

CHRISTMAS UNWRAPPED | **WAT**

A Marketer's Guide to What
Consumers Want This Christmas

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INTRODUCTION

The devil is in the details

The golden quarter is nearly upon us and this year – for what feels like the first in many – we’re approaching a Christmas free from lockdown restrictions, political instability and sky-high inflation. No, things have not all been plain sailing this year and many people are holding on to a ‘recession mindset’.¹ But UK consumer confidence is at a three-year high² and the goodwill that surrounds the festive season could well be the catalyst to spark a renewed sense of optimism.

Some sectors have outperformed downbeat forecasts in recent years and consumer confidence tends to improve in the build up to Christmas.³

If this pattern continues, it creates an opportunity to recover some of the ground lost to a sluggish economy, providing the messaging is right.

To understand how people are feeling about their finances, spending power and the brands they’ll turn to for their Christmas shopping, we asked over 2,000 UK consumers about their priorities and plans for Christmas 2024.

In this report, we explore their responses and the implications these insights have for marketers as we head into what is arguably the most commercially significant time of year.

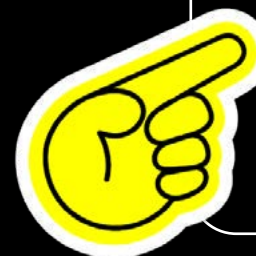
What’s revealed is a much more nuanced, and potentially much more positive, picture than many might expect.

ABOUT OUR RESEARCH

- 2,000 UK consumers
- Ages 16-55+
- Research conducted August 2024

Note: percentages have been rounded to the nearest whole number for clarity

The research was conducted by Censuswide with a sample of 2,002 nationally representative respondents. Quotas were applied to nationally representative proportions for age, gender and region aged 16+. The survey fieldwork took place between 16.08.2024 – 19.08.2024. Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles and is a member of The British Polling Council.



¹ <https://www.retail-week.com/retail-voice/consumers-at-christmas-the-three-types-of-festive-experience-in-2024/7046901.article>

² As the Golden Quarter looms, will consumers finally splash the cash? (thetimes.com)

³ <https://www.marketingweek.com/gfk-consumer-confidence-christmas/>

FINDINGS AT A GLANCE

£426

is the average amount people expect to spend this Christmas

62%

expect to spend the same or more on Christmas 2024 compared to last year



41% OF 16-24S

will be using TikTok for Christmas gift inspo

37% OF 35-44S

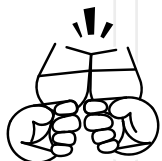
will be looking at online ads to research present ideas

70% OF CONSUMERS

are concerned about the ongoing rising cost of living

41% OF CONSUMERS

will be buying gifts people need (i.e. practical items) this year



IN-STORE DISPLAYS

will be used by 33% of all consumers to find gifts

53% OF 16-24S

plan to spend the same or more on socialising in pubs and restaurants this Christmas

POSITIVE REVIEWS

are important to 56% of consumers when choosing brands



Holidays, socialising and home improvements top the list for

2025 SPENDING PRIORITIES

52% OF PEOPLE

expect their financial situation to remain about the same, or to be better off, in 2025

64% OF 25-34S

place importance on brands being socially responsible



WHAT ELSE YOU'LL FIND IN THIS REPORT



- Where is money being spent?
- Do people have more or less to spend this Christmas?
- Where are consumers cutting back on spending for Christmas 2024?
- Where are people planning to do their Christmas shopping?
- What are the spending priorities for 2025?

THE FINANCIAL PICTURE



ALMOST 70% OF CONSUMERS ARE CONCERNED ABOUT THE COST OF LIVING AND ITS IMPACT ON PERSONAL FINANCES

Levels of disposable income give a strong indication of how different consumer businesses can expect to perform. So, what's the financial situation for most households heading into Christmas?

1. WE'RE NOT OUT OF THE WOODS

Overall, almost 70% of consumers are concerned about the cost of living and its impact on personal finances. Only 14% said they were unconcerned. This split was roughly the same across the different age groups, as well as in the higher income bands.

This is not surprising given the challenges discussed in the introduction. There is clearly unease about the 'long tail' effect of inflation and uncertainty around the impact of the impending budget. But when compared to the 87% who were concerned when we asked the same question in 2022⁴, it does indicate an easing of anxiety from its peak. So, let's look beyond the headlines to better understand the full picture.

THINKING ABOUT YOUR FINANCES, HOW CONCERNED ARE YOU ABOUT THE ONGOING RISING COST OF LIVING?

