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FUTURE
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CHRISTMAS & SALES

2024

METHODOLOGY

Independent research powered by our insight platform -
The Lens - lets us look into UK trends as well as specific Future audiences.



Format

Online survey 40+ in-depth questions about the cost of living crisis, savings, shopping, Black Friday and Christmas.

Data collection:
June 2024.



Sample

991 UK Nat Rep respondents recruited independently via our research platform, *The Lens*.

The sample is nationally representative for the UK. The percentage split was ensured for:

- Gender
- Age
- Geography
- Income



Readership

1 in 2 claimed to have interacted with a Future brand recently.

All stats are UK Nat Rep

Additional data

We've supplemented the survey with internal data

IN SUMMARY

- ➔ Cost of living pressure remains a concern for UK consumer
- ➔ However Christmas remains a key anchor point and consumer 'destination' at the end of the year.
- ➔ Consumers are looking forward to Christmas, and the key planning and spending period encompasses Black Friday
- ➔ Pre-Christmas consumer focus is on gifts for others, post Christmas sales the focus shifts to treating ourselves, but the spending window extends as does the opportunity for advertisers
- ➔ Predicted claimed spend on Black Friday and Christmas is up versus previous two years, indicating consumer intent to participate actively in key shopping period of 2024





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CONFIDENCE IN CHRISTMAS

CHRISTMAS ANTICIPATION

“ looking forward to being together with my family. I’m not looking forward to freezing cold weather”

“ I am looking forward to seeing the Christmas decorations go up. I am not excited for a christmas hangover.”

Future Gaming reader

“ Started shopping already. [I] love cooking the dinner and eating it, not excited about the washing up.”

Future Women's Lifestyle reader

“ ... looking forward to time off work and Christmas dinner! I am not excited to get my Christmas tree out of the loft”

“ I am looking forward to my children having the most magical day, however the cost is concerning me with the cost of living”

Future Homes reader

“ I’m not excited about the cost of Christmas but I’m excited about planning Christmas Day so that my children have the best time”

Future Women's Lifestyle reader

“ I’m most looking forward to spending time with my family, I’m not excited to buy presents as money is a massive struggle at the moment”

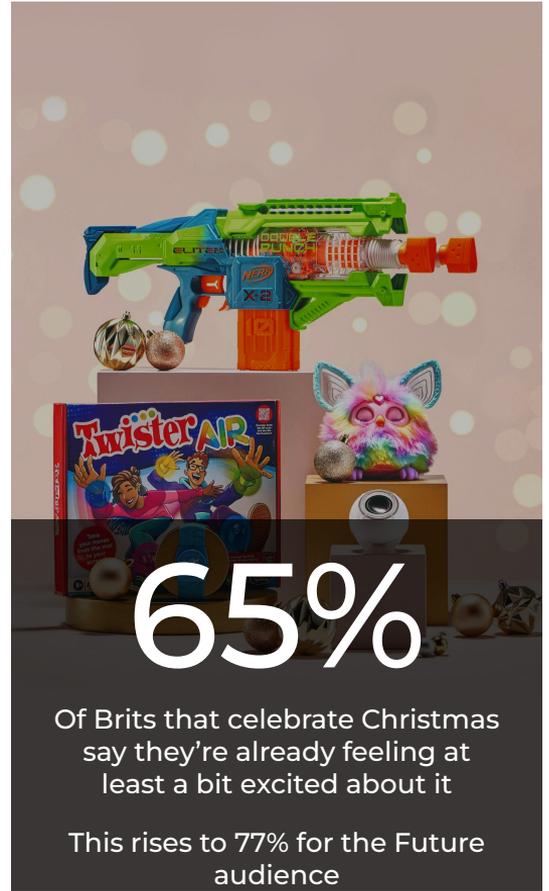
“ I am most looking forward to spending time with family and friends. I am not looking forward to the financial impacts.”

Future Sports reader

“ I’m most looking forward to seeing my son’s excitement. I’m not looking forward to the cost.”

Future Tech reader

“ Most looking forward to giving presents and the food, least excited about the cost of it all.”



