

SECTION 1

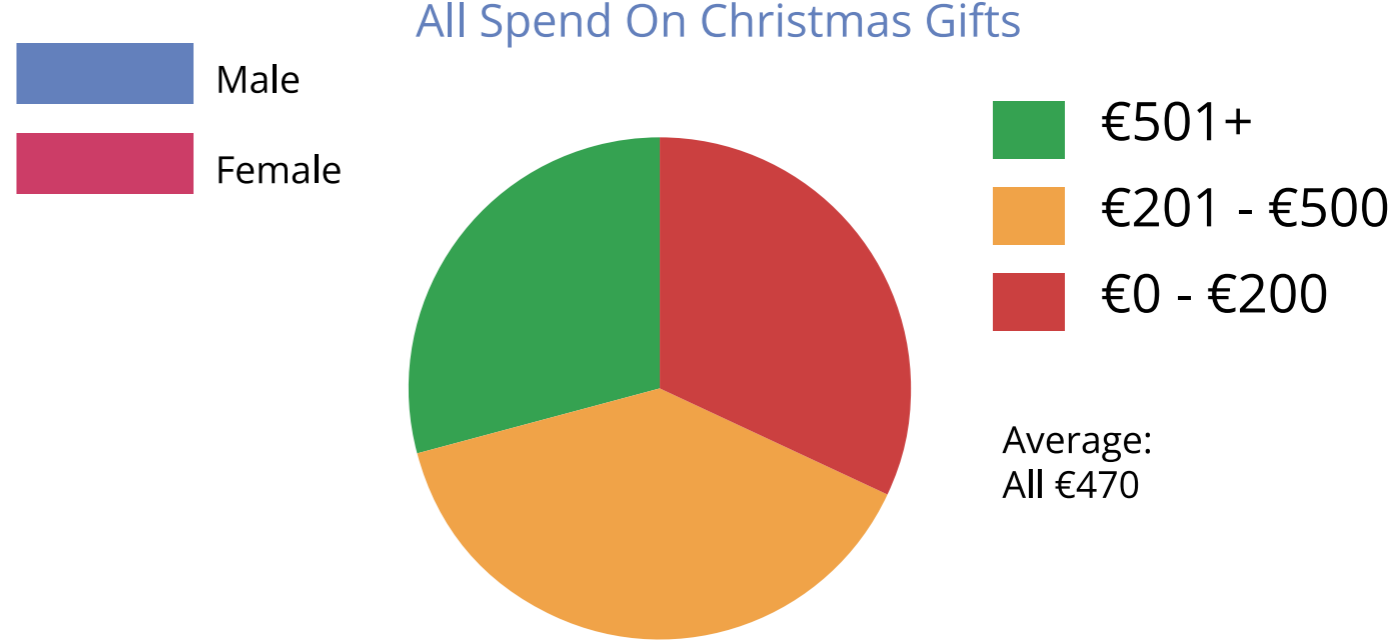
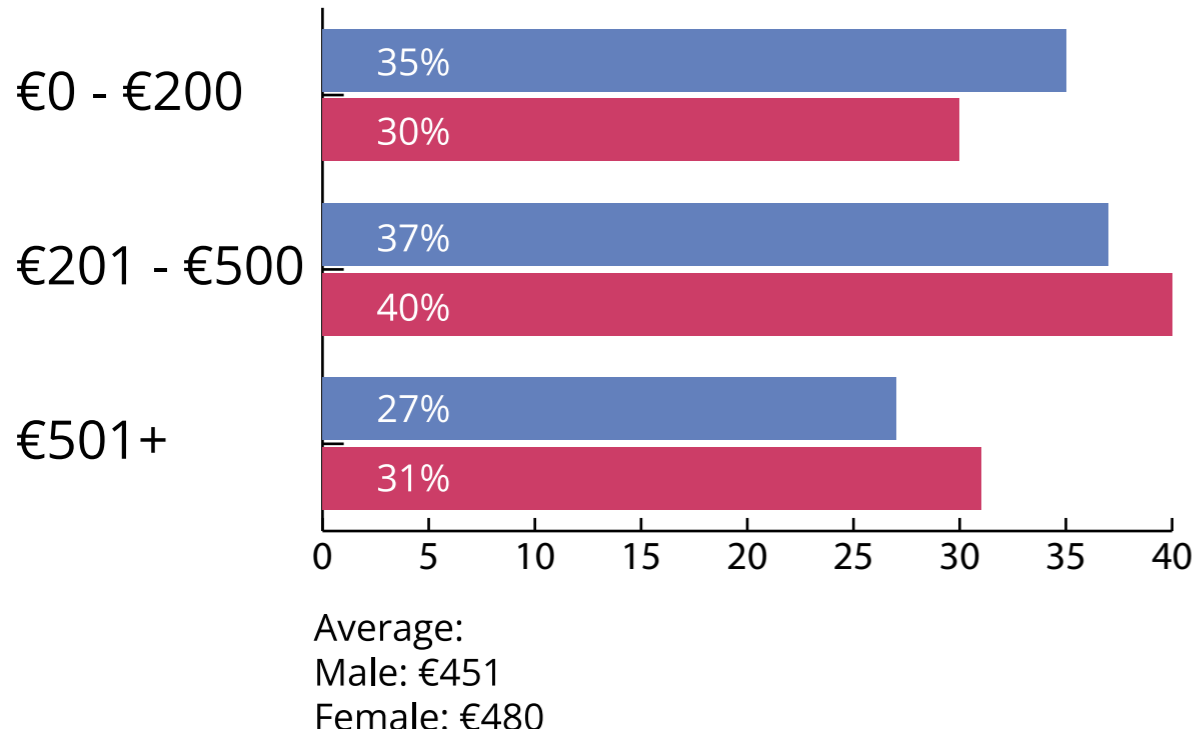
Christmas Gift Spending