16-24



25-34



35-44



45-54



55+

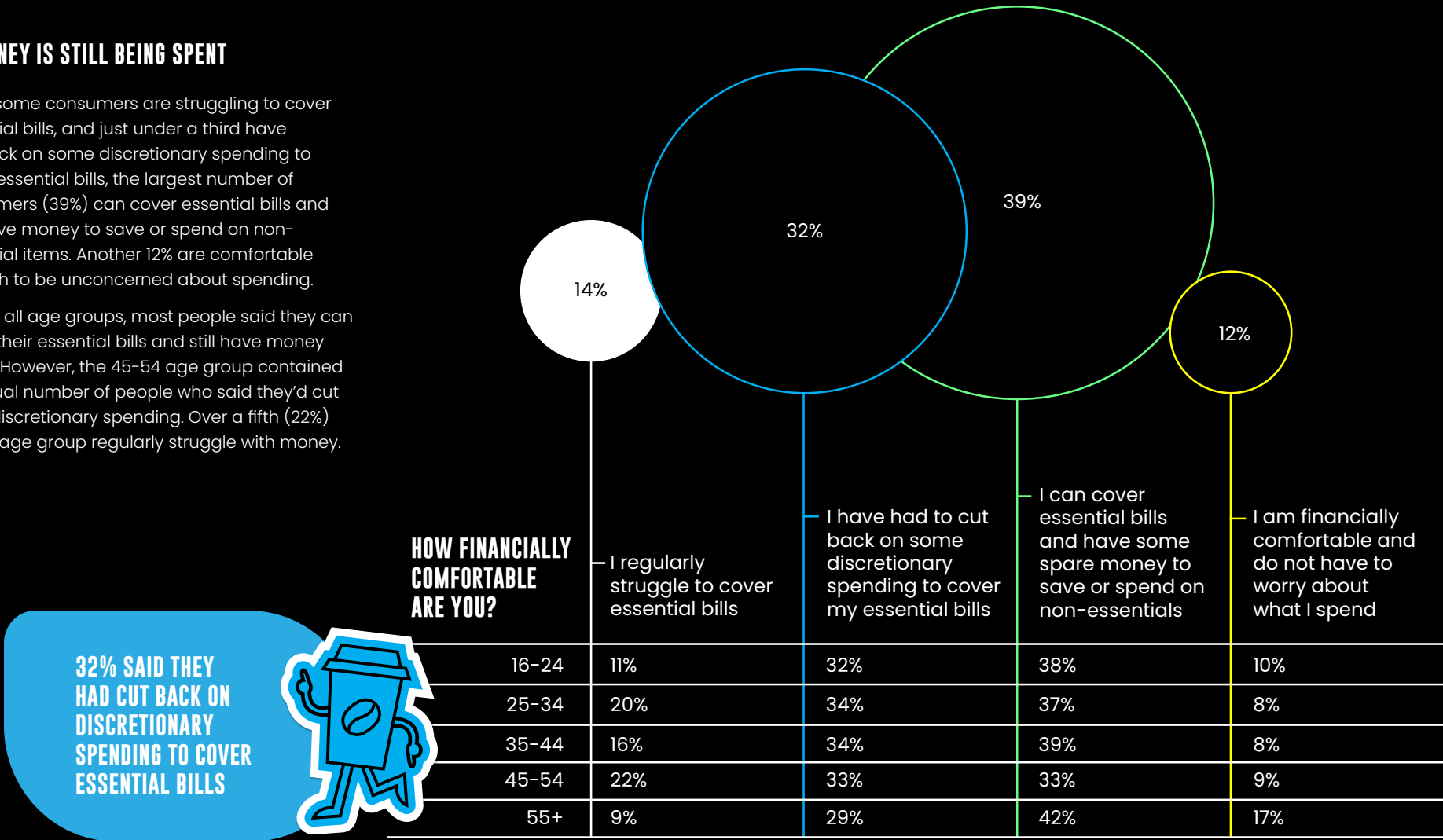


Concerned (net)
 Neither concerned nor unconcerned
 Unconcerned (net)

2. MONEY IS STILL BEING SPENT

While some consumers are struggling to cover essential bills, and just under a third have cut back on some discretionary spending to cover essential bills, the largest number of consumers (39%) can cover essential bills and still have money to save or spend on non-essential items. Another 12% are comfortable enough to be unconcerned about spending.

Across all age groups, most people said they can cover their essential bills and still have money spare. However, the 45-54 age group contained an equal number of people who said they'd cut back discretionary spending. Over a fifth (22%) of this age group regularly struggle with money.



CHRISTMAS AND THE COST OF LIVING

What are consumers telling us?

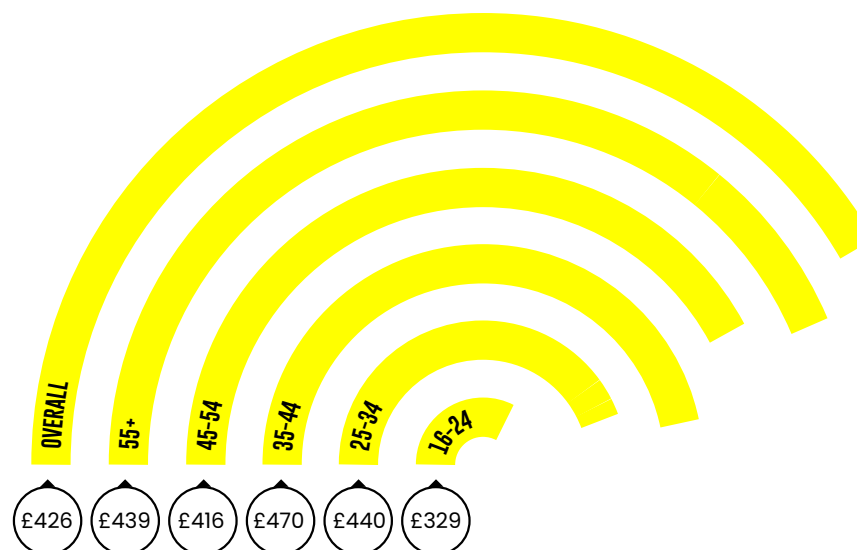
1. THERE'S ALWAYS A BUDGET FOR CHRISTMAS

Overall, we believe that consumers are telling us that things might just be looking up. Since the pandemic, we've had a run of difficult Christmases across sectors, but the positive indication we can take from our research is that many consumers are expecting to spend the same, or more, in 2024 when compared to last year.

Indeed, despite lingering financial concerns, **many consumers have a sizeable budget for Christmas 2024**. Just over half of the sample (51%) told us they believed they would have between £200-£400 to spend on gifts, goods and socialising, while 27% have upwards of £500. Across the entire sample, the average budget was £426.

Similarly, 62% expect to have at least the same amount to spend this Christmas, if not more. Within the 16-24 and 25-34 age groups, this trend was particularly pronounced, with 43% and 36% respectively saying they would have more to spend this year.

ROUGHLY HOW MUCH, IF ANYTHING, DO YOU EXPECT TO SPEND ON CHRISTMAS THIS YEAR IN TOTAL, INCLUDING GIFTS, FOOD, AND SOCIALISING? (MEAN AVERAGE IN £)



33%



of the sample said they had never saved specifically for Christmas in the past.

2. PEOPLE ARE STILL SPENDING MONEY WHERE IT COUNTS

This comes with a warning, however. How joyously you can approach the festive season depends on the sector in which you are operating.

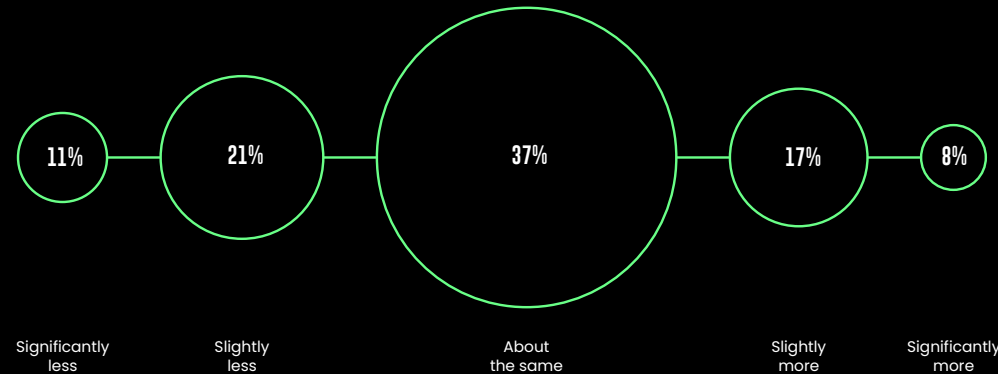
60% of consumers told us that across groceries, food and drink for Christmas Day, presents for family, and socialising at home, they would be spending the same or more than last year.

