



Pureprofile 

Tightening the Tinsel

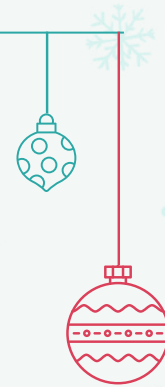


Unwrapping Christmas trends & spends in 2023



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Introduction

Christmas is an enchanting time of year. We are invited to indulge ourselves and our loved ones, rekindle family bonds, and share in the joy of food and gifts. The festive season brings great cheer but also pressure to meet expectations, both our own and from others. For many, tradition competes with discovery and personal reflection with the obligation of communal celebration.

In 2023, the cost-of-living is dominating public and political attention. It is an inescapable topic of conversation because it impacts on innumerable aspects of our lives. In a post-Covid world, national and global economies are being reshaped and that change is particularly evident with consumer-focused events such as Christmas.

To find out more about how people will celebrate this festive season, we surveyed a nationally representative sample of Pureprofile panel members in September 2023, who completed a 20-question survey. Where possible, we compared their responses with those from our previous Christmas surveys over the past few years, including pre-Covid data from 2019.

The changes in preferences and behaviours over this time reveal some fascinating insights into just how much we adapt and respond, from one year to the next. Comparing the responses between different nationalities provides a truly global view of how external forces impact on our most treasured cultural traditions.

Who we spoke to:



4,500 people across
Australia | New Zealand
UK | USA | Singapore

Executive summary

After a period of global inflation in the wake of the pandemic, 2023 has brought relief to some nations. Inflation has declined in many developed economies, but the trajectory is not consistent. Australia, New Zealand and the UK have seen only slight declines in CPI, while inflation in the USA and Singapore has dropped more dramatically over the course of 2023.

We have captured a glimpse of the impact that broader economic conditions have on people's lived experiences, specifically at Christmas. This reveals the direct connection between cost-of-living and individual behaviours.

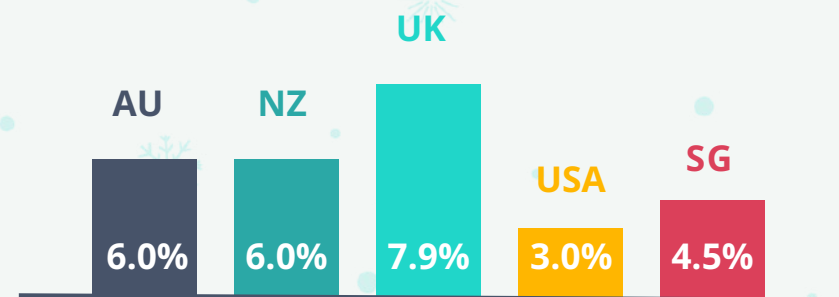
The dichotomy between countries that have stubbornly high inflation and those with lower inflation rates is evident when it comes to planned Christmas spending. The mood is optimistic in the USA, where people are anticipating bigger workplace celebrations (38%), holiday travel (56%), and more generous budgets for food and drinks (37%, average \$460) and gifts (average \$420).

Budgets for Christmas gifts are steady or slightly down from previous years, where comparative data is available. When inflation is factored in, it is likely that fewer and/or lower cost gifts will be purchased this year.

Even after weathering an economic storm over the past three years, the joy of Christmas is preserved by people from all nations.



Annual CPI (inflation) mid-2023:



Sources: Australian Bureau of Statistics, Stats NZ, UK Office for National Statistics, US Bureau of Labor Statistics, Singapore Ministry of Trade and Industry.



Glistening Gifts...

Giving, receiving & paying for Christmas presents

Christmas gifting

Global summary



Gift giving and receiving

The relative desirability of each category of gift was reasonably consistent between the five nations surveyed, with a few notable exceptions. Money and gift cards dominated the list of gifts that people wished for in Australia, New Zealand and Singapore. Singaporeans had a particularly strong desire to receive money as a gift, with more than half of people hoping for cash. In contrast, the UK and USA both desired clothes and shoes ahead of money.

Singapore diverges from the other nations in that there was a large discrepancy between expectations for presents to be received, and the reality of what is planned to be purchased (excluding toys). Singaporeans are less likely to plan to purchase gifts than other nationalities, but have higher aspirations to receive gifts from many categories.

Australia is the country with the lowest expectations across most gift categories, but this is matched by a relatively low intent to purchase a gift from any category; this could be described as a weak Christmas gifting culture. The USA has high expectations and equally high intentions to purchase a variety of gifts; in other words, Americans have a strong culture of Christmas gifting.

Average planned spending on Christmas gifts in 2023 is steady or down from previous years where previous data is available.



Average amount budgeted for Christmas gifts in 2023, compared to 2022 where possible.
Australia **\$388**, was **\$424** | New Zealand **\$350**, was **\$397**
UK **£327**, was **£330** | USA **\$420** | Singapore **\$223**



Christmas gifting



Gift receiving

Practical gifts that may help relieve the household budget, such as gift cards (44%) and money (36%), are at the top of the wishlist for Aussies this Christmas. These gifts are consistently preferred by Australians, and this year is no exception. Other desired gifts for Christmas 2023 are clothes or shoes (28%) and food or drinks (27%).

A heightened sense of financial caution may have driven a rebound in the number of Australians who hope to not receive any gifts (17%), up from 13% in 2022 and nearing the high of 18% in 2020, during peak Covid.

Gift giving

In line with previous years, gift cards are the standout preference (47%) when choosing gifts for others this Christmas. However, giving money is still a relatively unpopular choice with gifters, with only 24% intending to gift money despite its popularity with recipients (36%). Tools and gardening equipment (7%) are also underrated as intended gifts, despite 11% of people hoping to receive them.

Aussies claim that they are planning to spend on average \$388 on gifts this Christmas, down year-on-year from the 2021 high of \$430 and a significant contraction in value when inflation is taken into account.

Cash or card?

The relative proportion of Aussies planning to use different payment methods to purchase gifts this Christmas remains stable across recent years, with debit card (50%) and cash (38%) trumping credit card (33%) as the preferred method. Numbers are down across most methods of payment by 2-4%, suggesting that there is less appetite for spreading purchases across multiple payment options.

Growth of buy-now-pay-later services has plateaued, with 12% of Australians planning to use these services to purchase gifts for Christmas 2023.

Top 6 categories of gifts to give in Australia



17% of Aussies are hoping to receive nothing... but less than half that number (8%) plan to buy no gifts

Christmas gifting



Gift receiving

Gift cards (43%) are the pick of the presents this Christmas for New Zealanders, but money (37%) and food and drinks (35%) are close behind. These categories of gifts are consistently popular in New Zealand.

Apparel (34%), jewellery (26%) and beauty products (27%) all increased in their desirability as gifts by around 10 percentage points since 2020, suggesting that personal appearance is paramount this Christmas. Technology (21%) has declined a little in popularity as a Christmas gift this year from a high in 2022 (26%).

Gift giving

Gift cards (44%) are the favourite item for New Zealanders to give at Christmas. Food and drinks (40%) are the second most popular category of gift to give to loved ones, ahead of clothes and shoes (35%). Money (37% hoping to receive vs 23% intending to gift), home appliances and homewares (14% vs 8%), and tools or gardening equipment (16% vs 11%) are the most underrated gifts in 2023. Conversely, food or drink is a relatively less desirable gift to be received than given (35% vs 40%).