Average projected Christmas gift spend for 2021 is €470. 39% of respondents to spend between €201 & €500. Females are projected to spend on average €29 more per person than males.



SPEND ON CHRISTMAS GIFTS

Spend Breakdown by Gender



SECTION 2

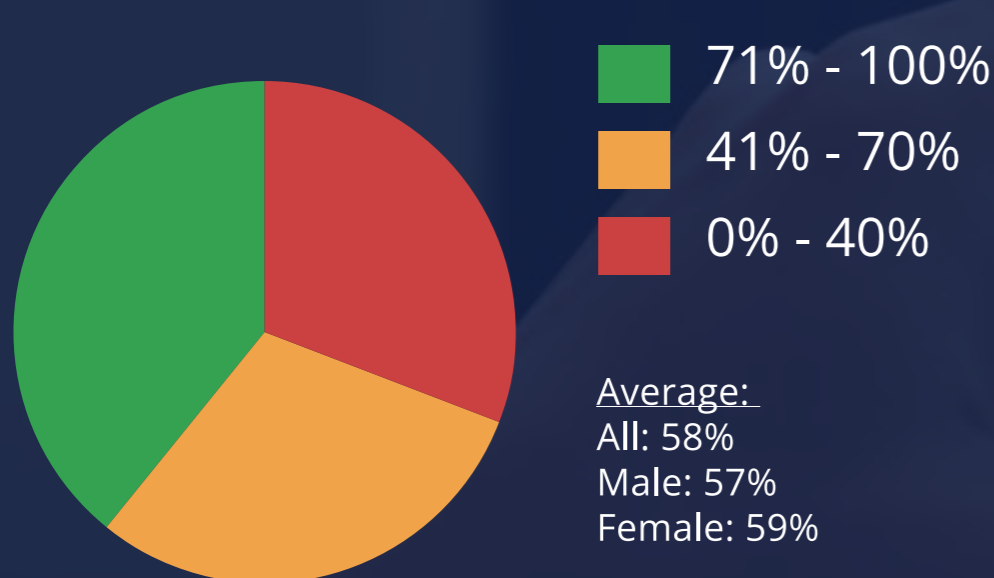
Irish Retailers Online

Irish Retailers to be favoured by Irish Consumers for Christmas 2021

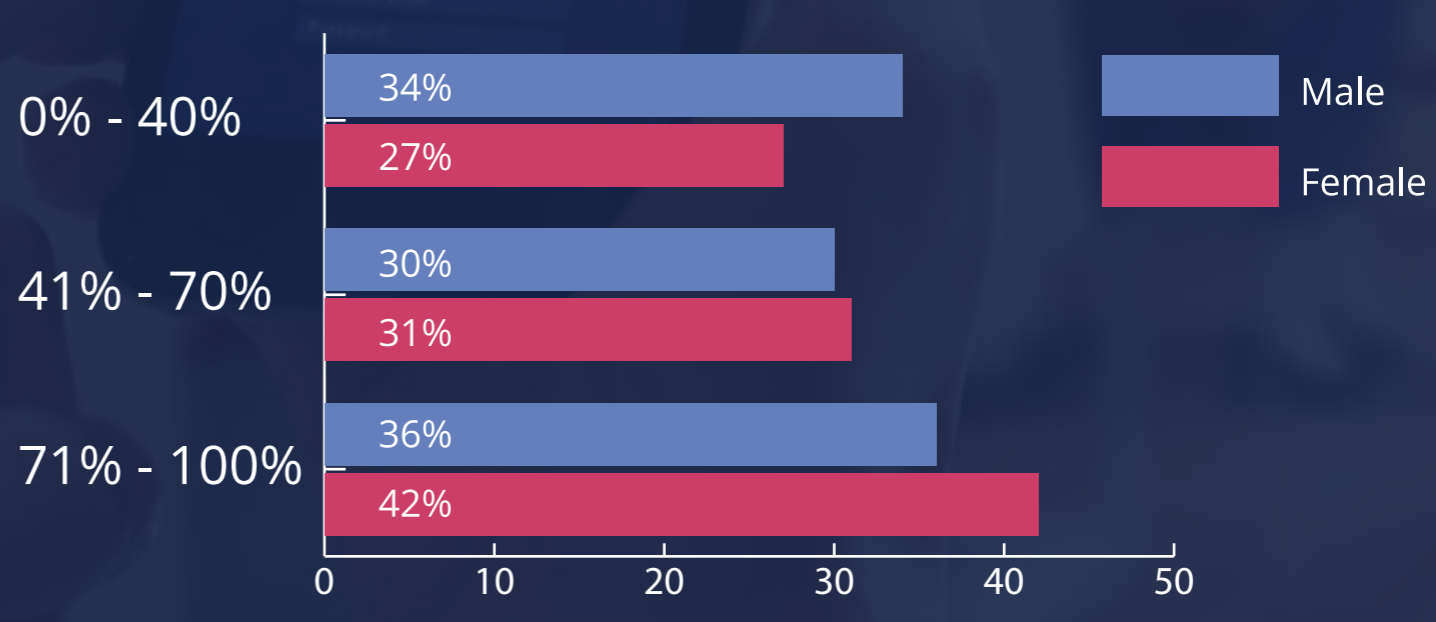
39% of all adults to spend 70% - 100% of their Christmas budget with Irish Retailers.