Where there are expected to be cuts, for example **37% of respondents** said they expect to reduce socialising in pubs and restaurants, the picture is different when we look at specific age groups. For example, **53% of 16-24s actually expect** to spend the same or more on socialising.

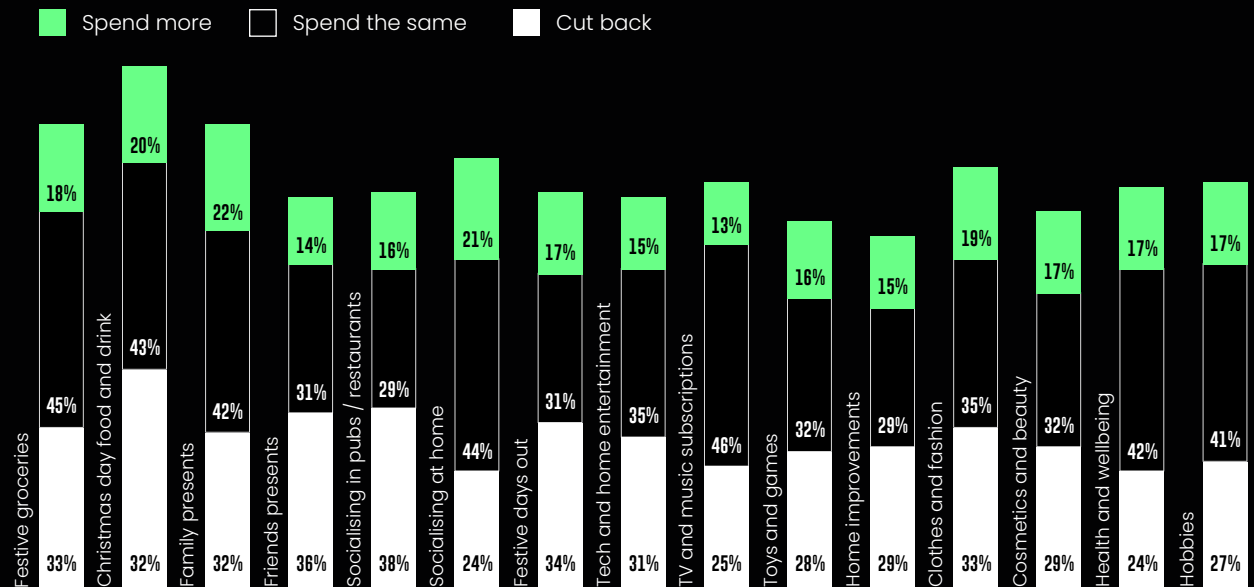
Around 36% said they will cut back spending on presents for friends, with similar numbers saying budgets will be cut for days out over the festive period (34%) and clothes and fashion (33%). However, when we look at this data in more detail, we can see different priorities across these audiences. For example, **almost 60% of 16-24s expect to spend the same or more on days out** (56% for 25-34s and 54% for 35-44s), suggesting there is still potential for brands who understand and target the more receptive audiences.

Health and wellbeing also appears to be more of a priority among the younger age groups. For example, 35% of the 16-24 and 27% of the 25-34 age groups said they would be spending more on this category; significantly higher than the 45-54 and 55+ age groups at 12% and 7% respectively.

OVERALL, DO YOU EXPECT TO HAVE MORE OR LESS MONEY AVAILABLE FOR CHRISTMAS-RELATED SPENDING THIS YEAR, WHEN COMPARED TO LAST?



LOOKING AT WHERE PEOPLE TYPICALLY SPEND MONEY AT CHRISTMAS, WHICH, IF ANY, DO YOU EXPECT TO CUT BACK ON, OR SPEND MORE ON, IN CHRISTMAS 2024 COMPARED TO LAST YEAR?



