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**Christmas plans on hold for nearly two thirds, as value for money becomes critical to shoppers**

According to the latest weekly data from Channel Pulse (w/c 19 Oct 2020), Lumina Intelligence’s weekly measure of shopper and consumer behaviour across all UK food and drink channels, 59% of consumers are waiting to see what government restrictions will be in place before making any plans for Christmas.

However, despite the reluctance to make plans and the possible restrictions around large gatherings, only 13% of consumers are planning on buying less food and drink for Christmas lunch/dinner than they did last year.

For retailers, as the majority of shoppers are delaying their Christmas shopping until more information around government restrictions is available, there are additional challenges around merchandising and managing stock levels. In contrast to those waiting for more information, 10% of shoppers are planning on purchasing their groceries for Christmas lunch/dinner earlier this year, due to coronavirus.

Historically, Christmas is time when shoppers trade up and treat themselves to more premium products. However, in light of the current circumstances, only 3% of shoppers are planning to trade up to more premium/expensive food or drink products this Christmas. In fact, 79% of shoppers indicated that value for money was important to them when purchasing gifts and groceries this Christmas.

Shoppers are also focusing on sustainability and eating mindfully this Christmas. Over half of shoppers say that sustainability is important to them and four-in-ten state mindful eating e.g. healthier eating as important to them when purchasing gifts and groceries this Christmas.

Greta Glaveckaite, Insight Manager at Lumina Intelligence said, *“Christmas and premiumisation generally go hand-in-hand, as shoppers look to treat themselves during the festive period. However, this year, as uncertainty around the UK economy and the impact of coronavirus continues, shoppers are looking to tighten their belts and limit unnecessary expenses. Focusing on value for money could be key to driving footfall this Christmas, rather than premium ranges.”*

*“Retailers are also left with challenges around merchandising, as nearly two thirds of shoppers are delaying making Christmas plans until more information on government guidelines is available. On a positive note, despite the current restrictions around gatherings, only 13% of shoppers are planning on buying fewer food and drink items this year.”*

**ENDS**

**Report methodology**

Data within this press release has been collated using Lumina Intelligence’s Channel Pulse – a weekly measure on shopper and consumer behaviour across all UK food and drink channels. Channel Pulse consists of nationally representative sample of 1,000 consumers every week.

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

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