

A top-down photograph showing two children sitting on a green surface, focused on opening a cardboard gift box. The box is filled with brown tissue paper and contains a blue and red toy robot. A fluffy brown dog is in the foreground, looking towards the box. The dog's collar has a tag that says 'Rufus'.

Finns' expectations for the Christmas season 2024

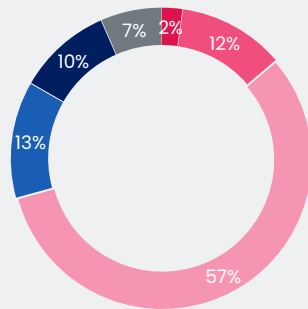
Matkahuolto 9/2024

Christmas shopping is not looking too bad. People are still going to spend, although slightly less than last year.

This year Finns plan to invest in their spouse and children's presents.

This year Finns are cutting back on their own, friends and more distant relatives' presents.

Finns are expecting to spend money on Christmas presents



- Considerably more than last year
- Slightly more than last year
- Similar to last year
- Slightly less than last year
- Considerably less than last year
- Don't know

Finns plan to spend on Christmas presents on average

233€



And give on average

3,5 presents



Most popular present categories are

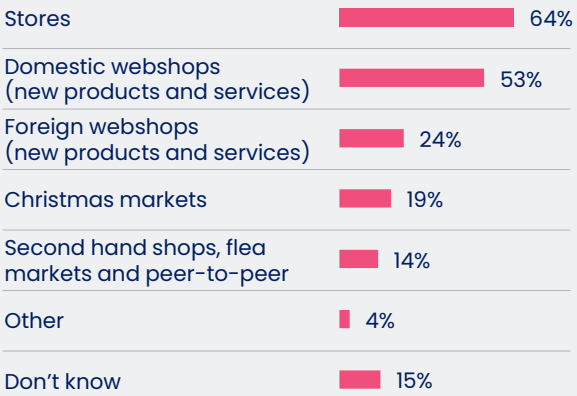
- Toys and games 33 %
- Gift certificates to services 29 %
- Clothes, shoes and fashion 26 %
- Books, movies and music 22 %
- Beauty and hygiene products (incl. cosmetics) 22 %

Consideration is most influenced by

- Recipient's needs 51 %
- Recipient's preferences 47 %
- Affordability 29 %
- Functionality 28 %
- Quality 28 %

Presents are bought from domestic webshops close to Christmas – based on needs, while paying attention to affordability.

Where are Finns going to shop for presents



Most popular domestic webshops

- Prisma 26 %
- Tokmanni 25 %
- Verkkokauppa.com 25 %



Most popular foreign webshops

- Zalando 18 %
- Gigantti 13 %
- Temu 12 %



The advantages of webshops when shopping for Christmas presents

- Avoiding Christmas shopping rush 66 %
- Broader selection 39 %
- Easy price comparison 36 %

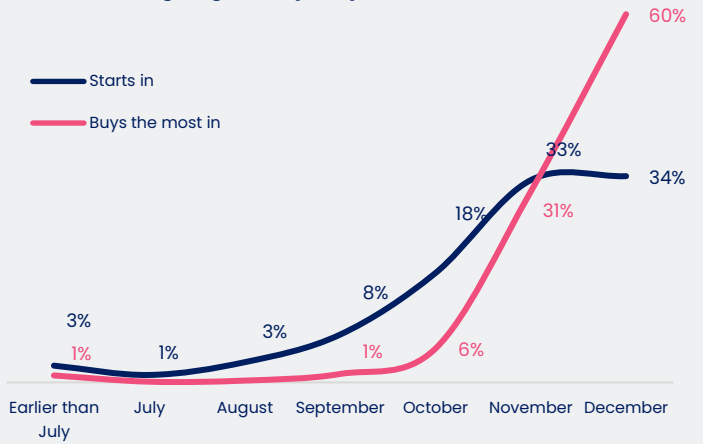
The advantages of foreign webshops compared to domestic ones

- Better prices 56 %
- Broader selection 50 %
- Unavailability of desired items in domestic webshops 33 %

Webshops are not more widely used due to

- Prefer shopping in stores 39 %
- Experiencing Christmas atmosphere in stores 26 %
- Cannot know how the products physically are 24 %

When are Finns going to shop for presents



Will shop for presents during the following campaigns



Campaign	Yes	No	DK
Black Friday	28 %	29 %	43 %
Cyber Monday	11 %	43 %	46 %
Muut alet	32 %	23 %	45 %



Paremmiin perillä