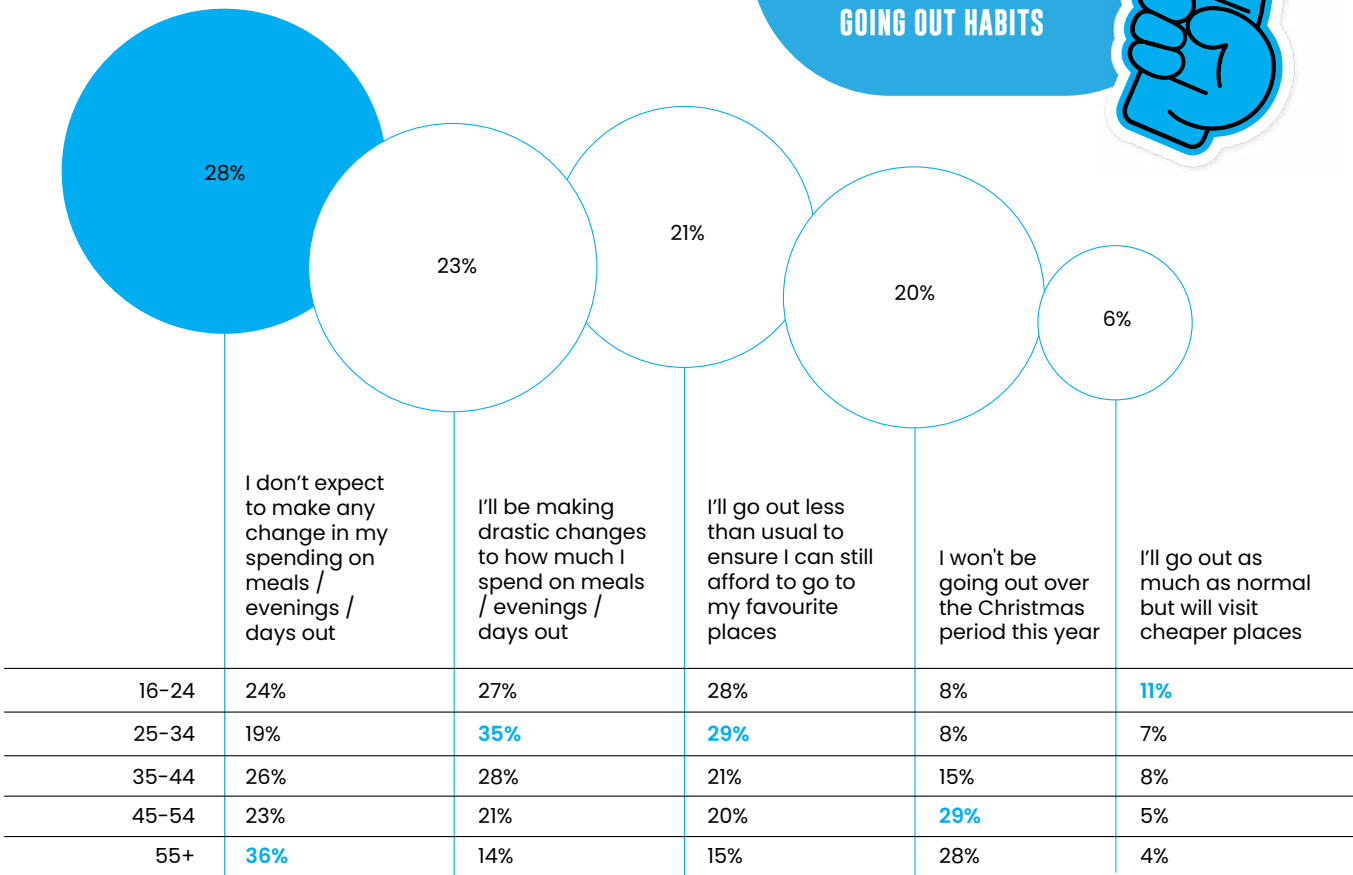
3. BUT WE SHOULD EXPECT SOME CHANGES IN SOCIALISING HABITS

When we asked people about their approach to going out over the Christmas period this year, the largest portion (28%) said they don't expect to make any changes to their spending habits on meals, evenings and days out. Just over a fifth said they would still visit their favourite places, albeit not as often to keep finances in check, and a small number (6%) are planning to seek out cheaper venues so they can continue to go out as often as normal.

However, at 21%, a fifth of respondents said they would not be going out at all over the holiday period, including days out to their favourite attractions. This choice was most popular among the 45-54 and 55+ age groups.

Meanwhile, 23% said they would be making drastic cuts to how much they spend on meals, evenings and days out.

IN TERMS OF GOING OUT OVER THE CHRISTMAS PERIOD WHAT, IF ANY, BEST APPLIES TO YOU?



4. LONG LIVE THE BRICKS AND MORTAR STORE

You could be forgiven for thinking most Christmas shopping inspiration is now found online. But that's not entirely true.

While brand websites (30%) and online adverts (27%) scored highly among consumers, **the most popular category for gift inspiration was in-store displays (33%)**. And it was among the top choices for every age group we polled.

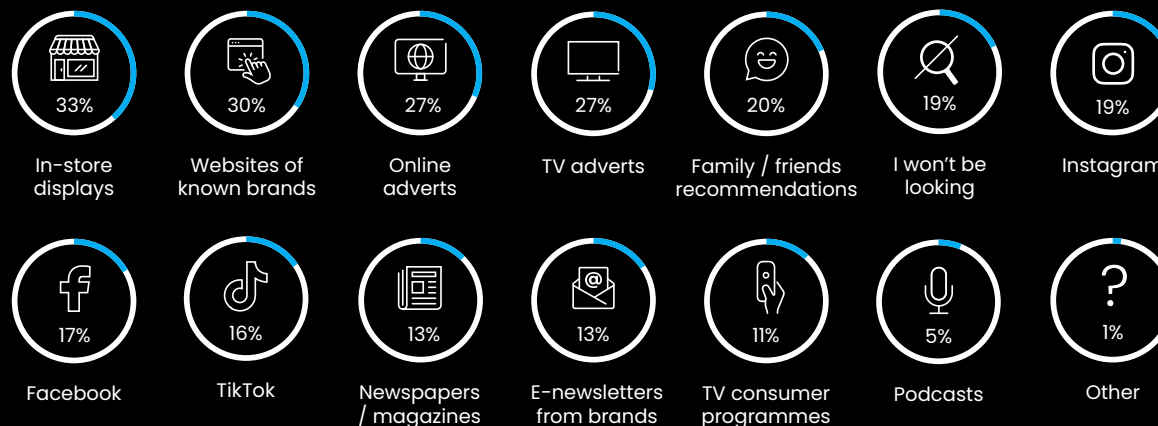
Still, it would be remiss to overlook a clear generational divide for this question:



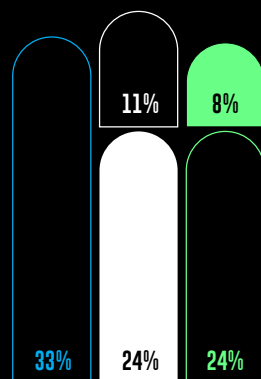
- 16-24 – TikTok
- 25-34 and 35-44 – Online adverts
- 45-54 – Websites of familiar brands
- 55+ – In-store displays*

* This was the most popular option outside of 'I won't be looking anywhere for Christmas shopping inspiration this year'

WHERE WILL YOU BE LOOKING FOR CHRISTMAS SHOPPING INSPIRATION THIS YEAR?

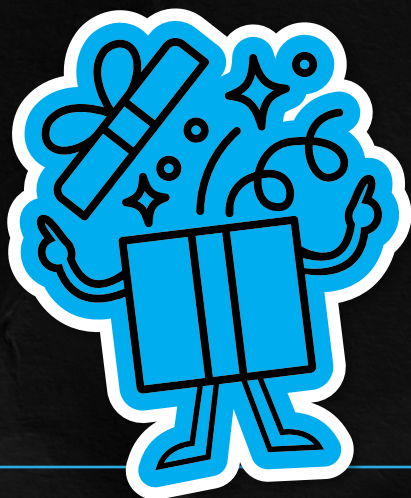


WHERE DO YOU PLAN TO DO MOST OF YOUR CHRISTMAS SHOPPING THIS YEAR?



When it comes to where consumers plan to do most of this year's Christmas shopping, an equal split between in-store and online purchases was the most popular choice. Entirely in-store also outperformed entirely online.

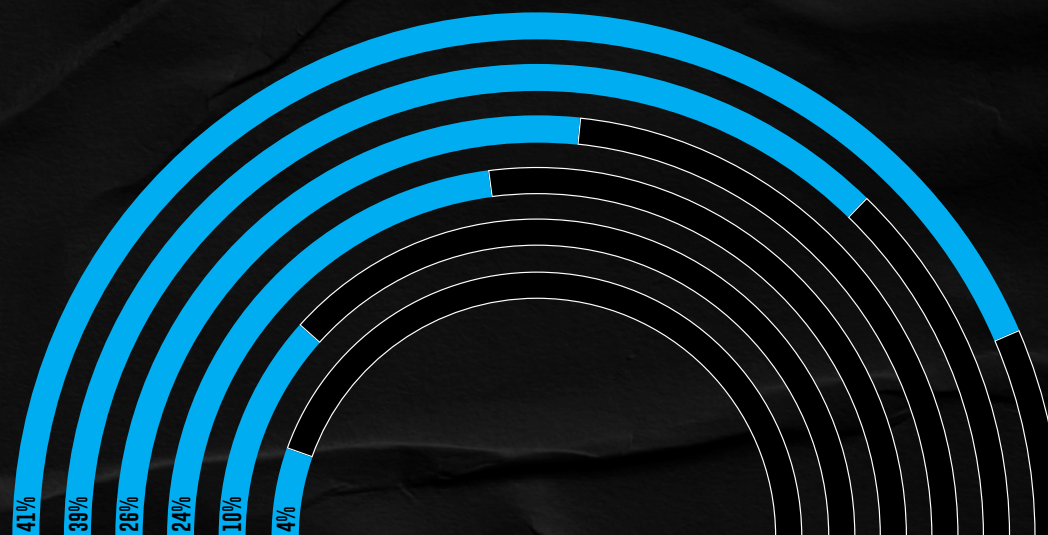
- Equal split between in-store and online
- Mostly in-store with some online
- Entirely in-store
- Mostly online with some in-store
- Entirely online