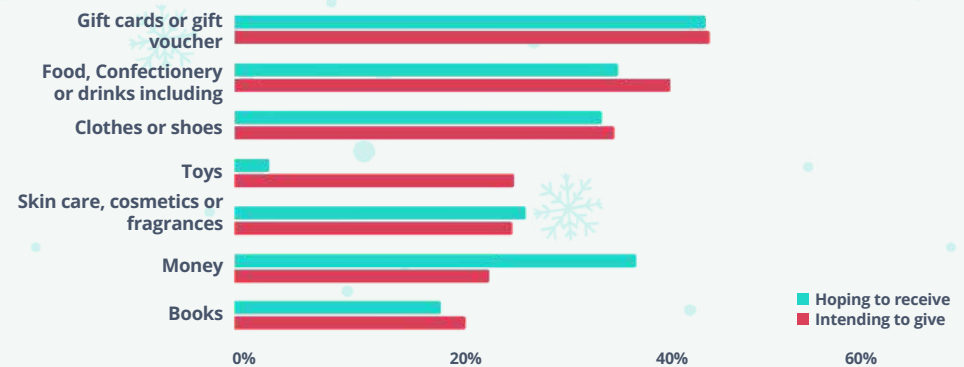
New Zealanders intend to spend \$350 on Christmas presents this year, a significant decline from 2022 (\$396), but more in line with 2019-2021 spending.

Cash or card?

Debit card (53%) is the most popular payment method that New Zealanders intend to use to purchase gifts this Christmas. Cash (43%) has rebounded from a recent decline in popularity, back to levels not seen since 2020. Credit card (38%) has declined in popularity as a payment method for 4 straight years, from a high in 2020 of 52%.

Buy-now-pay-later services have consolidated their position with around 1 in 6 people (17%) intending to use them to purchase gifts this Christmas.

Top 7 categories of gifts to give in New Zealand



11% of New Zealanders are hoping to receive nothing... but only around half that number (**6%**) plan to buy no gifts

Christmas gifting

United Kingdom



Gift receiving

Four categories of gifts are competing for the top spot of 'most desired gift' in the UK this Christmas: Clothes and shoes (35%) narrowly beat money (34%), food and drinks (33%) and gift cards (31%). Books remain popular, with 27% of Brits hoping to receive this gift.

The desirability of all categories of gift is fairly steady across the previous four years, indicating that the traditionally favourite Christmas gifts are still dominating in the UK.

Gift giving

Brits are most likely to choose food or drinks (41%) or gift cards (36%) as gifts for their loved ones for Christmas 2023. Surprisingly, both of these categories of gifts are less likely to be desired (33% and 31% respectively) by recipients. Money is an underrated choice of Christmas gift, with only 29% of people intending to give cash compared to 34% of people hoping to receive it.

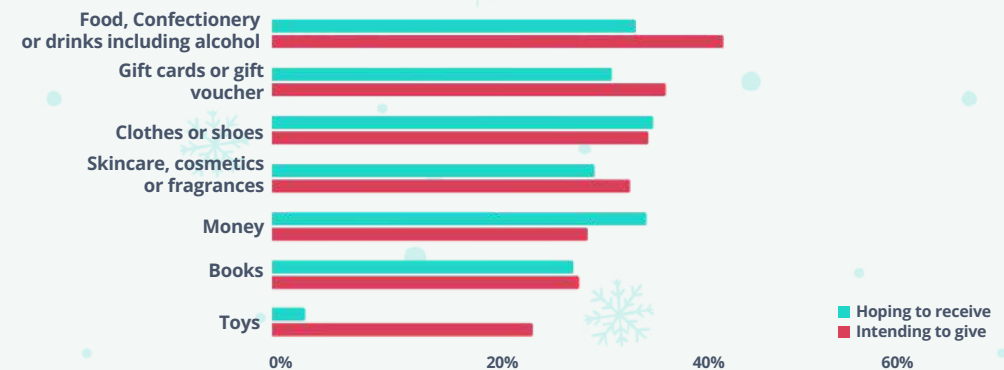
There is very little movement in all categories of gifts that Brits are intending to give at Christmas over the past several years. This reflects the strong traditions and expectations that define Christmas in the UK. The average amount of money that Brits are intending to spend on presents this Christmas is around £322, similar to 2022 and 2021.

Cash or card?

Debit card is clearly preferred as a payment method (61%) when Brits think about purchasing Christmas gifts. Cash (44%) and credit card (36%) are also popular, but buy-now-pay-later is unpopular with only 6% of people considering this option.

Compared to the previous few years, payment methods for purchasing Christmas gifts in the UK are consistent.

Top 7 categories of gifts to give in the UK



14% of Brits are hoping to receive nothing... but only half that number (7%) plan to buy no gifts

Christmas gifting

United States of America



Gift receiving

The most desirable category of gift in the USA is clothes and shoes, with around half of Americans (47%) hoping to receive this from a loved one this Christmas. Gift cards (38%), money (34%), food and drinks (33%), jewellery (32%), beauty products (30%) and technology (29%) are also strong contenders, but are not close to challenging the popularity of apparel as the most desirable Christmas gift.

Gift giving

Clothes or shoes (49%) are the most likely gift to be purchased this Christmas by Americans. Gift cards (44%) are a close second ahead of jewellery (31%) and food or drinks (30%).

Only 22% of Americans plan to give their loved ones money as a gift this Christmas, despite 34% hoping to receive cash. The flexibility of money is prized as a gift but still stigmatised as a 'lazy choice' of Christmas present. Conversely, gift cards are popular (44% intending to give) but less popular with gift recipients (38%) as they limit purchasing choices.

The average amount that Americans are planning to spend on presents this Christmas is \$420.

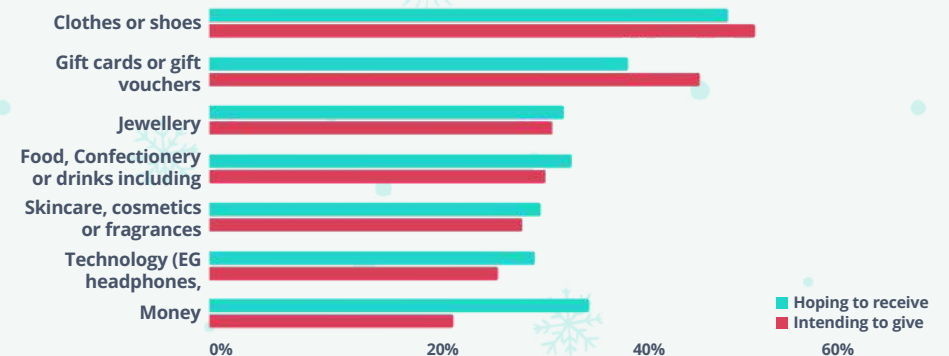


9% of Americans are hoping to receive nothing... but only around half that number (5%) plan to buy no gifts

Cash or card?