CHRISTMAS BUDGETS

	Nat Rep	Future	Non Future
“ I’ll probably overspend this Christmas - and then deal with the bills in January!	36%	44%	26%
“ I’m already saving in preparation for Christmas	61%	73%	48%
“ I plan to shop and spend more for Christmas this year	37%	51%	21%



OPTIMISM & RESILIENCE

In the third quarter of 2023 the UK economy **contracted by 0.1%** and in the fourth quarter it contracted a further 0.3%.

In the first quarter of this year, the UK economy **expanded by 0.7%**.

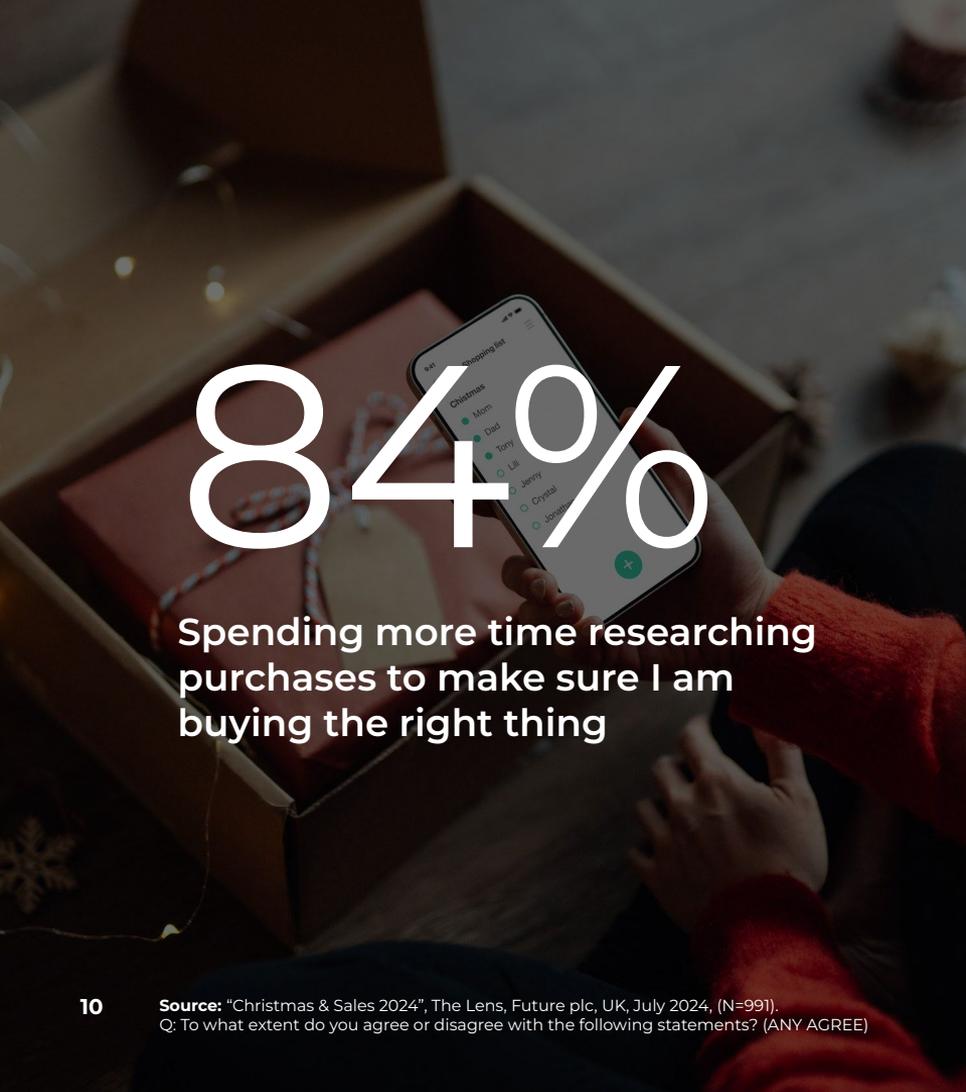
This was aided by a **revised growth in household expenditure of 0.4%**, over twice the expected growth of 0.2%.

Q:

“Compared to last year, are you planning to spend less, the same, or more on Christmas gifts?”