And in terms of the type of gifts people are seeking, practical / useful presents – i.e. items that people have said they need – were the most popular category across all the age groups, except for 18-24s.

It's not all about being sensible though because fun gifts came second overall, proving most popular with the youngest age group, and outperforming both discounted items and meaningful gifts.

IN THE PAST, HOW, IF AT ALL, WOULD YOU MOST TYPICALLY APPROACH GIFT BUYING AT CHRISTMAS?



- 41%** I buy things they need (practical)
- 39%** I buy things they want (fun)
- 26%** I will look for things they like that have discounts / offers
- 24%** I buy things that are meaningful
- 10%** I buy things that are the latest trends
- 4%** I wouldn't typically buy gifts

WHAT DOES THIS MEAN FOR MARKETERS?

In summary, retail and leisure brands can approach the festive season with cautious optimism – but there will be a lot of pressure on marketing teams to win their share of consumer spend. It won't be an easy ride (it never is) and there will be winners and losers in the race.

Crucially, there will be opportunities for the brands that seize them. There is a significant cohort of consumers willing to spend and, in a market where some businesses will be cutting budgets in response to slower sales, now is an ideal time to steal a march on competitors, if you can create campaigns that cut through and engage the audience that's out there.

As ever, there is no silver bullet but – for us – the results point to 10 key areas every consumer marketer needs to at least consider – if they haven't already – during the countdown to Christmas.

1. GET YOUR MESSAGING RIGHT

In our view, the key takeaway from all this data is that brand messaging will be more important than ever this year. When household finances are under strain, and consumers more conscious of how they use their precious disposable income, there's a greater risk of misjudging your messaging, even when campaigns are developed with the best intentions.

For Christmas 2024, tone of voice will really matter, particularly on more fluid channels, such as PR and social, because there are simply more eyes on what brands have to say at this time of year. One small mistake could prove costly. Conversely, strike the right chord with your perma-crisis weary audience, and you have potentially won big.



Practically speaking, and because the stakes are so high, we believe message testing across **all** channels will be more important than ever this year. We all know what it's like to work on messaging – you can become blinkered, too focused on the details. Words can easily be misunderstood or read differently – and the 'tone deaf' accusations soon follow.

In short, if you still have time to run consumer tests on any or all creative and campaigns, it would doubtless be money well spent – and there are some great cost-effective solutions out there we'd be happy to recommend.

2. DON'T UNDERESTIMATE THE POWER OF BRAND

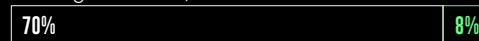
The survey findings in general show us that today's shoppers are commercially astute and brand-savvy, and seem to want it all – great value from big name brands with a conscience, who come highly recommended by the people they look up to and admire, and with a perfect online reputation.

It's all a very conflicting picture. For example, when asked **the most important factor in deciding where to shop, discounts and deals at 70% won the day.** However, a brand with strong sustainability credentials was important for just over half of the sample – and especially important among younger consumers. **Socially responsible brands were also deemed important** by at least half of all age groups besides those over 55. So yes, price matters, but not at any cost.

What consumers seem to be telling us is that they love a bargain, but – despite squeezed household finances – will still prioritise brands that share their values and attract the people with the lifestyles they aspire to have. As ever, brand really matters – even a cost-of-living crisis can't change that.

HOW IMPORTANT OR UNIMPORTANT ARE THE FOLLOWING FACTORS IN INFLUENCING YOUR CHOICES ABOUT THE BRANDS YOU SHOP WITH?

Offering discounts / deals



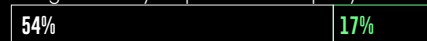
Positive reviews on Trustpilot / Tripadvisor



Friends / family recommended



Being a socially responsible company



Strong sustainability credentials



Making online purchases easy e.g. Apple Pay



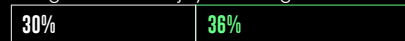
Designed and manufactured in the UK



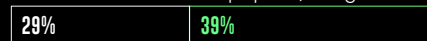
Providing free hints / tips



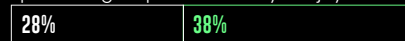
Being a brand I enjoy following on social media



Recommended in newspapers / magazines



Sponsoring a sport or activity I enjoy



Recommended by celebs / influencers



Important

Unimportant



In a cut-throat race to secure reduced consumer spend, it's easy to be tempted to focus budgets on bottom of the funnel conversion activity. Don't give into temptation, despite the economic climate. If at all possible, set budget aside for top of funnel, awareness-driving activity that engages consumers on a higher level, using creative storytelling to deliver a compelling brand narrative. In our experience, good top of funnel work on social, for example, will deliver upwards of a 20% improvement in conversion results.

3. PROTECT YOUR BRAND REPUTATION

It's important to note that a huge 56% of our survey respondents said **positive reviews on sites like Trustpilot and Tripadvisor were important to them**. In fact, besides discounts and deals, this was the highest scoring spend-influencing factor, and at least half of all age groups said the same. Clearly, when consumers have less disposable income, they will spend what they have more wisely.



CONSIDER FOCUSING BUDGETS ON CREATIVES THAT SHOW THE VALUE OF YOUR OFFERING, NOT THE COST



Influencing the so-called "zero moment of truth" (or ZMOT) is the responsibility of all business departments – marketing alone can't fix a broken record – but the biggest mistake we see brand teams make on review sites and owned social channels is only responding to negative posts.

Don't forget to reply to your happy customers too. In tough times, brands really need advocates, and these people could be your biggest fans if you engage with them quickly and effectively.

More importantly, we've seen, and delivered, community management strategies that have not only shown potential customers how much a brand cares for their consumer community but have also increased the volume of positive reviews vs negative ones by several percentage points. If time is tight and budgets lean, in our experience you need to reply to at least one in every three reviews you receive – positive or negative – at an absolute minimum.