Cash (55%) is the most preferred payment method when Americans think about purchasing gifts this Christmas. Debit card (55%) is also popular with Americans, but payment by traditional credit card (40%) is battling with newer buy-now-pay-later credit services (16%) for attention.

Top 7 categories of gifts to give in the USA



Christmas gifting



Gift receiving

Singaporeans have a clear favourite present this year, with a majority (54%) hoping to receive money. There is also a strong preference for gifts such as gift cards (41%), technology (40%) and clothes and shoes (39%).

Gift giving

Enhancing communication channels this Christmas could prove advantageous for Singaporeans, as there is a significant discrepancy between the percentage of people hoping to receive most categories of gifts compared to those planning to choose them.

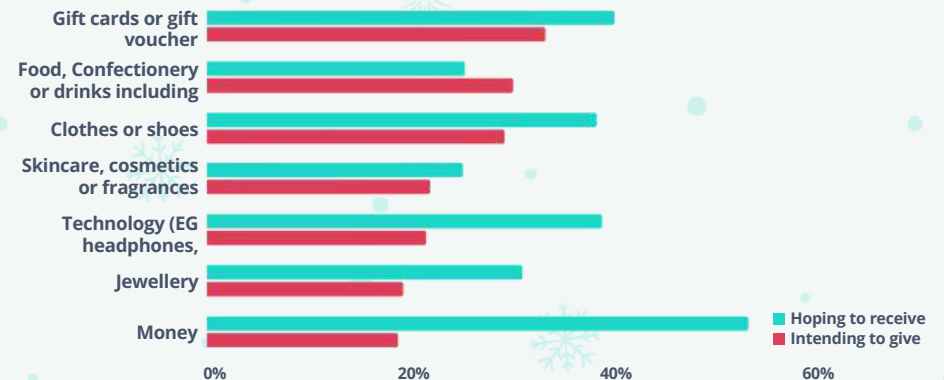
The most mismatched gift is money, desired by 54% of Singaporeans but only planned to be given by 19% of people. Likewise, other gift categories including the versatile gift card (41% hoping to receive vs 34% intending to purchase), technology (40% vs 22%), clothes or shoes (39% vs 30%), jewellery (32% vs 20%) and experiences (20% vs 11%) are further examples of expectation outstripping reality.

The average Singaporean plans to spend \$223 on presents this Christmas.

Cash or card?

It's a dead heat between cash (48%), debit card (47%) and credit card (49%) for the most preferred form of payment for gifts at Christmas 2023. Buy-now-pay-later credit services are far less popular, with just 10% of Singaporeans planning to use that method of payment when purchasing gifts.

Top 7 categories of gifts to give in Singapore



11% of Singaporeans are hoping to receive nothing... but only around half that number (**6%**) plan to buy no gifts



Twinkling Trees...

Shopping & decorating in preparation for Christmas

Christmas preparations



Shopping for Christmas

When it comes to shopping for Christmas, the UK is ahead of the game and Brits are more likely than other nationalities to start early in September or October. Globally, most people intend to shop between November and early December, but a significant proportion of Americans plan to leave their shopping until the week before Christmas.

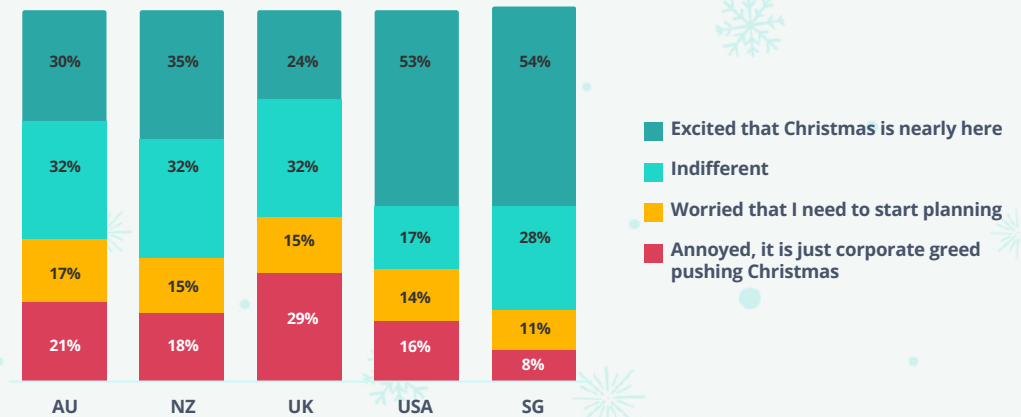
Decorations in the shops

Reactions to the appearance of Christmas decorations in the shops is mostly indifferent or positive. Festive decorations in the shops are most likely to be greeted with excitement by Americans (53%) and Singaporeans (54%). Brits are the least likely to be excited, with just 24% delighted to see Christmas decorations in the shops and 29% frankly annoyed by this apparent commercialisation of Christmas.

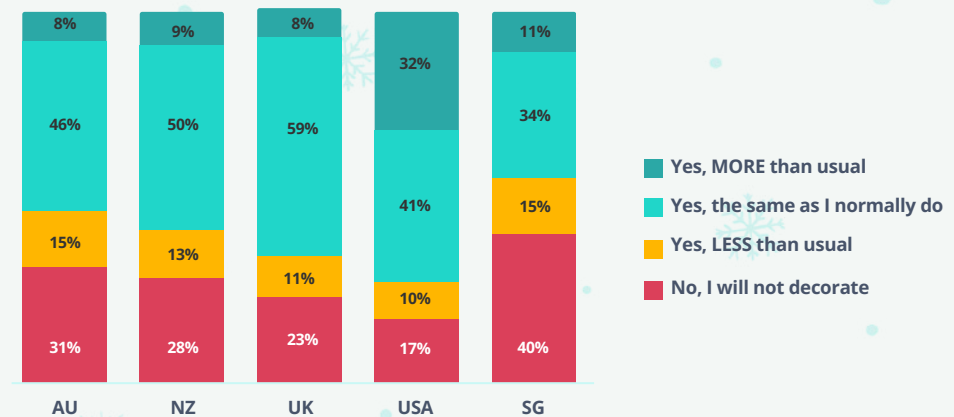
Decorations at home

Brits (78%) and Americans (83%) are the nationalities most likely to decorate at home for Christmas this year. There is significant enthusiasm to decorate more than usual in American homes, with a third of people (32%) getting on board. Singaporeans are the least likely, with just 60% planning to decorate at home.

Reaction to Christmas decorations in shops



Decorating the home for Christmas



Christmas preparations



Shopping for Christmas

Australians are returning to their normal Christmas preparation routines, after a surge of enthusiasm for early Christmas shopping in 2022. This year, two thirds (67%) of Aussie shoppers are planning to start in November or earlier, while only one third (33%) plan to shop for Christmas during December.

