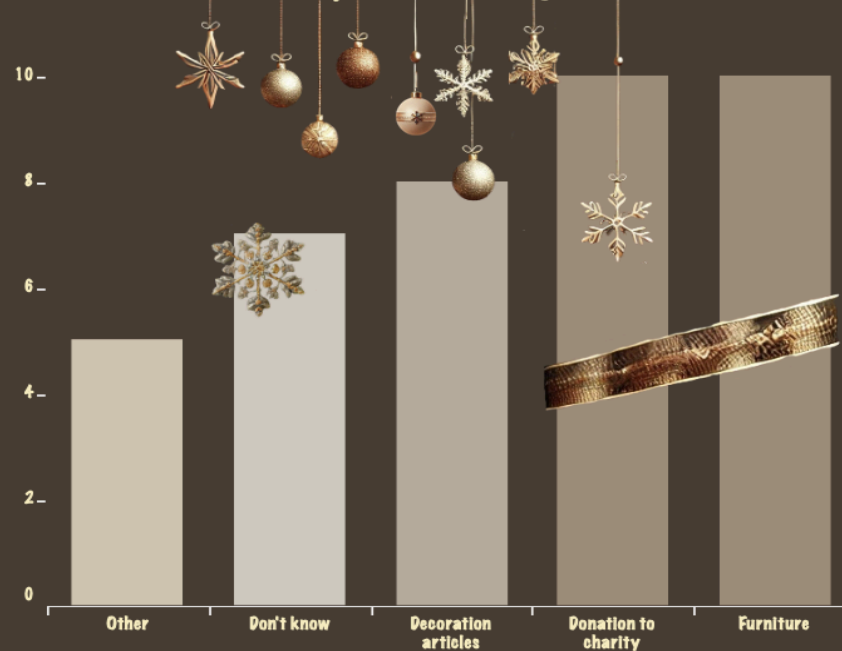
20%
Cosmetics, perfume, body care



US Gift Trends



Least Popular Gift Categories



Unwrapping Desirability

Christmas Gift Trends in the US and UK



Seasonal Favorites



Seasonal Gift Preferences: UK vs. US