4. TALK VALUE NOT PRICE

This is something for leisure and hospitality brands to consider in particular, with so many respondents expecting to cut back on going out this festive season.

Socialising has a value that cannot be fully quantified, especially at Christmas when people are focused on fun and togetherness with friends and family. Pubs, restaurants and other leisure venues are important hosts for these special meet-ups – not to mention a lifeline for many people at what can be a lonely time of year.



Brands in this sector should consider focusing budgets on creatives that show the value of your offering, not the cost – a difficult message to execute but powerful when thoughtfully or entertainingly communicated to the right audience. This needn't be a big TV campaign – social media channels can be just as effective.

5. BE CONSISTENT WITH MESSAGING

You only have to look at the report findings on how and where consumers plan to research and carry out their festive shopping this year to understand that it's a complex picture. As every marketer knows, consistency in the messaging consumers receive – whether they're scrolling through posts or wandering around a store – is key. However, with so many departments, agencies, suppliers and stakeholders involved in the marketing funnel, bringing everything seamlessly together in one coherent plan is invariably easier said than done.



In our experience, for marketing teams to deliver truly impactful omni-channel strategies, they need to cleverly foster a culture that inspires their partners to work collaboratively towards one common goal. The marketers we have seen do this best subtly reject upselling and cross-selling in interagency meetings, and position KPIs as a shared mission, not in a specialist-by-specialist silo.

Good PR, for example, drives brand awareness and saliency which should, in turn, improve performance marketing efforts. Lower cost per clicks are not just the victory of the paid media partner, they are result of the hard work of the whole team and should be heralded as such.

It's easy to pit agencies against one another in the belief that a little healthy competition won't hurt anyone, but the most visionary marketing directors we know have ripped up the rule book – they invite agencies to **meet away from them** so they can work quietly and collectively to deliver truly integrated proposals addressing their challenges and needs under one **coherent omni-channel creative strategy** that sees every single tactic benefit every other stage of the buying journey. Annual interagency meetings won't cut it; regular and sustained interagency planning and partnership conversations will, without doubt, be behind many of the most successful campaigns this Christmas.

6. DON'T PANIC - IT ISN'T TOO LATE

Most Christmas campaigns will be more or less ready to go by now, but if yours isn't, it's not too late. **18% of our respondents say they will start Christmas shopping in October, 26% in November and 11% in December** – so almost half of all UK consumers haven't bought a thing yet!



If the last four years have taught us anything, it's that the future (even the near future) can't be predicted. In-house and agency managers of quick turnaround channels – email, website and social in particular – must be briefed now on the need to be agile. Challenge them to map out key

scenarios and start response planning. If you can, **have a bank of assets ready to go and a flexible media plan** somewhere in the system that can be rapidly rolled out if sales take an unexpected course, which – looking at the data – they likely will.

7. INVEST IN TRADITIONAL PR

With so many channels to consider, and traditional PR being one of the harder marketing efforts to quantify, marketers could be persuaded by other voices in the business to dial back on traditional media relations.



Tell the doubters this: data shows that traditional media, such as newspapers and magazines, outscore influencer and celebrity endorsements in their importance to British shoppers – and this is mirrored across all age groups. Product placement should be a key part of the marketing arsenal for any retailer, and there is still plenty of time to land the coverage. A few long lead titles will have closed their Christmas editions in the summer, but there are still countless opportunities out there and the right PR agency should be landing coverage at pace by late October. If budgets permit, don't rule out a Christmas stunt either. [Here are ten to inspire you.](#)

8. DON'T RULE OUT INFLUENCERS

Despite what we've just said about the potential limitations of influencer activity, it remains a growing element of many marketing campaigns, and with good reason. According to [Statista](#), spend on 'influencer advertising' is set to be worth £1.4 billion by 2029. That's one big number.

In our experience, marketers need to challenge their in-house and agency influencer outreach teams to do three key things if they want influencer marketing to deliver real results.

1. **Carry out plenty of research** – they shouldn't just look at followers but at their engagement rate, their wider online footprint and reputation, previous brands they have endorsed, (and with what success), their real follower numbers vs bots, and the volume of brands they work with (it's certainly not a case of the more the merrier here).
2. **Be authentic** – they ideally need to find influencers who are mentioning you organically as followers will be far more inclined to believe in any paid partnership.
3. **Build sustained partnerships** – more cynical audiences will be more likely to buy into endorsements if an influencer recommends your brand over a sustained period. Ideally, an influencer is for life – not just for Christmas – so get working on building the rights relationship.



We aren't anti influencers but we would point to the survey findings that emphasise the importance of understanding what matters to your audience. Influencers and celebrity endorsements might land well with some groups, but others prefer recommendations from more established media outlets. This tells us that influencer marketing has to be executed cleverly if brands are to overcome the trust issues.



9. SOCIAL CONTENT HAS TO BE AUDIENCE-FIRST

As we all know, organic social can play a role in protecting margins and increasing brand engagement, and it will unquestionably be high on the list of priorities for marketers of retail, hospitality and leisure brands.

At 30%, just under a third of our survey respondents said discounts and offers were the reason they follow these types of businesses on social media. This is unsurprising given the state of household finances explored earlier in this report, but it's important not to overlook when talking to price-sensitive consumers.

Indeed, discounts and offers scored highly across all age groups, other than the over 55s. However, the consumers polled told us **they wanted more from the brands they follow than just product information.**

Without wishing to teach granny to suck eggs, good social media content needs to deliver a value exchange of some kind – and right now some of that is about how much people can save. But there is a lot more to why people follow retail, hospitality and leisure brands.