A:





84%

Spending more time researching purchases to make sure I am buying the right thing



89%

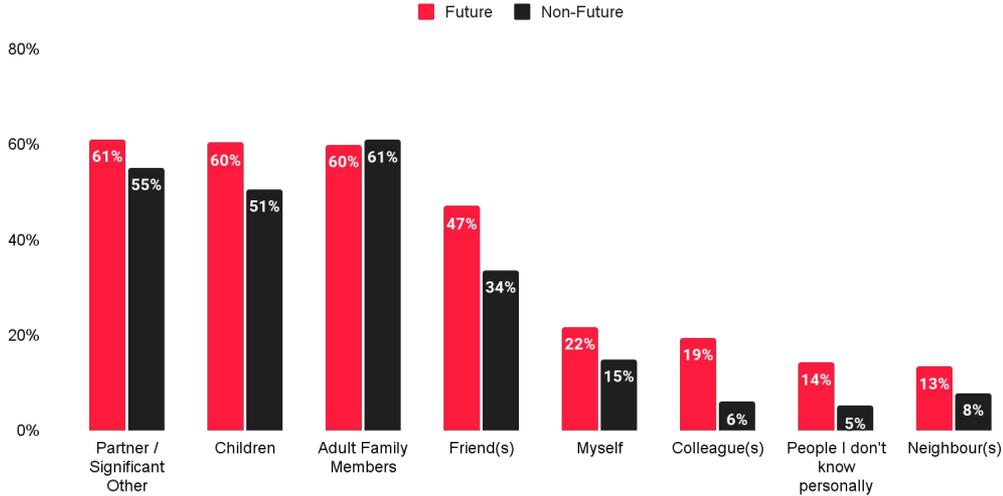
Agree that they're on the lookout for deals more than ever



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GIFTING & SALES

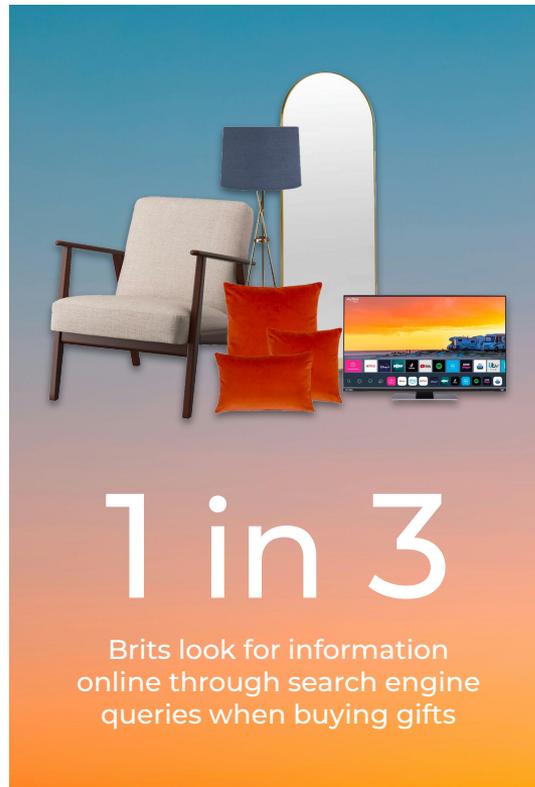
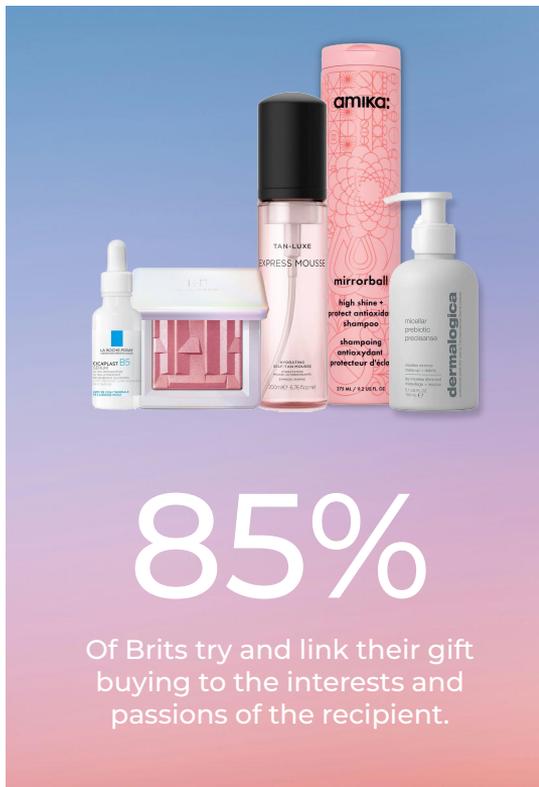
GIFTING



