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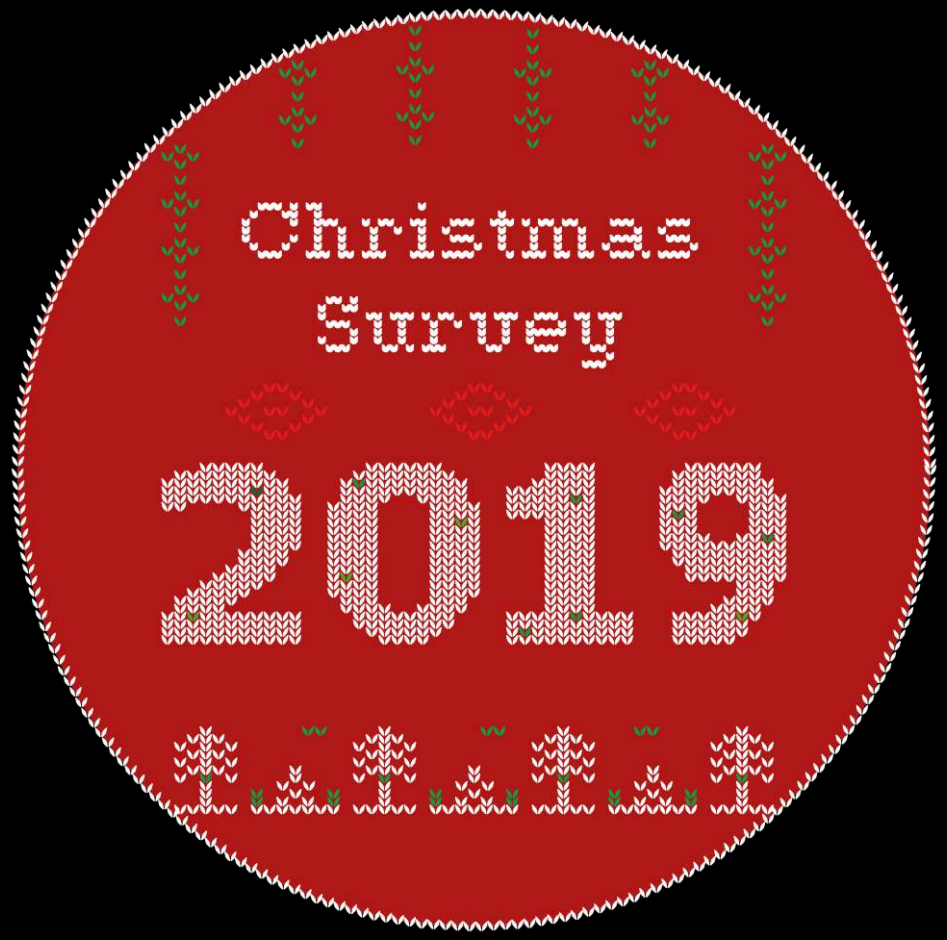

Christmas Survey 2019

Italian cut

November 2019

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Current state of the economy

In 2019

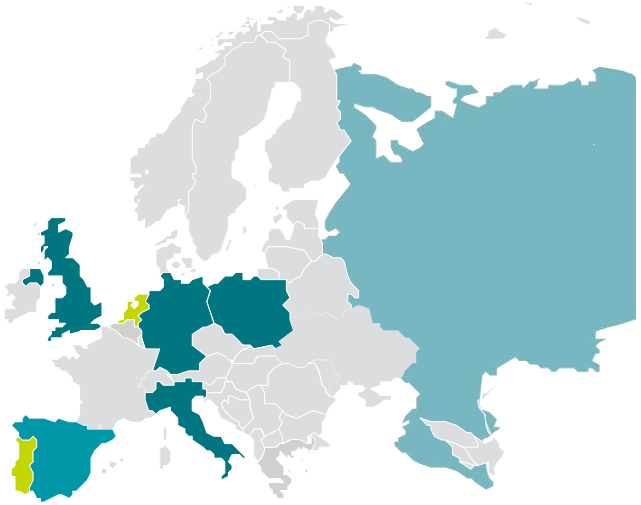
60% of Italian consumers consider the economic situation of their country stable or growing (-2 pp vs 2018)

European average: 64%

In 2020

54% of Italian consumers believe that the economic situation of their country will be stable or growing in 2020 (-1 pp vs 2018)

European average: 53%



+60% 50-60% 40-50% 30-40% 20-30%

Europeans are still cautious regarding the perception of the economic situation in their countries. Only **four out of eight countries** participating in the study are above the European average in terms of the perception of the economic situation in their countries **(the Netherlands, Germany, Portugal and Poland)**

The study also reveals more moderate optimism regarding the stability forecasts for 2020 in Europe, which is falling **3 percentage points** comparing with the results of 2018. Brexit negotiations and geopolitical factors in Europe are the main reasons that cause instability and uncertainty in the continent.