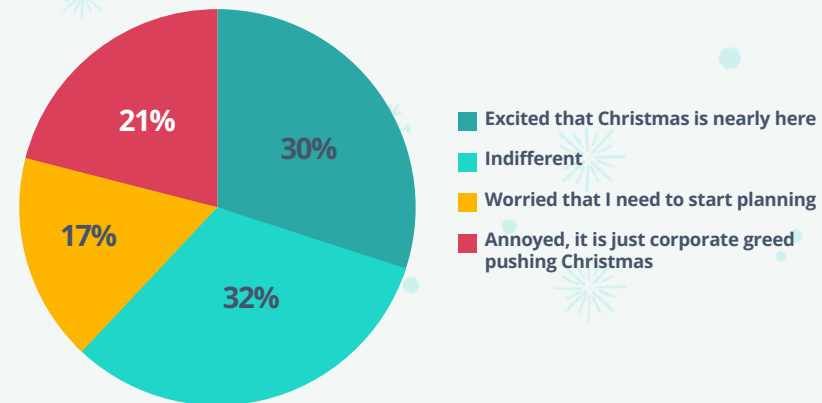


67% of Australians plan to start their Christmas shopping before December

Decorations in the shops

Australians are divided on their reaction to the first signs of Christmas decorations in the shops. The largest segment of Aussies are indifferent (32%), but nearly as many are excited that Christmas is nearly here (30%). As many again are annoyed or worried (38%) by this sign of the impending festive season, suggesting that Australian retailers should reconsider their plans to 'deck the malls' this Christmas.

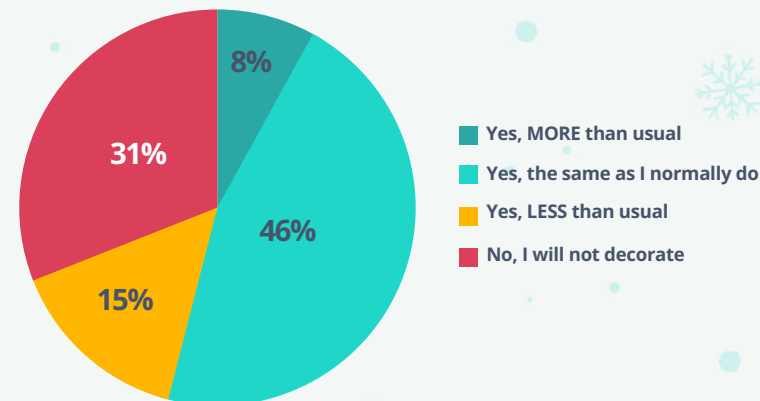
Reaction to Christmas decorations in shops in Australia



Decorations at home

In 2023, nearly half of Australians (46%) plan to stick to the routine and decorate the home as they normally do at Christmas. A small number will decorate less (15%) or more (8%) than usual, but almost a third (31%) have no intention to decorate their home at all this Christmas.

Decorating the home for Christmas in Australia



Christmas preparations

New Zealand



Shopping for Christmas

New Zealanders are mostly motivated to get an early start on their Christmas shopping in 2023, with most (61%) planning to start before December. While this is a majority, there is a noticeable departure from the recent trend to start shopping earlier each year which defined the 2019-2022 period. A record number of people are planning to start shopping during December (38%), substantially more than the 28% of late shoppers recorded at Christmas 2022.

Decorations in the shops

There is no consensus among New Zealanders on the appropriate reaction to the arrival of Christmas decorations in the shops. The most common reactions are excitement that Christmas is nearly here (35%), or indifference (32%). A third are either worried or annoyed (33%) by this reminder that Christmas is just around the corner.

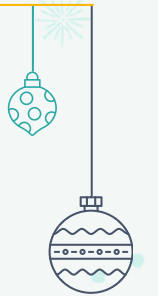
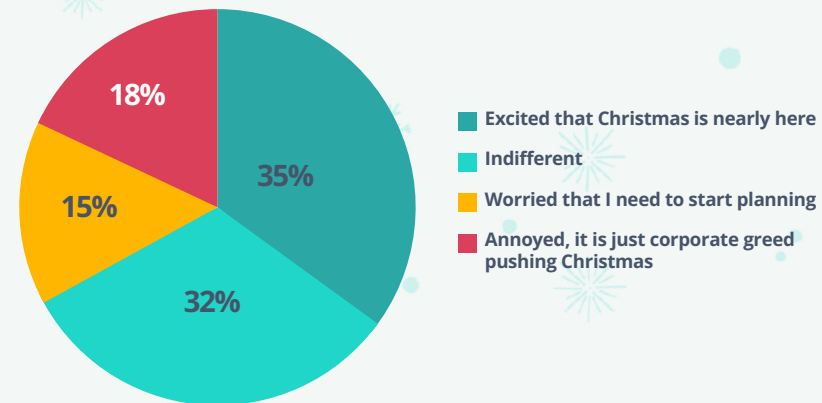
Decorations at home

Most New Zealanders (72%) plan to get in the Christmas spirit by decorating their home this year, with the majority (50%) planning to decorate as much as they normally do. Just 9% of New Zealanders plan to decorate more than usual, and around a quarter (28%) do not plan to decorate at all.

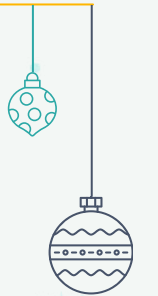
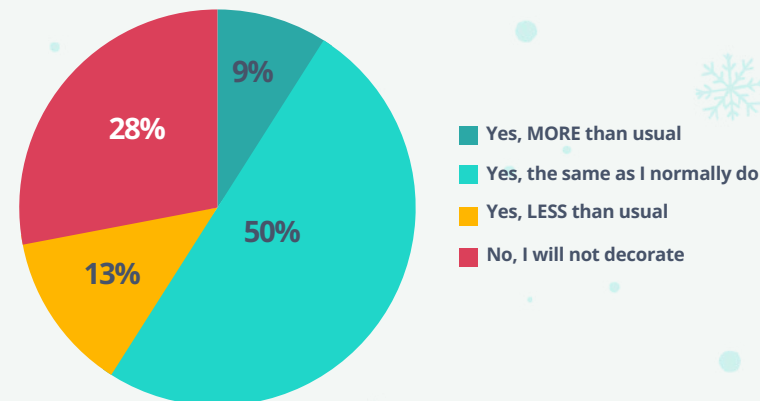


61% of New Zealanders plan to start their Christmas shopping before December

Reaction to Christmas decorations in shops in New Zealand



Decorating the home for Christmas in New Zealand



Christmas preparations

United Kingdom



Shopping for Christmas

The British have a preference for starting their Christmas shopping early with three quarters (74%) planning to start before December. Only a quarter (26%) plan to start during December, and most of those (18%) plan to start in early December. This is consistent with the previous three years and speaks to the enthusiasm of those in the UK for the Christmas season.

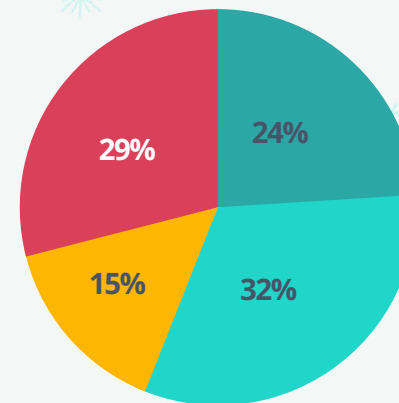


74% of Brits plan to start their Christmas shopping before December

Decorations in the shops

Brits are somewhat resentful of the commercialisation of Christmas, with just one quarter (24%) excited by the arrival of Christmas decorations in the shops. A significant segment of people in the UK are outright annoyed (29%) or worried (15%) by the impending signs of Christmas in the shops.