Median number
of gift recipients:

Future: 8
Non-Future: 7

PASSION-RELATED GIFTING



Source: "Christmas & Sales 2024", The Lens, Future plc, UK, July 2024, (N=991).

Q: To what extent do you agree or disagree with the following statements? (ANY AGREE)

Q: Will you try to match Christmas gifts for others with their passions / hobbies / interests? / when you are buying gifts, how often do you search for information online using a term such as "best PRODUCT (e.g. waterproof watch) 2024"?

Q: More specifically, when you are buying gifts, how often do you search for information online using a term such as "best PRODUCT (e.g. waterproof watch) 2024"?

REACHING BRAND AMBASSADORS

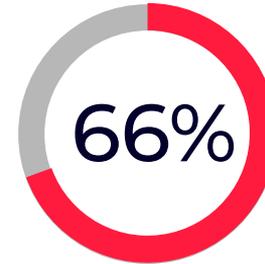
FRIENDS / FAMILY RECOMMENDATIONS ARE THE #1 SOURCE WHEN GIFT BUYING

Source: "Christmas & Sales 2024", The Lens, Future plc, UK, July 2024, (N=991) /
IGNITE: The power of the passionate consumer, Future, March 2024
Q: When buying gifts for others (especially if it's something related to a hobby
you're not familiar with) which of the following sources do you use for gift
ideas, inspiration, and/or confirmation that you're buying the right thing?



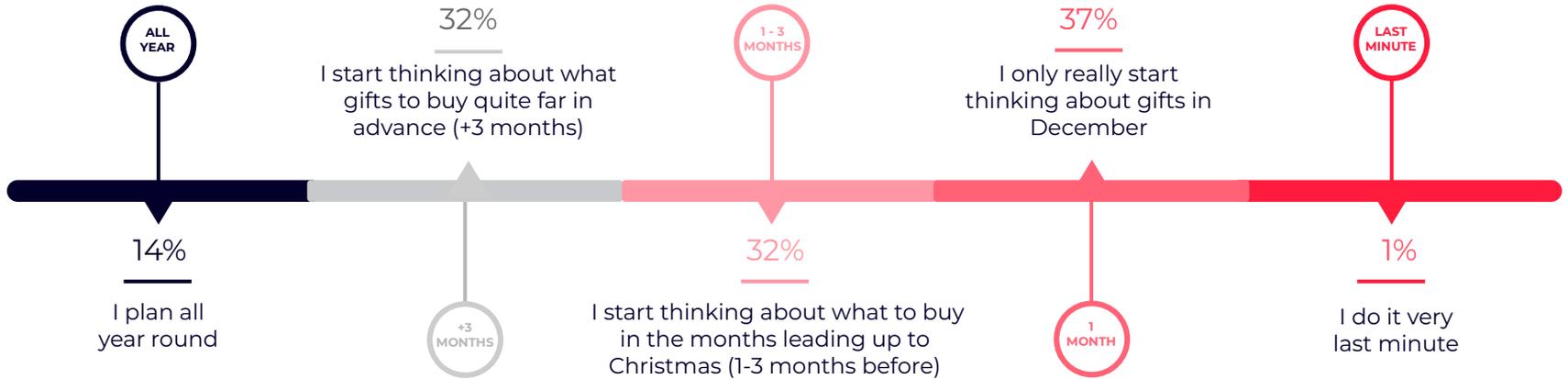
Of Future's passionate audiences consider themselves a fierce ambassador of their favourite brand(s) related to the passion they have.

Due to their deep passion, others in their social circle are influenced and will buy the products they recommend.



Of the Passionate Future audience claim that others buy the products they recommend (related to their passion).