The Italian perception about the current and the expected state of economy remains **stable.** With this regards, **men seem to be more optimistic than women** (current economy stable or growing 66% vs. 54%; expected economy for 2020 stable or growing 58% vs. 50%)

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Shopping calendar

Before November	6%	10%
November (1–29)	23%	26%
Black Friday (30)	12%	7%
December (1–22)	31%	27%
December (23–31)	19%	17%
In and after January	1%	5%
I will not buy gifts	2%	1%
	5%	7%

Although **December** still remains as the **favorite month** to go for Christmas shopping for 50% of respondents, **November is becoming an alternative option** to purchase gifts.

The biggest decrease among consumer calendar preferences is experienced in the **last week before Christmas,** which is chosen by 19% of Italian respondents (26% in 2018)

BLACK FRIDAY IMPACT

% Christmas budget allocated on Black Friday		
0%	19%	32%
1-49%	59%	56%
50-100%	22%	12%

81% of Italians will make some Christmas purchase on this date, well above the European average of 68%. **Poland, Portugal, Russia and Spain** are above the European average too.

22% of respondents will spend **more than a half of their Christmas budget** on Black Friday (12% in Europe)

93% of 18-34 y.o. participants are expected to spend some of their Christmas budget on this date (vs. 83% of 35-55 y.o. and 72% of +55 y.o.)

Estimated Christmas spending

Country	Ranking	Estimated spending (€)	2018 vs 2019
	1. United Kingdom	639	-1%
	2. Spain	554	-7,6%
	3. Italy	549	+1,2%
	4. Germany	487	+2,3
	5. Portugal	387	-1%
	6. Russia	367	+29%
	7. Poland	352	+9,7%
	8. Netherlands	341	+6%

- Italy reaches the Top 3 among the countries with the highest estimated spending in 2019. This year, each Italian household intends to spend **549€ on average**, a **+1,2% increase** from last year. Travelling is the category where Italians spend more than all other countries
- UK is the highest spending country in 2019, as in 2018, although with a slight decrease in estimated spending
- Russia has the highest increase in estimated Christmas spending compared to last year: +29%
- Spain has a -7,6% decreasing estimated Christmas spending compared to last year

Estimated Christmas spending by category

2018 vs 2019 IN ITALY

	Estimated Spending 2018 (€)	Estimated Spending 2019 (€)	
Gifts	216	221	+2,3% ↑
Food	140	140	= →
Socialize	66	72	+9,1% ↑
Traveling	119	116	-2,5% ↓
Total	**541**	**549**	**+1,5%** ↑

2018 vs 2019 IN EUROPE

	Estimated Spending 2018 (€)	Estimated Spending 2019 (€)	
Gifts	198	193	-2,5% ↓
Food	132	131	= →
Socialize	48	51	+6,0% ↑
Traveling	79	86	+8,9% ↑
Total	**456**	**461**	**+1,1%** ↑

40%

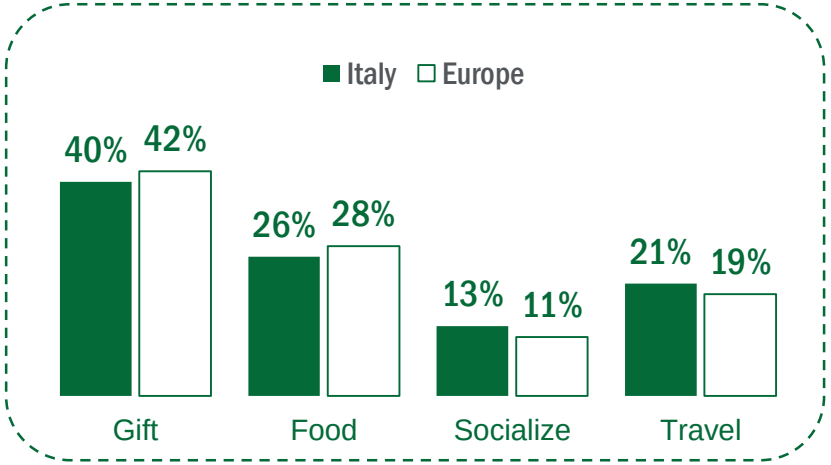
Spending in **Gifts** stills at the **top** of the list for this year, whereas **Socialize** spending reflects the **lowest** results