Reaction to Christmas decorations in shops in the UK

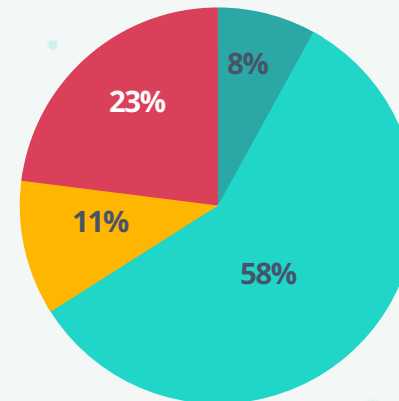


- Excited that Christmas is nearly here
- Indifferent
- Worried that I need to start planning
- Annoyed, it is just corporate greed pushing Christmas

Decorations at home

Christmas in the UK starts at home, with three quarters (77%) planning to decorate their homes. Most people (58%) expect to follow their traditional decoration routine, but 8% plan to embrace the Christmas spirit and decorate their homes more than usual in 2023.

Decorating the home for Christmas in the UK



- Yes, MORE than usual
- Yes, the same as I normally do
- Yes, LESS than usual
- No, I will not decorate

Christmas preparations

United States of America



Shopping for Christmas

American Christmas shoppers are polarised when it comes to planning the timing of their Christmas shopping. A surprisingly large segment (21%) plan to get organised and start their shopping by September or earlier, and 65% by December. Taking an opposite view and embracing last minute preparations, a significant minority (13%) are expecting to hold off on their Christmas shopping until the week before Christmas.

Decorations in the shops

Americans enthusiastically greet the arrival of Christmas decorations in the shops. A majority (53%) are excited by the first signs of the festive season, while just 30% of Americans have a negative reaction to decorations appearing in the shops.

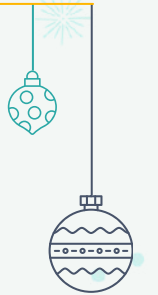
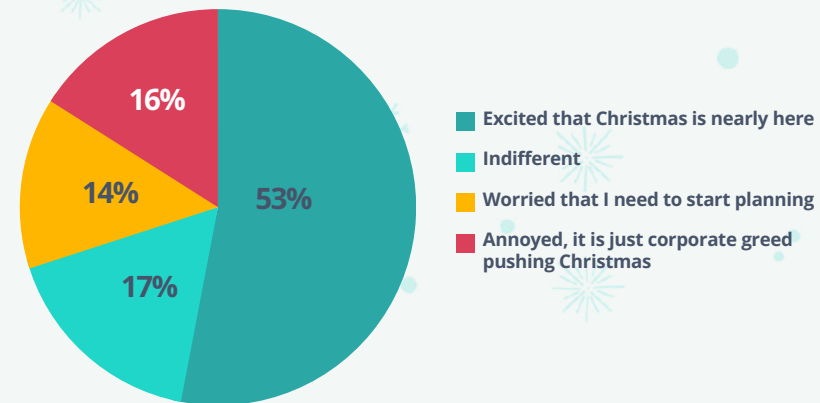
Decorations at home

American homes are set to be festively decorated this year. Almost a third (32%) are planning to decorate more than usual and 41% will decorate their homes as much as usual. Just 17% will not decorate their homes at all.

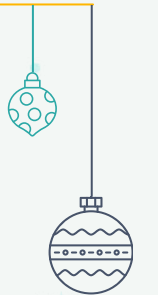
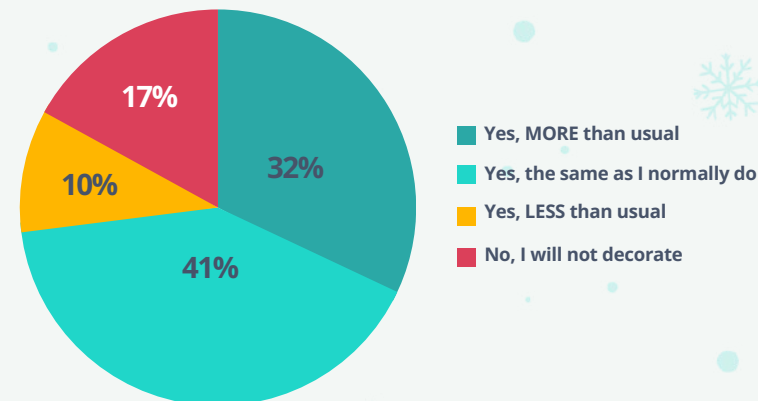


65% of Americans plan to start their Christmas shopping before December

Reaction to Christmas decorations in shops in the USA



Decorating the home for Christmas in the USA



Christmas preparations

Shopping for Christmas

The Christmas shopping season in Singapore is quite narrow, with two thirds of people (67%) planning to shop in November or early December. Overall, there is a preference for shopping later rather than earlier, with 42% leaving their shopping until December.

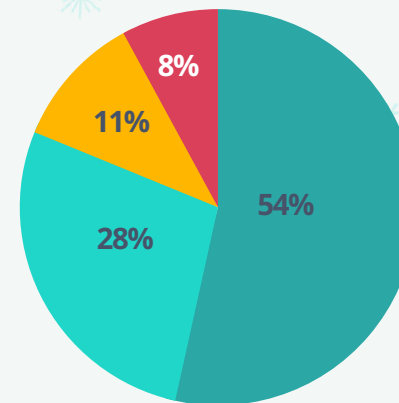


58% of Singaporeans plan to start their Christmas shopping before December

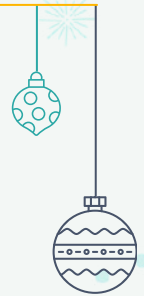
Decorations in the shops

Singaporeans are likely to react with excitement (54%) when they first notice Christmas decorations appearing in the shops. A significant number of people are indifferent (28%), but just 19% react with anxiety or anger when they notice this sure sign that Christmas is just around the corner, suggesting that decorations in shops are well received by the majority of Singaporeans.

Reaction to Christmas decorations in shops in Singapore



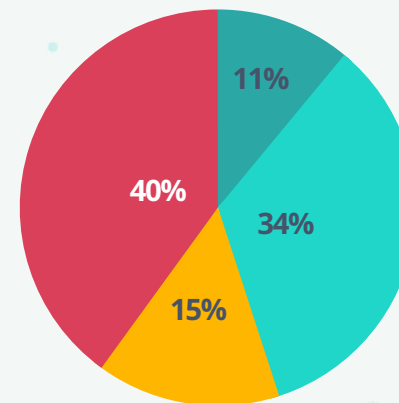
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- Indifferent
- Worried that I need to start planning
- Annoyed, it is just corporate greed pushing Christmas



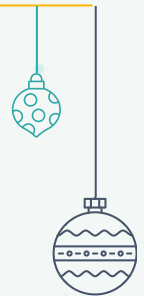
Decorations at home

Home decorations are a less important part of Christmas celebrations in Singapore. 60% of Singaporeans plan to decorate at home, but just 11% will decorate more than usual and 40% will not decorate at all.