GIFTING TIMELINE



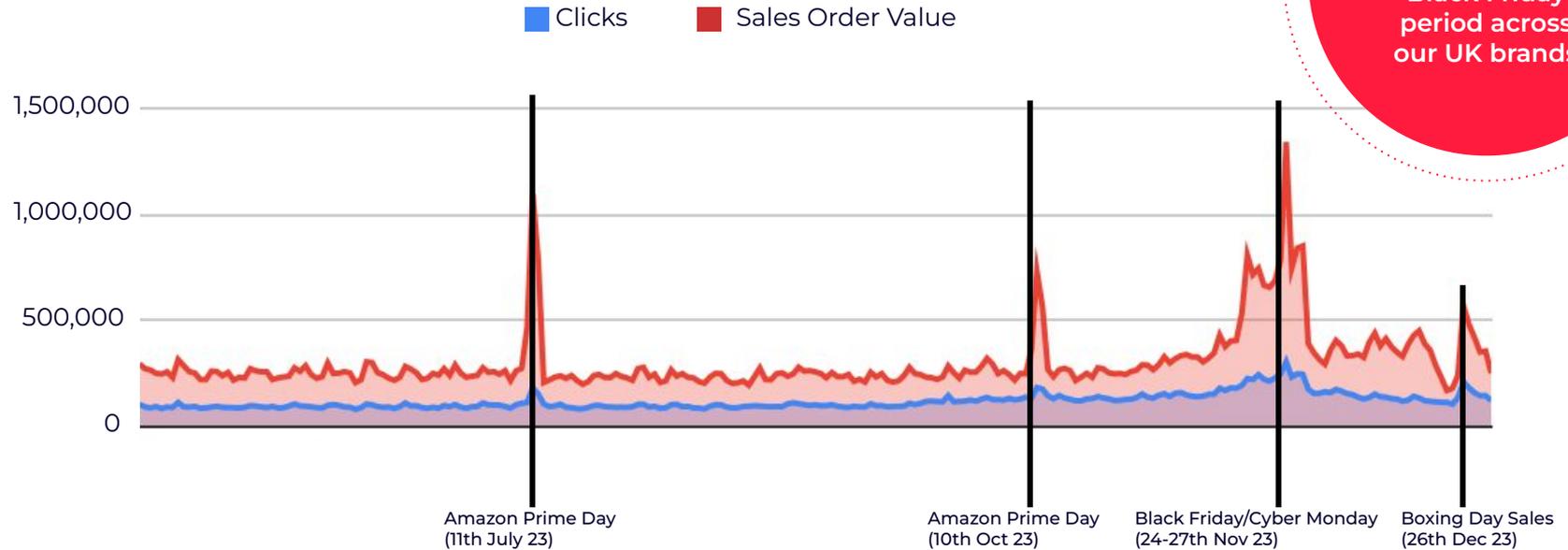
22%
Of Brits have already started buying their Christmas gifts

"I am already purchasing some presents in sales so I can spread the cost"
Future Lifestyle and Entertainment reader

64%
Plan to start buying their gifts during the sales in the months leading up to Christmas

OUR AUDIENCES PLAN & SHOP DURING KEY UK SHOPPING EVENTS

We saw a +141% increase PoP in sales over the Black Friday period across our UK brands