Italians will spend more than Europeans for **Traveling** and **Socializing**

+9%

Spending in **Socializing** has increased the most this year, followed by Socialize

Italian consumers will spend **549€** per household (+1,5% compared with 2018), **+19%** more than European average



Estimated Christmas spending by channel

ESTIMATED BUDGET | ITALY

	ESTIMATED SPENDING 2018 (€)	ESTIMATED SPENDING 2019 (€)	
Online	178	177	=
Offline	363	372	+2,5% ↑
Total	**541**	**549**	**+1,5%** ↑

ESTIMATED BUDGET | EUROPE

	ESTIMATED SPENDING 2018 (€)	ESTIMATED SPENDING 2019 (€)	
Online	142	151	+6,3% ↑
Offline	314	310	-1,3% ↓
Total	**456**	**461**	**+1,1%** ↑

HIGHLIGHTS

Offline still represents the channel on which Italians spend more (**68%**) and **online is stable** compared to last year, with an average expense of 177€.

Online channel already represents **32% of total Christmas spending in Italy** (same as the European average)

Travelling is the category in which purchases **online** are greater than offline (51% online vs. 49% offline)

Most desired gifts | adults

	ITALY		EUROPE
1	**Books**	→	Books
2	**Money**	→	Money
3	**Travel**	→	**Chocolate**
4	**Beauty care, massage, SPA**	→	**Cosmetics/Perfumes**
5	**Clothes**	↑ +1	Clothes
6	Food &Drinks	↓ -1	Food & Drinks
7	Smartphone and cell phone	↑ +2	Beauty care, massage
8	Tickets for theatre and concert	→	Gift voucher
9	Restaurant	↑ +1	Travel
10	Gift card	↑ +3	Jewellery

Books are the most desired gift in Italy as well as in Europe. **Money**, **Travel**, **Beauty care & massage** and **clothes** complete the **top 5** of this list for Italian consumers, while in Europe Chocolate and Cosmetics are in the top 5.

In Italy clothes overtake **Food & Drinks** at the 5th place, while **Smartphone** achieve two positions in the top 10

Online movies conquered the 4th place of millennials' desired gifts (49% of 18-34 y.o.)

MOST DESIRED GIFTS

For women

1. Books
2. Travel
3. Money
4. Beauty care, SPA
5. Cosmetics

For men

1. Money
2. Books
3. Travel
4. Food & Drink
5. Smartphone

Expected best sellers | adults

	ITALY		EUROPE
1	**Books**	→	**Chocolate**
2	**Clothes**	→	Books
3	**Cosmetics, perfumes**	↑ +2	Cosmetics, perfumes
4	**Money**	↑ +2	Clothes
5	**Food & Drinks**	↓ -2	Money
6	Chocolate	↓ -2	Food & Drinks
7	Accessories	→	Gift vouchers
8	Beauty care, massage, SPA	→	Beauty care, massage, SPA
9	Gift voucher	→	Videogames
10	Gift Cards	→	Accessories (bags)

Books and **Clothes** remain the most purchased gifts by **Italian** consumers even in 2019, while **Chocolate** will be the best seller for **Europeans**. Cosmetics and perfumes, money, and food & drink close the **top 5 of best sellers.**

Beauty care, massage and SPA treatments occupy the 4th place of best seller for 18-34 y.o.

BEST SELLER

By women

1. Books
2. Cosmetics, perfumes
3. Clothes, shoes
4. Money
5. Chocolate

By men

1. Books
2. Clothes, shoes
3. Food & Drinks
4. Money
5. Chocolate

Expected best sellers | kids and teens

Baby article sand toys will be the favorite option for kids' gifts this year. For teenagers, **Books** are still on the top of the list.

Sport and leisure equipment have descended to the last place on the list of gifts for kids. **Smartphone and cell phones** fell at the 10th position of expected best sellers for teenagers this year.

Sportswear moved up four positions in the gift list for kids, and **Smartphone accessories** are the fastest growing article when we talk about teenagers.