Decorating the home for Christmas in Singapore



- Yes, MORE than usual
- Yes, the same as I normally do
- Yes, LESS than usual
- No, I will not decorate





Enchanting Evenings...

Workplace celebrations & closures, travel plans & the perfect Christmas

Workplaces and travel

Global summary



Workplaces at Christmas

Expectations for a workplace Christmas celebration differ between nations. Working Americans are very likely to anticipate a workplace party, unlike Brits who have lower expectations of their employers.

Overall most people, regardless of nationality, are looking forward to taking a break when their workplace closes over Christmas. However, every country has a small group (<10%) that would rather take their leave at another time and resent the compulsory use of annual leave over Christmas.

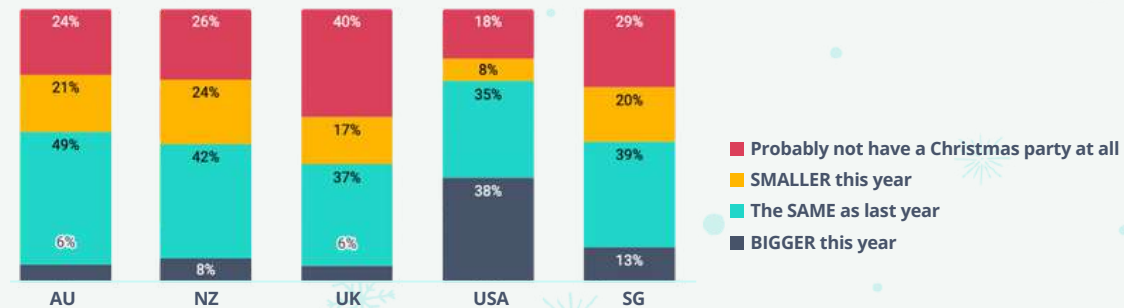
Christmas travel

Christmas is an ideal time to travel as it coincides with holidays and family celebrations. Globally, around half of the population intends to travel for Christmas 2023. Only a small group (<10%) will travel internationally in most nations, except Singapore where almost a quarter of people intend to travel abroad.

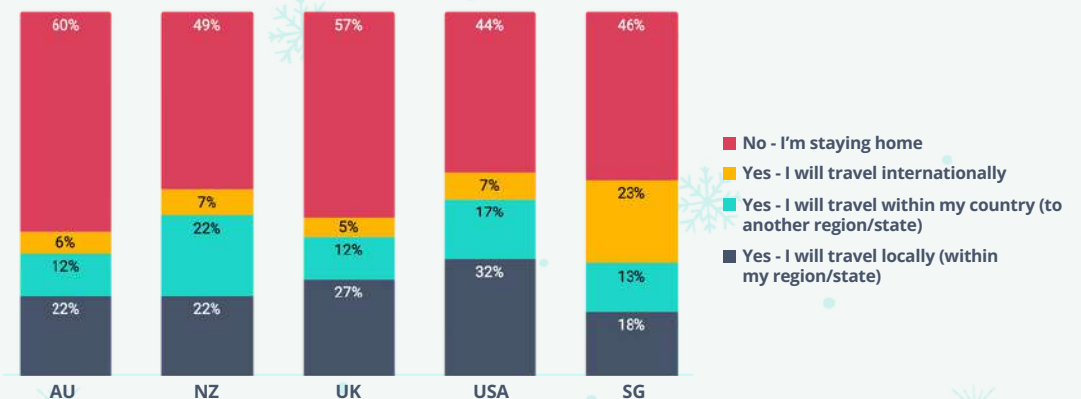
A perfect Christmas

Globally, there is a consensus that the ideal Christmas is one spent enjoying a meal with family, preferably at home. New Zealanders were the most likely nationality to agree with this sentiment, while Americans were the most likely to prefer a fancy restaurant venue. Singaporeans were the most likely to prefer to spend the day alone.

Expectations for work Christmas party



Travel over Christmas



Workplaces and travel



Workplaces at Christmas

One in 5 working Aussies (21%) are expecting that rising costs will put the brakes on planning for this year's workplace Christmas party. Around half of working Australians are expecting their company Christmas party to be similar to last year, but 1 in 4 (24%) do not expect to be treated to a workplace celebration at all.

Australians who work are mostly looking forward to their workplaces closing over the Christmas period and enjoying their hard-earned leave (64%). One quarter of working Aussies are employed by businesses that do not close at Christmas, but of those one in three still plan to take annual leave over Christmas.

Around 1 in 10 working Australians (9%) do not appreciate being compelled to take their annual leave at Christmas, perhaps because of limited and expensive travel choices over the peak period.

Christmas travel

Christmas travel plans are in the works for 40% of Australians this year. Only 6% plan to travel internationally, reflecting the high cost of travel from the island nation. One in three Australians will travel within Australia, either locally or interstate.

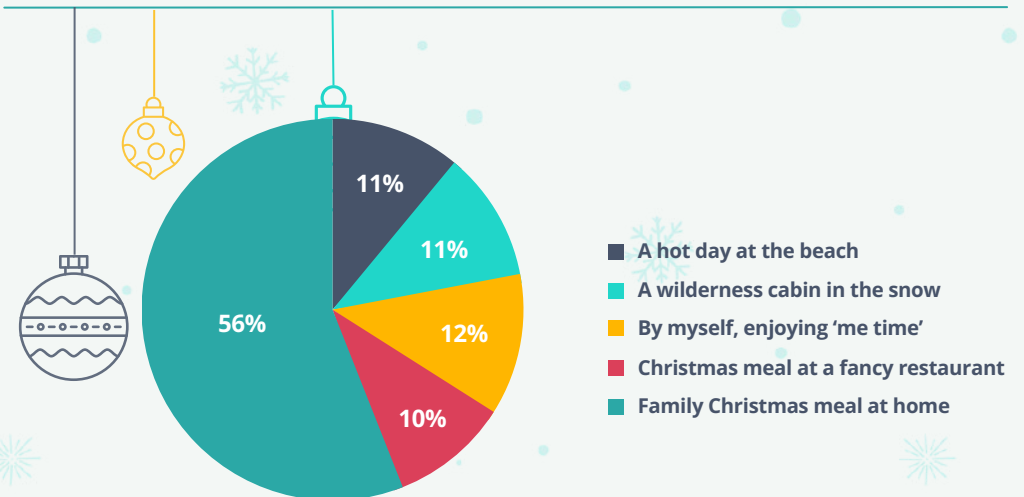
A perfect Christmas

The ideal Christmas day for most Aussies features a meal with their family, either at home (56%) or a fancy restaurant (10%). Other popular choices are a day at the beach (11%) or a wilderness cabin in the snow (11%). Controversially, 1 in 10 Australians would like nothing better than a day to themselves for some quality 'me time'.



56% of Aussies would prefer to spend Christmas enjoying a meal with their family

The perfect Christmas in Australia



Workplaces at Christmas

Half of all working New Zealanders expect that rising costs will mean their workplace Christmas party this year will either be smaller (24%) or cancelled (26%). 42% expect it to be similar to last year, and a lucky 8% of working New Zealanders expect it to be bigger and better than ever. It seems that rising costs are starting to bite businesses, not just consumers.