CHRISTMAS GIFT BUDGET DEDICATED TO IRISH RETAILERS

All Budget Dedicated to Irish Retailers



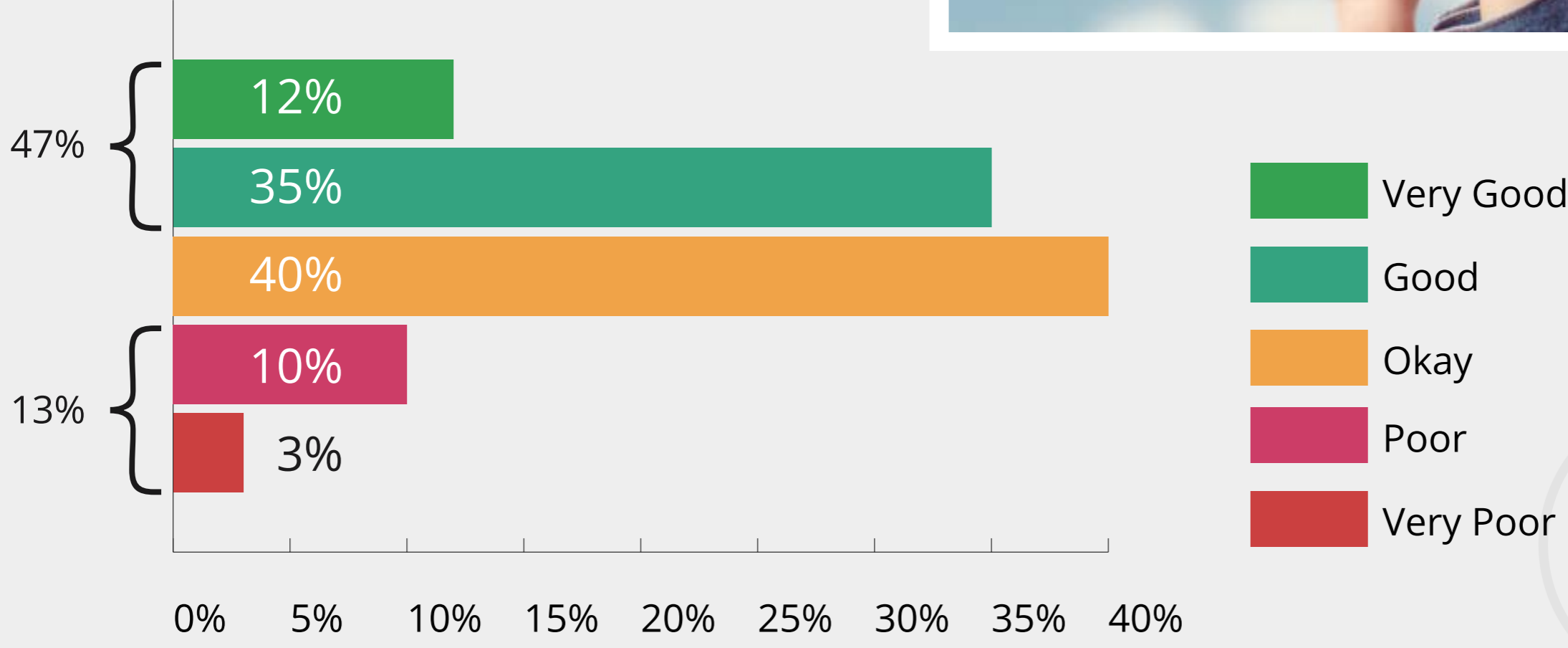
Budget Breakdown by Gender



User Experience & Functionality

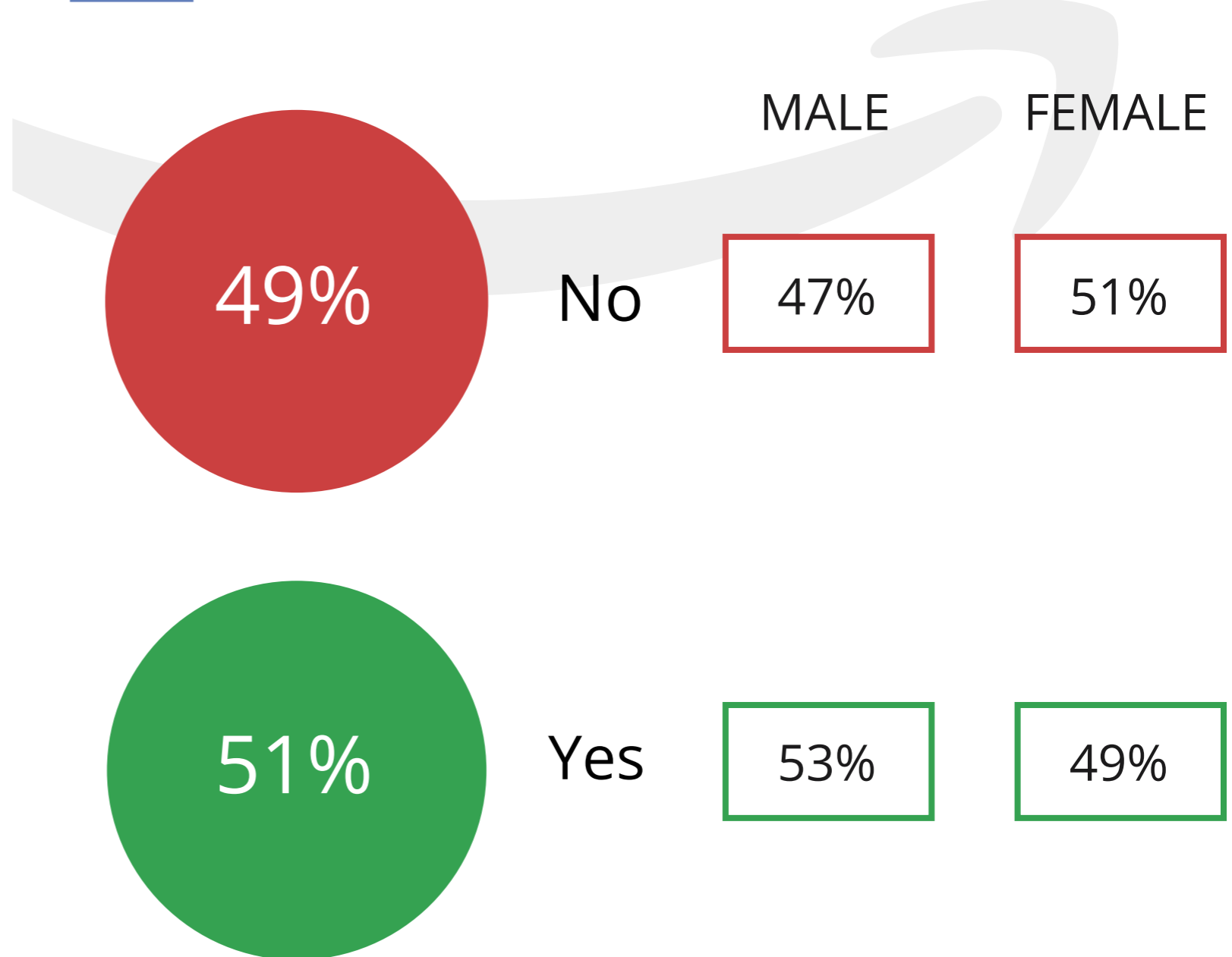
Almost half (47%) of adults think both the user experience & functionality of Irish Retailer Websites for Gift Shopping is Good or Very Good.

IRISH RETAILER WEBSITES



SPENDING ON AMAZON

49% of Irish Adults will "NOT" be buying from Amazon this Christmas Season.



SECTION 3

Online Influences

40% of adults are influenced by online advertising and Social Media advertising when buying gifts for friends and family.

76% of 18-24-year-olds admit to being influenced by online and/or social media advertising.



INFLUENCES WHEN BUYING GIFTS

