

Unwrapping Desirability

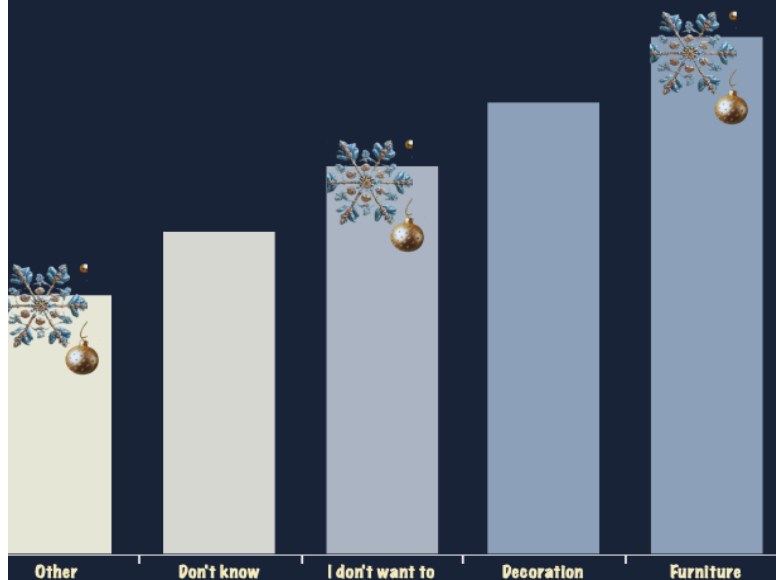
Christmas Gift Trends in the UK



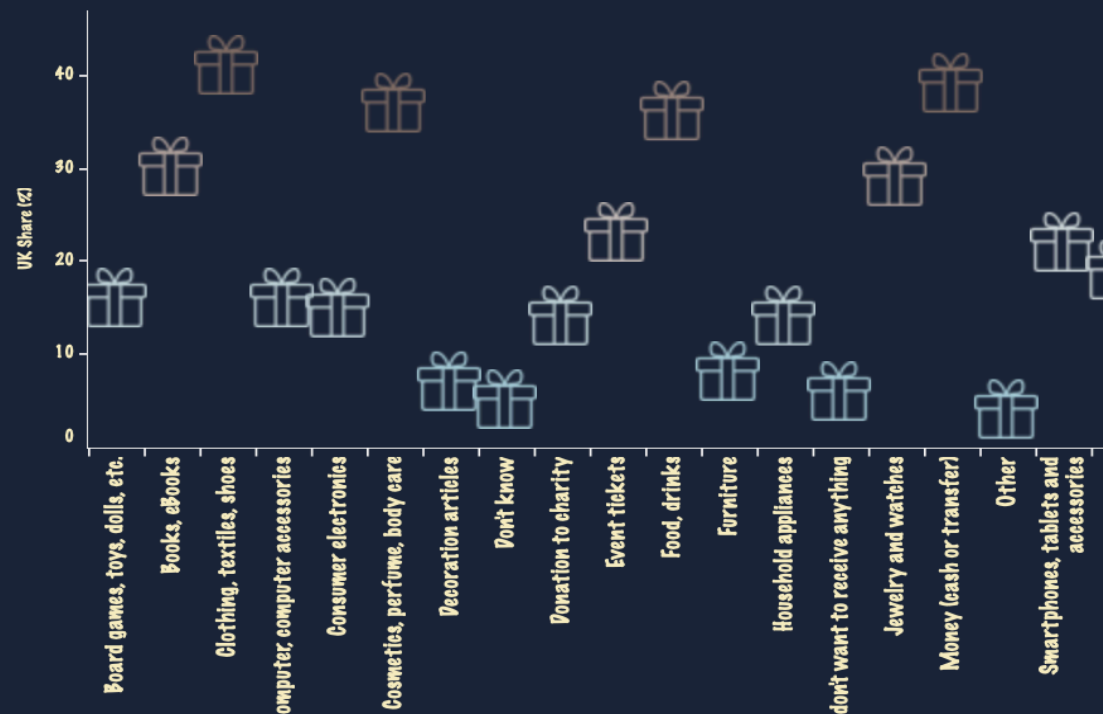
Most Desired Gift Categories



Least Popular Gift Categories



UK Gift Trends