A majority of working New Zealanders (60%) are looking forward to their workplaces closing over Christmas. One in three (32%) of New Zealanders are employed in a business that does not close over the holidays, but around a third of those will take annual leave regardless.

Just 10% of New Zealanders are unhappy about being made to take their annual leave over Christmas, when travel expenses are highest.

Christmas travel

Around half of New Zealanders (51%) plan to travel this Christmas. Most New Zealander travellers are planning to travel domestically, with just 7% overall travelling internationally.

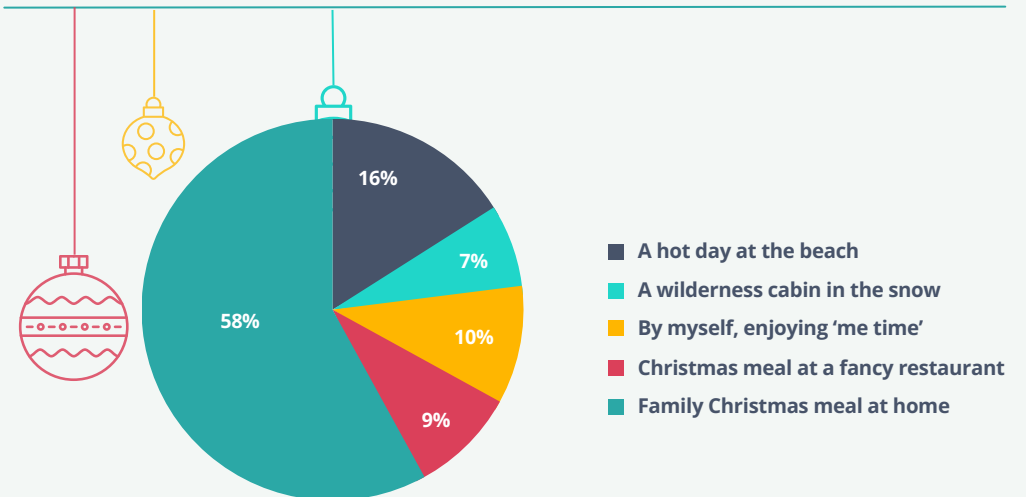
A perfect Christmas

The ideal Christmas for the average New Zealander is a nice meal at home with their family (58%). Just 10% would prefer to spend some quality 'me time', away from other people. Fun escapes such as a hot day at the beach (16%) or a cabin in the snow (7%) also appeal to some, but for most New Zealanders, Christmas is really a family occasion.



58% of New Zealanders would prefer to spend Christmas enjoying a meal with their family

The perfect Christmas in New Zealand



Workplaces and travel

United Kingdom



Workplaces at Christmas

With rising costs making a dent in company budgets, 40% of working Brits do not expect to be invited to a workplace Christmas party this year. Around a third (37%) are expecting their workplace festive celebration to cost the same as usual, and just 6% are expecting their boss to push the boat out and spend more this year.

Most working Brits (63%) are looking forward to the Christmas closure at their workplace, with some (12%) choosing to take additional leave. Around a third of workplaces will be open over the holiday season, but a little less than half of workers in that situation still choose to take annual leave over Christmas.

Just 6% of British workers would prefer not to have to take leave over Christmas when their workplace closes, perhaps to preserve it for a time of year when travel is more affordable.

Christmas travel

Less than half (43%) of Brits intend to travel this Christmas. Just 5% of Brits are planning an international holiday, and most travellers will visit a local destination.

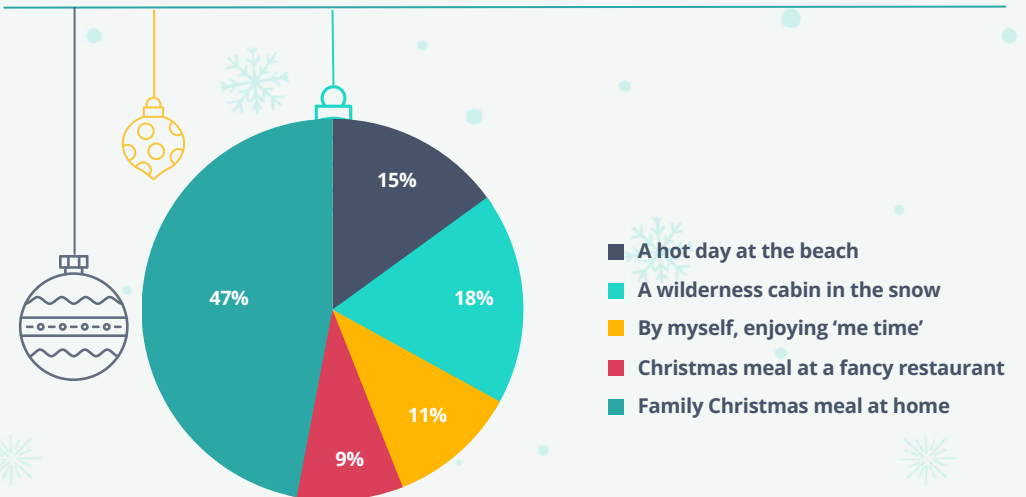
A perfect Christmas

Around half of Brits would most like to spend Christmas enjoying a meal with their family. But in the middle of a dreary winter, 15% would love nothing better than to escape to a hot beach for the day. Just 11% want to spend some quality 'me time' alone on Christmas day.



47% of Brits would prefer to spend Christmas enjoying a meal with their family

The perfect Christmas in the UK



Workplaces and travel

United States of America



Workplaces at Christmas

Three quarters of Americans are anticipating their workplace Christmas party to be as big (35%) or bigger (38%) than last year, reflecting a moderation of recent economic stress. Their optimism far outweighs the 8% of Americans who are expecting their boss to spend less than usual on their workplace party.

Americans are also looking forward to their workplaces closing over the festive period. Most (74%) plan to enjoy the break, but only 9% will use annual leave to extend the holiday. Around 1 in 5 (18%) are employed by businesses that do not shut over the Christmas period, and of those around a third will choose to take leave regardless. Only 8% of Americans wish that they did not have to take any leave at all.

Christmas travel

Travel is on the cards for most (56%) of Americans this Christmas. However, just 7% of Americans plan to travel internationally. Most people will travel domestically (49%) and the largest group (32%) will travel locally in their region.