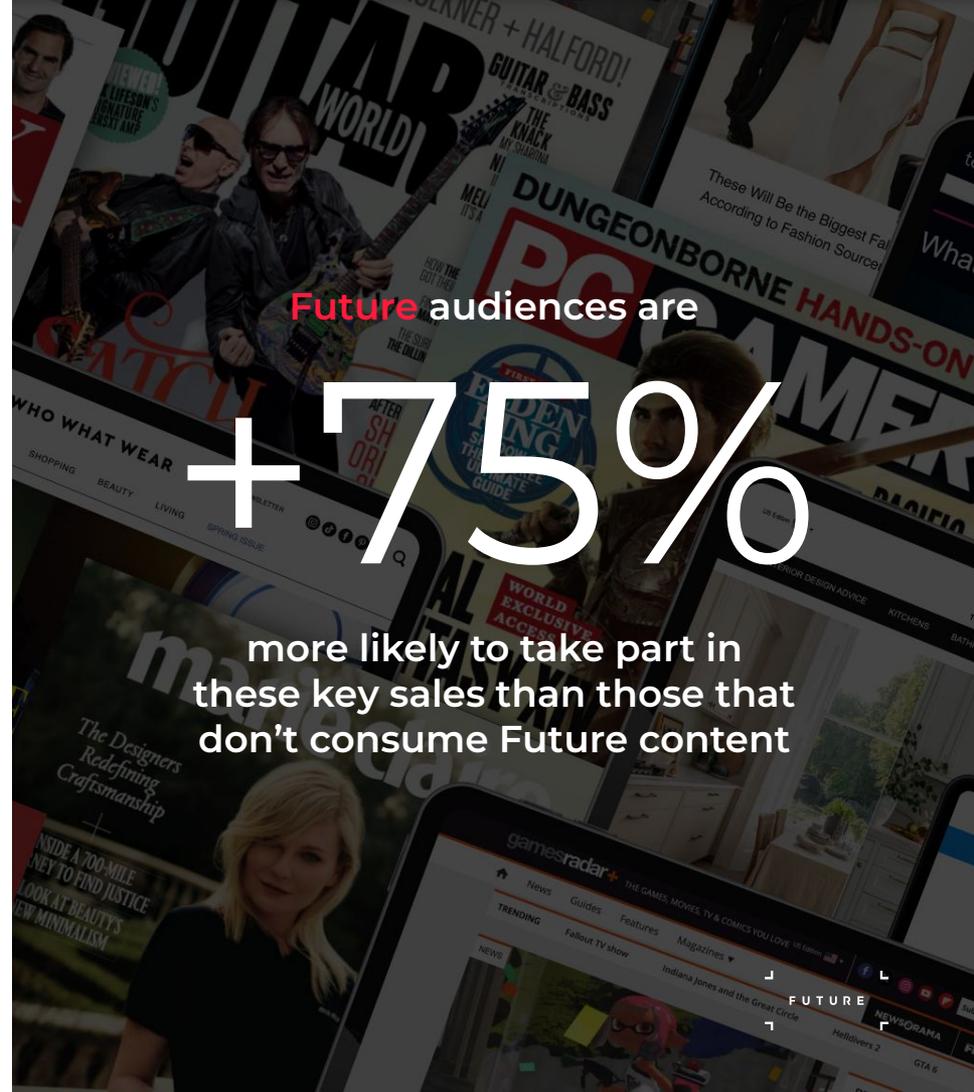


KEY SALES EVENTS

The majority of Brits plan to take part in sales:

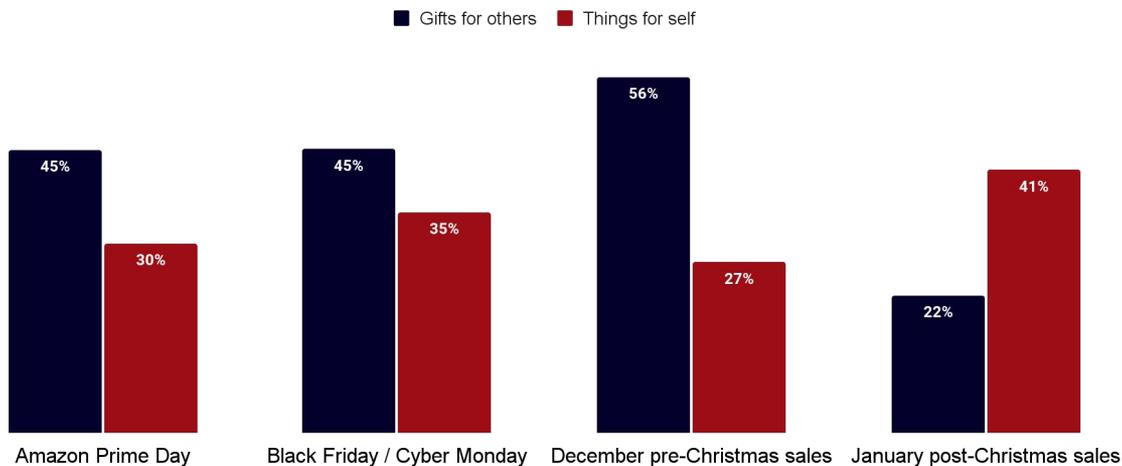


(% of UK planning to take part)