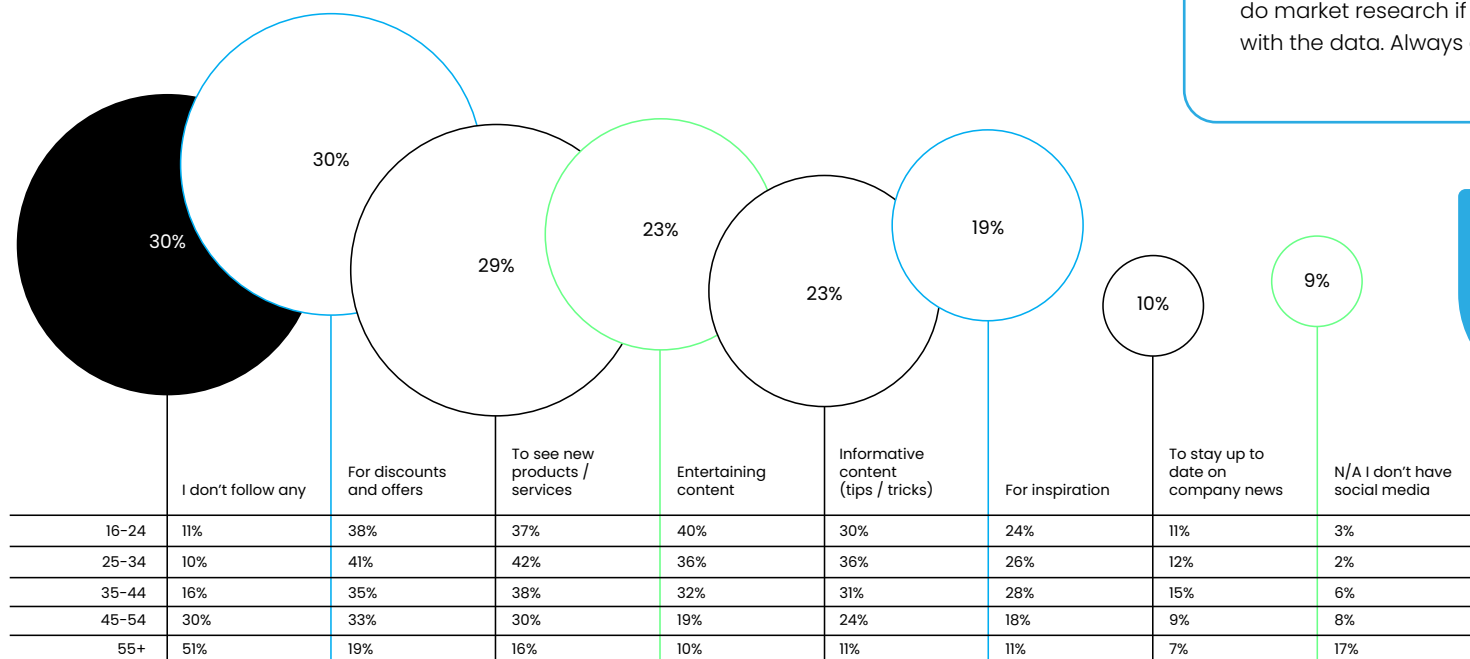


Challenge your agencies and in-house teams to show you the data ASAP – not your best and worst performing posts, and your average reach and engagement, but the micro factors that affect this – links, video, branding to name but a few. Now, still months away from the big day, is the time to establish what your audience wants to see, and not what you *think* they want to see.

As our research shows, it's a complex picture – some people want to be entertained and others want to be informed – that's a balance that will be largely determined by the type of business you work for and the age groups you're targeting. Our advice is to test and learn now, ahead of the countdown to Christmas, do market research if you can, and go with the data. Always go with the data.



WHY, IF AT ALL, DO YOU FOLLOW RETAIL, HOSPITALITY OR LEISURE BRANDS ON SOCIAL MEDIA?



GOOD SOCIAL MEDIA CONTENT NEEDS TO DELIVER A VALUE EXCHANGE OF SOME KIND

10. BUILD TIKTOK INTO YOUR SOCIAL MEDIA STRATEGY

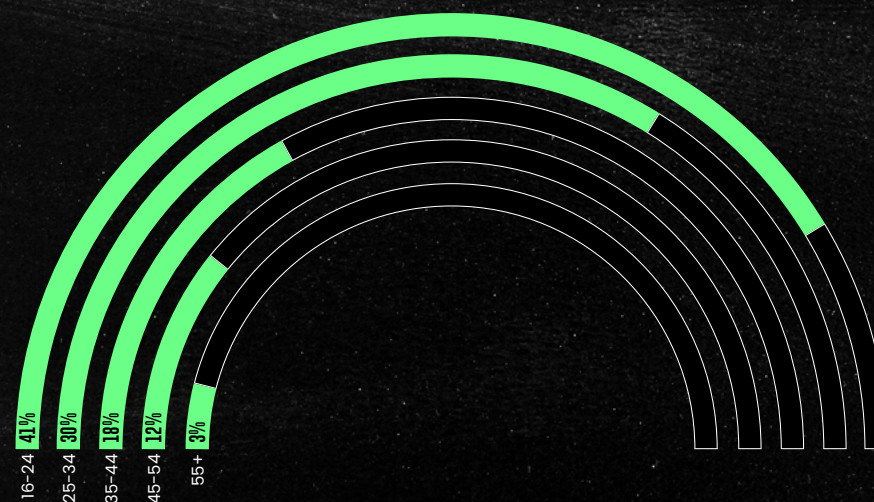
The fastest growing social media platform in the UK right now, many brands have had TikTok in their marketing mix for several years. Others are newer to the channel and some are keeping a watchful eye in their (semi-justified) belief it's largely for Gen Z types.



We say that TikTok is becoming ever-more mainstream and offers vast reach opportunities, but that isn't the point here. The crucial takeout for marketers is that a whopping **41% of 16-24-year-olds tell us they will look to TikTok first for their Christmas gifting "inspo"** – moreover, 40% of young people prefer to use TikTok for search than Google.

You might not target Gen Z and younger millennials in your day-to-day marketing activities but you might want to make an exception this Christmas. Many 16-24-year-olds will be gift buying, especially those at the older end – they buy for parents, grandparents, guardians and more, and they probably wouldn't mind a helping hand when it comes to finding things to buy, or restaurants to book. Remember, you don't need to be active on TikTok to run ads so, if you are a current TikTok observer, Christmas might be the time to test the channel's effectiveness ahead of other key trading periods – Mother's Day and Father's Day certainly spring to mind.

WHO WILL BE LOOKING AT TIKTOK FOR CHRISTMAS SHOPPING INSPIRATION THIS YEAR?



41% OF 16-24S WILL USE TIKTOK FOR THEIR CHRISTMAS GIFTING 'INSPO'

LOOKING AHEAD

Consumer priorities in 2025

After a long period of instability, with a new government in power and some signs of economic recovery, we asked consumers to think beyond Christmas and consider how confident they are feeling about their finances heading into 2025.