KIDS

	ITALY		EUROPE
1	**Baby articles and toys**	→	Model construction games
2	**Educational Toys**	→	Books
3	**Clothes**	↑ +2	Educational Toys
4	**Arts and crafts, creative design**	↓ -1	**Clothes**
5	**Model construction toys**	↑ +1	Dolls & Plush
6	Books	↓ -2	Baby articles and toys
7	Dolls & Push	→	Board games
8	Games	→	Arts & Crafts
9	Sportswear	↑ +4	Technical toys
10	Sport and leisure equipment	↓ -1	Educational games

TEENAGERS

	ITALY		EUROPE
1	**Books**	→	Books
2	**Money**	↑ +1	Videogames
3	**Clothes**	↑ +1	Money
4	**Videogames**	↓ -2	**Chocolate**
5	**Sportswear**	→	Clothes
6	Chocolate	→	Sportswear
7	Smartphone accessories	↑ +15	Cosmetics/ Perfumes
8	Board games	↑ +3	Gift vouchers
9	Arts and crafts, creative design	↑ +14	Board games
10	Smartphone and cell phones	↓ -1	CD´s

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Where to search for ideas and where to buy gifts

WHERE TO GET IDEAS

People increasingly use more different sources of information to take their purchase decisions.

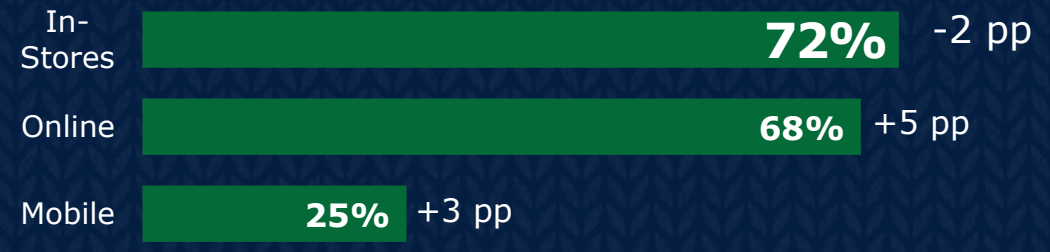
The **online channel** is the favorite of most of **Italians** to be advised for their Christmas shopping, while the **offline** is the chosen one by **Europeans** (Physical store 46%).

Social media increased as a confident source to search for advice comparing with last year results (2018: 19%)

WHERE TO BUY

On the other hand, Italians still prefer buying their Christmas gifts in **physical stores** even though e-commerce is growing, through computers, smartphones and tablets

In particular, **e-commerce** without physical stores such as **Amazon** or **Aliexpress** are the ones with the greatest growth from last year