WHO THEY'RE BUYING FOR

(% of UK buying)



1 in 3 of the Future audience say they use the sales around Christmas to buy things for themselves

BUYING FOR YOURSELF

62%

Of Brits would consider using Black Friday / Cyber Monday sales as an opportunity to treat themselves and upgrade their existing items

Source: "Christmas & Sales 2024", The Lens, Future plc, UK, July 2024, (N=991).
Q. During Black Friday / Cyber Monday sales are you looking to 'treat yourself' and upgrade your existing items (e.g. shoes, laptop, phone, bag) to more well-known / luxury brand items?

The **Future** audiences are

+66%

More likely than non-Future audiences to consider treating themselves on Black Friday

A multi-level shopping mall with escalators and Christmas trees. The mall has a modern design with white walls and a curved glass ceiling. There are several Christmas trees decorated with lights and ornaments. A large white text overlay is centered on the image.

FUTURE

**WHAT ARE PEOPLE
EXPECTING TO BUY?**

FUTURE DRIVES SALES IN THE LEAD UP TO CHRISTMAS

£28M Worth of UK affiliate sales driven across our brands in the lead up to Christmas*

+35% Increase in UK affiliate sales driven across our brands in the lead up to Christmas* vs the previous period

+50% Increase in UK transactions driven across our brands in the lead up to Christmas* vs the previous period

What was on their Christmas wish list last year?

Top products sold:

01. Headphones
02. Gaming Hardware
03. Beauty & Skincare
04. Photography Equipment
05. Small Appliances
06. Laptops

TECH PREDICTED PRODUCTS IN 2024



Top 6 tech products Brits are considering buying for...

THEMSELVES

Mobile phone / Smartphone	23%
Headphones	21%
Laptop	21%
Games	16%
Smart watch	16%
Tablet	15%

OTHERS

Games	38%
Headphones	31%
Portable gaming console	19%
Digital Photo Frame	19%
Smart watch	18%
Gaming console (e.g. PlayStation, Xbox)	18%

HOME PREDICTED PRODUCTS IN 2024

Top 6 home products Brits are considering buying for...

THEMSELVES

Festive decor	36%
Soft furnishings and accessories (vases, candles, decor etc.)	23%
Small - medium kitchen appliances (microwave, kettle, toaster etc.)	20%
Sleep products (Beds/Mattresses/Bedding)	19%
TV	16%
Smart home devices	15%

OTHERS

Soft furnishings and accessories (vases, candles, decor etc.)	26%
Festive decor	15%
Small - medium kitchen appliances (microwave, kettle, toaster etc.)	14%
Smart home devices	11%
Other household appliances (vacuum, iron)	18%
Sleep products (Beds/Mattresses/Bedding)	18%



FASHION & BEAUTY

PREDICTED PRODUCTS IN 2024

Top 6 fashion and beauty products Brits are considering buying for...

THEMSELVES

Clothing	44%
Skincare	37%
Fragrance	31%
Haircare	29%
Makeup	28%
Jewellery	17%

OTHERS

Fragrance	54%
Clothing	47%
Jewellery	34%
Makeup	32%
Skincare	32%
Haircare	20%



OTHER PREDICTED PRODUCTS IN 2024

Top 6 other products Brits are considering buying for...

THEMSELVES

Holidays / trips - abroad	19%
Holidays / trips - domestic	18%
Sport accessories (e.g. clothing, footwear)	13%
Event tickets / entertainment (e.g. theatre)	12%
Sport / gym equipment (e.g. Bicycle etc.)	10%
Event tickets - sports (e.g. tickets to a game)	9%

OTHERS

Toys	44%
Event tickets / entertainment (e.g. theatre)	19%
Sport accessories (e.g. clothing, footwear)	17%
Event tickets - sports (e.g. tickets to a game)	14%
Event tickets - dining (e.g. dinner/drinks)	13%
Holidays / trips - domestic	12%



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