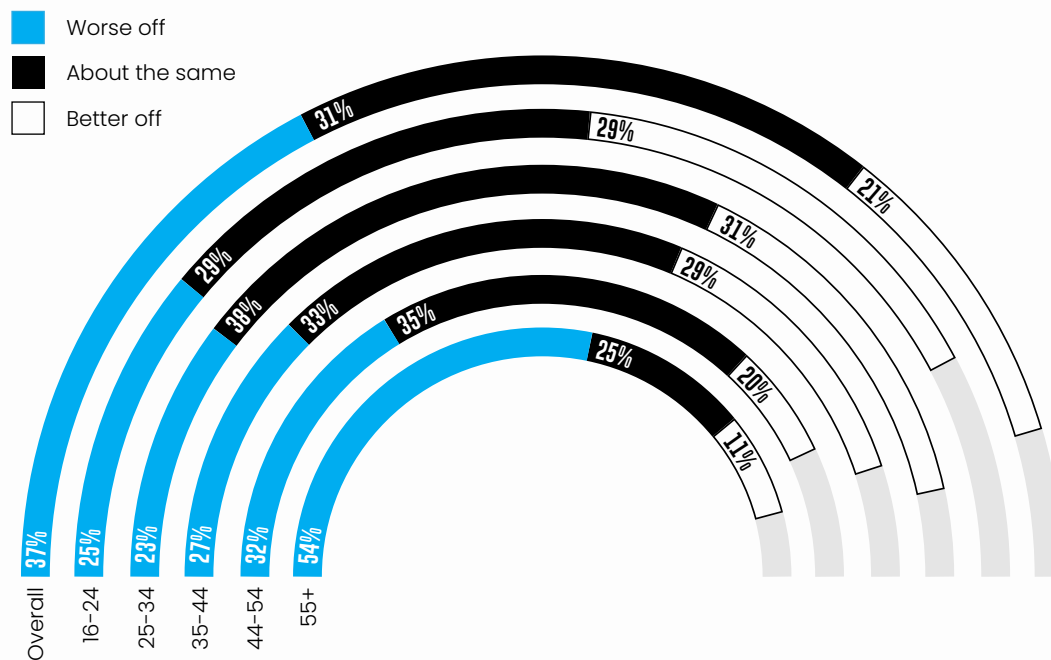
1. A MIXED PICTURE

Just over half (52%) of our respondents expect their financial situation to either remain about the same or to be better off next year. However, 37% think they will be worse off and 10% of the sample was unsure.

When we look at the people who expect to be either better off or in the same financial position in more detail, 70% of 25-34s and 63% or 35-44s answered in this more positive light. In fact, in general, the younger age groups tended to be more optimistic with only the over 55s feeling strongly that they are likely to be worse off.

This split in opinion is likely to be reflective of assumptions being made around measures expected in the autumn budget, and areas where people are anticipating the most significant financial impact.

WITH THE NEW GOVERNMENT IN POWER, DO YOU EXPECT TO FINANCIALLY BETTER OR WORSE OFF IN 2025?



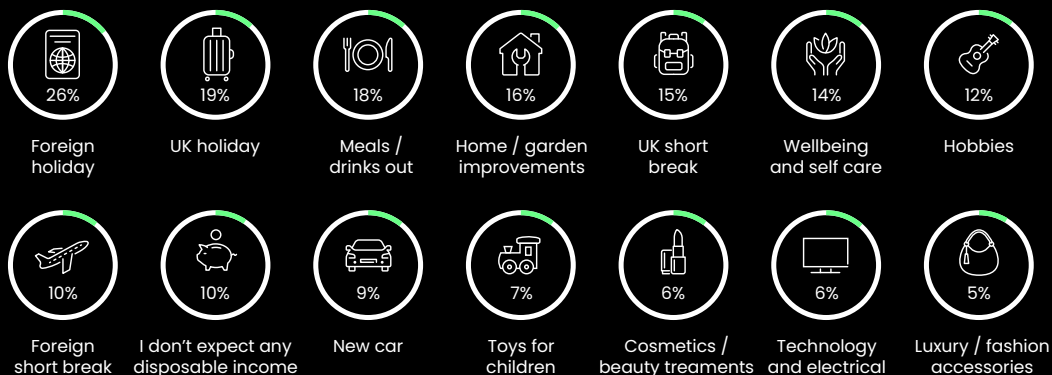
2. ESCAPISM AND WELLBEING TOP THE LIST

So, what are people prioritising for their disposable income in 2025? Holidays abroad, UK getaways and meals / drinks out topped the list across all age groups but there are some interesting distinctions when we dig down into the data.

Perhaps it's the time of year, or maybe it's because people are focusing on what really enriches their lives, but there's also a strong sense of escapism among consumers when looking ahead to 2025. Many want to travel, either abroad or domestically, giving leisure and hospitality brands real opportunities.



WHAT, IF ANYTHING, ARE YOUR PRIORITIES FOR DISPOSABLE INCOME IN 2025?



TOP THREE PRIORITIES FOR EACH AGE GROUP

16-24	25-34	35-44	45-54*	55+**
Meals / drinks out	UK holiday	Foreign holiday	Foreign holiday	Foreign holiday
Foreign holiday	Foreign holiday	UK holiday	UK holiday / short break	Home / garden improvements
Wellbeing and selfcare	Meals / drinks out	Wellbeing and selfcare	Home / garden improvements	UK holiday

* This age group also answered 'no particular priority' and N/A within their highest scoring answers

** This age group also answered 'no particular priority' within their highest scoring answers

IN SUMMARY...

The future is bright(er)?

As we head into a new year, it's true that we're still operating in an economy that's recovering but not yet robust, and in which consumer confidence remains fragile. But we are – potentially – at a turning point. The brands most likely to increase market share and capture consumer spending in 2025 are those which balance a commercially-sound strategic marketing approach, with the ability to be agile as the year unfolds.

This is easier said than done in some areas where lead times limit flexibility, but creative PR and social campaigns both offer the scope to test and adjust to deliver increased engagement with customers and better return on investment.

While striking the right tone is important, people are increasingly turning to online sources – whether those are social platforms or digital publications – for entertainment and it's not too much of a stretch to think this is partly as an antidote to the negativity of much of the mainstream news in recent years.

Post-pandemic, too much levity risked being read as insensitive, but we've moved on and people are looking for content – and products and services – which will bring joy, fun and an increased sense of wellbeing to their lives at whatever price point is achievable for them. By tapping into these desires, particularly in the run up to Christmas and the full-of-new-year-potential of the early months of 2025, brands can align messaging to the wider consumer mood.



IF YOU'D LIKE TO TALK ABOUT YOUR PR, SOCIAL MEDIA OR COMMUNICATIONS STRATEGY FOR 2025, WE'D LOVE TO HEAR FROM YOU.

Call us on **0121 456 3004**, email **info@wpragency.co.uk** or find out more about how we get the world talking about the brands we work with at **www.wpragency.co.uk**.

About WPR

We're a multi-award-winning PR and social media agency with more than three decades' experience, and a creative team of specialists spanning PR, content, social, paid media, sub-editing and design.

Named PRCA Dare's large agency of the year in 2022, 2023 and 2024, we know how to get the world talking about the consumer and B2B brands we work with, creating captivating original content of every kind, that's seen and heard on every channel imaginable.

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