Physical Stores vs Online Shopping: Advantages

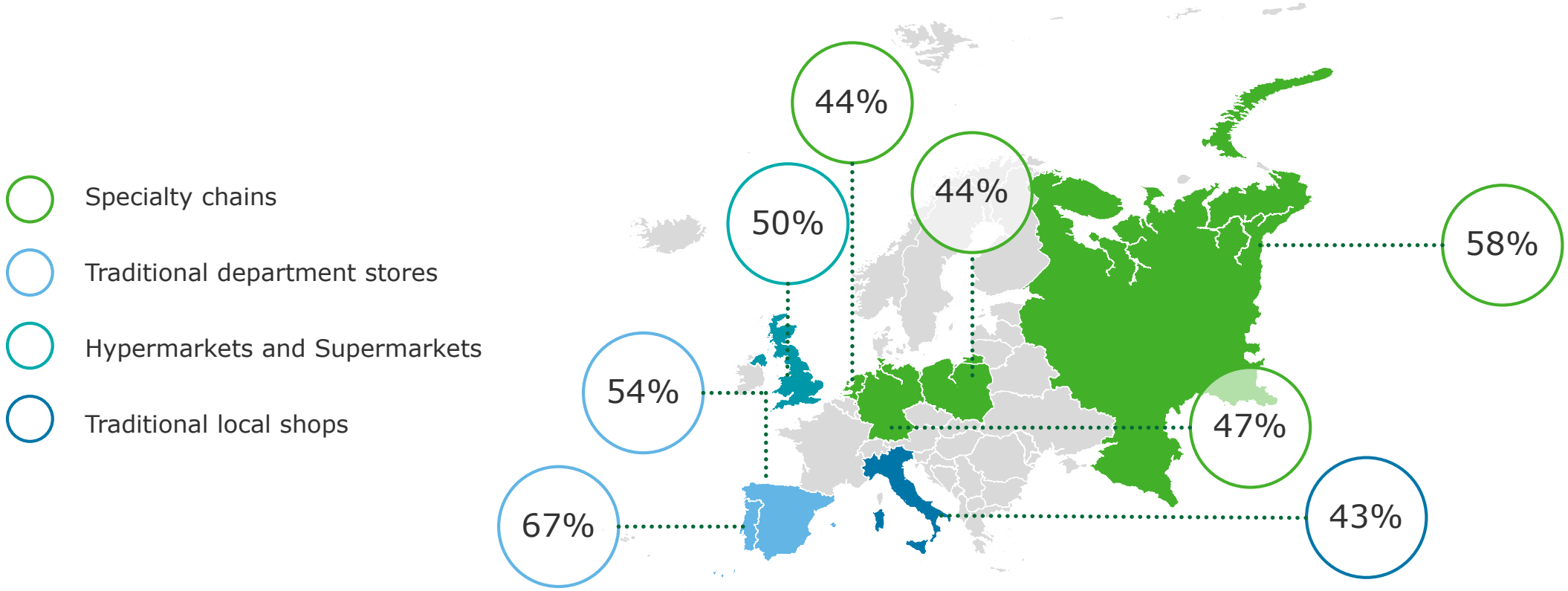
TOP 5 ADVANTAGES BY CHANNEL

OFFLINE	ONLINE
Competent and professional advice & Immediately getting the products purchased	Access to other consumer reviews
After sales services	Home delivery
Exchange and return policies	Prices can be compared easily
Protection of my personal data	Broad assortment
Pleasure while shopping	Price level

The possibility of receiving **personalized and professional advices** remains the main reason to make purchases in physical stores, together with **avoiding** troubles about **personal data** and **enjoying shopping experience** in the stores

On the other side, Italian consumers rely on **peer reviews and opinions** more than Europeans (86% vs. 60%), as the main advantage when buying online

Where to buy gifts | In store



Traditional local shops are the first choice for Italian consumers (43%), followed by Specialty chains (39%) and Hypermarkets and Supermarkets (37%) in particular for Food & Drinks product category.

Same formats, but with different preference, for Europeans: **Specialty chains are** still their favorite option to buy their Christmas gifts (43% average) followed by Hypermarkets and Supermarkets (40% average) and Traditional local shops (38% average).

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Christmas Survey 2019

CHRISTMAS SPIRIT RULES

The economic perception of Italian consumers has **cooled down** compared with last year, falling 2 percentage points, in line with European average.

Nevertheless, most consumers continue to maintain an optimistic perception regarding the **household economy.**

Indeed, the estimated spending is **549€** per household, an increase of 1,5% with respect to last year.

DESIRES AND GIFTS

Books, money and travel remain at the top positions in the list of the most desired gifts. **Books** will be the **best seller for Italian consumers**, while Europeans will prefer chocolate.

Smartphone accessories are the gift that has grown the most among teenagers, but books continue to reign.

Baby articles and toys and Education toys still occupy the top 2 of the best sellers for the little ones.

SHOPPING CALENDAR

November in increasingly becoming a period taken in consideration by consumers to make their Christmas purchases.

In Italy, **Black Friday** is growing as an option to make the majority of Christmas purchases (+4 p.p. than actual purchased in 2018).

This special event does **not** have **the same impact** in **Europe**: 22% of **Italian** respondents will spend more than a half of their Christmas budget on Black Friday vs. 12% in Europe

STILL LOVE THE OFFLINE WORLD

The **shopping experience** continues to be **important** when physical stores are selected. Consumers appreciate the professional advice received from the sales assistants and the exchange and return policies.

In the **online** world, **opinions** from other consumers are decisive for the buying process.

Consumers will spend two thirds of their Christmas budget in store, but the **online channel** registered a **relevant growth** (+5 p.p.) from last year.

Christmas Survey 2019 | Methodology

22th edition of the Deloitte Christmas Survey

This year **8 European countries participated**, all of them reporting a similar consumer behavior

Sociodemographic characteristics, personal interests, income level and consumer behaviour were taken on account when selecting the survey population

Data was collected between **Sept. 16th and Oct. 11th 2019**

The conclusions of the study have been extracted from the results of an online survey conducted on a population sample **of 7.190 people**

The data have been obtained through a structured questionnaire on a **sample of the population aged 18 to 65 years** within a controlled panel.

	ITALY	THE NETHERLANDS	SPAIN	GERMANY	POLAND	PORTUGAL	UK	RUSSIA	TOTAL
Sample	976	937	1.107	978	814	786	803	789	**7.190**

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