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



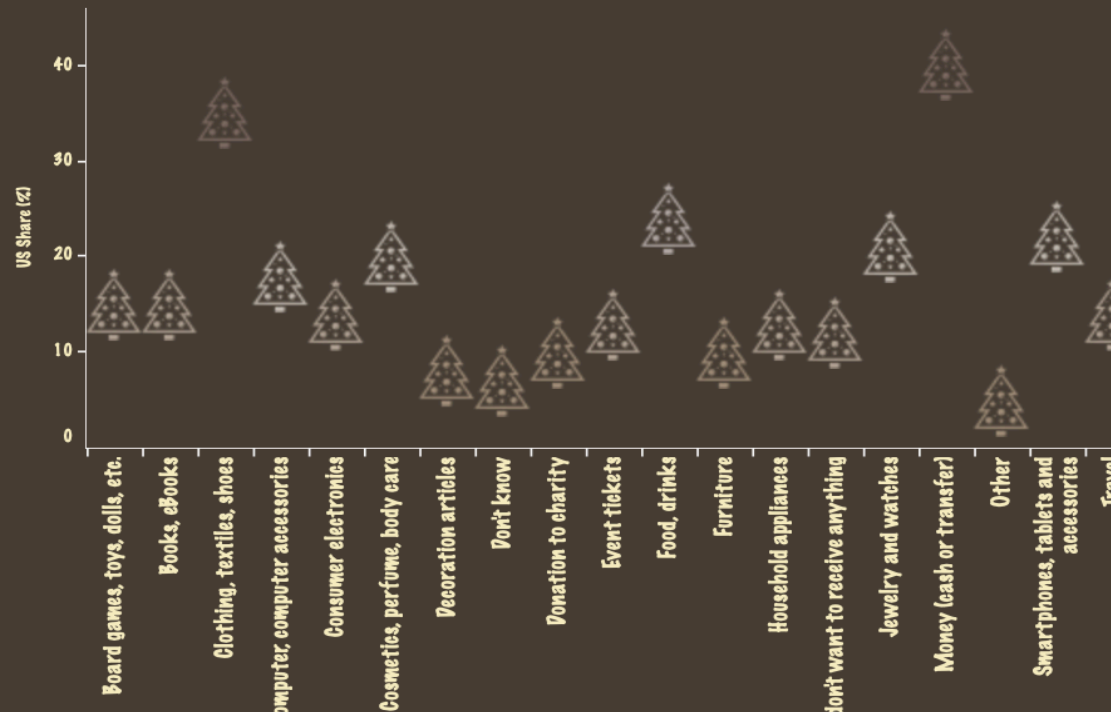
24%
Food, drinks



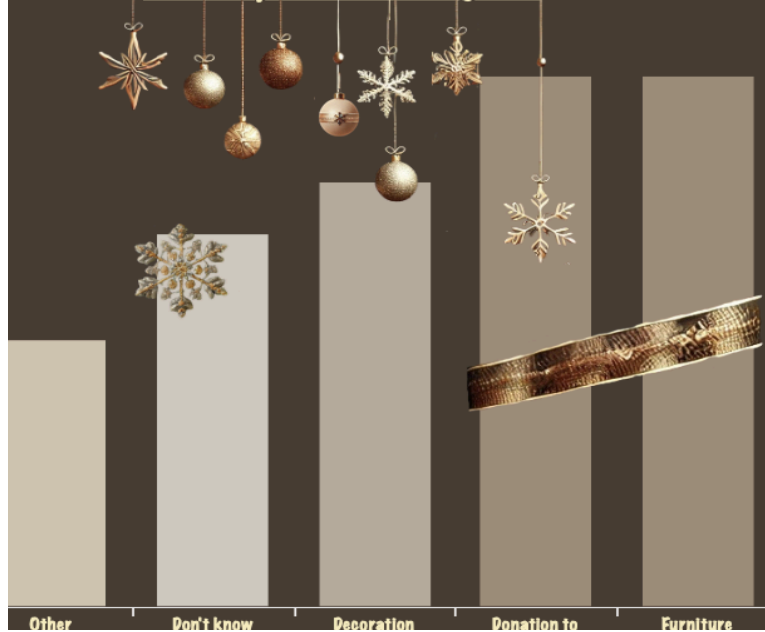
20%
Cosmetics, perfume, beauty products



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