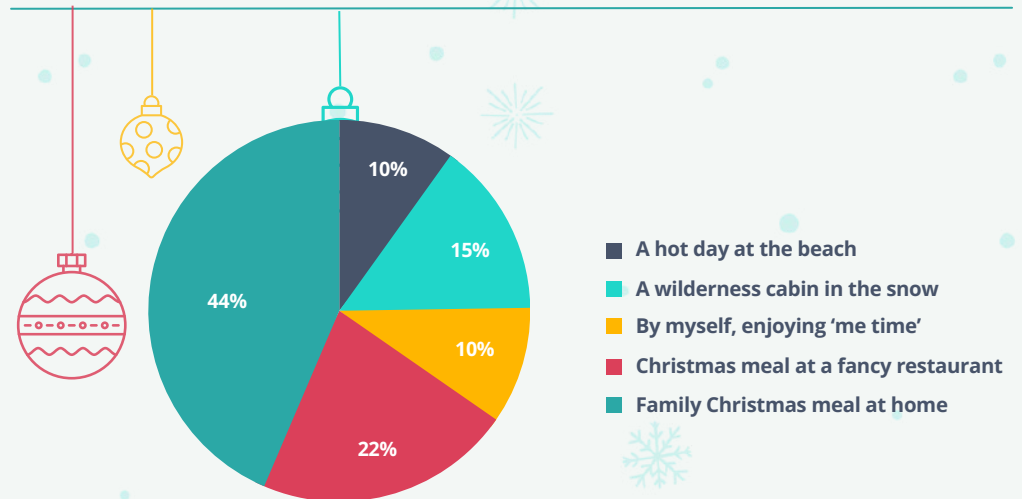


44% of Americans would prefer to spend Christmas enjoying a meal with their family

A perfect Christmas

Americans hold a range of views on the perfect Christmas experience. A pleasant meal with family is the most popular plan (66%), either at home (44%) or at a fancy restaurant (22%). A significant group of people would like nothing better than to get away from it all at a beach (10%), a snowy cabin (15%) or even just some precious alone time (10%).

The perfect Christmas in the USA



Workplaces at Christmas

Some workers in Singapore (29%) are not expecting to be treated to a workplace Christmas party this year. After a recent fall in inflation, 39% of people expect their work Christmas party to be similar in scale to last year (39%) or even bigger (13%).

Workplace closures over the Christmas period are the norm for Singaporeans, with just 19% of workers employed by businesses that remain open during that period. In fact, 73% of Singaporeans are eagerly awaiting the Christmas shutdown and the chance to take a break from work, with 20% planning to take additional leave. Just 7% of Singaporeans are reluctant to take leave at this time of year, and would prefer that their workplace remained open.

Christmas travel

Christmas is a great time to travel, with many Singaporeans taking this opportunity in 2023. A majority (54%) are planning to travel this year, with 22% of Singaporeans travelling internationally.

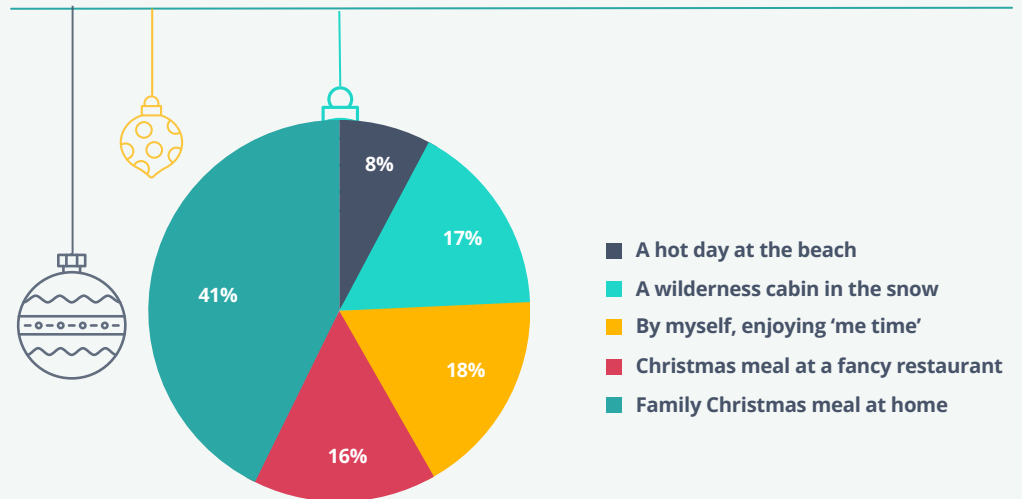


41% of Singaporeans would prefer to spend Christmas enjoying a meal with their family

A perfect Christmas

Almost 1 in 5 Singaporeans (18%) would like nothing better than a quiet day alone at Christmas. A meal with family is the ideal Christmas plan for 41% of Singaporeans, but many others (17%) would relish the chance to escape the heat and enjoy Christmas at a cabin in the snow.

The perfect Christmas in Singapore





Festive Finances...

Christmas budgets & cost-of-living pressures

Christmas budgets



Cost-of-living pressures

Americans are feeling bullish about their economic position and are the only nationality where a majority intend to spend more on Christmas celebrations in 2023 than in previous years. Singaporeans are the most likely to plan to spend less. Americans are also the most likely to plan to spend more on food and drink, in contrast to Singaporeans and Australians who are planning to cut back on this expense.

When thinking of strategies to better manage their Christmas budgets to accommodate rising consumer prices, all nationalities intend to minimise gift purchasing. This is particularly the case in Singapore, Australia and New Zealand. Finding cheaper alternatives for favourite festive foods was a priority in all countries except the USA.



Average amount budgeted for festive food and drink over the holidays in 2023.

Australia **\$306** | New Zealand **\$334** | UK **£200**

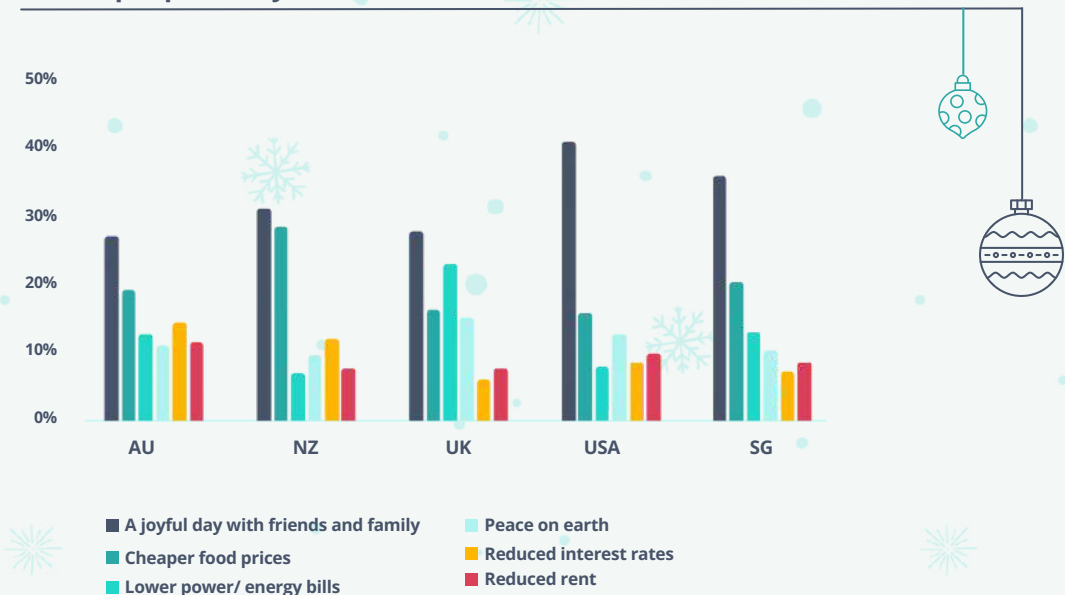
USA **\$460** | Singapore **\$306**

Christmas wishlist

When presented with a shortlist of Christmas wishes, the prospect of a joyful day with family and friends was the top pick in all nations, proving that Christmas really is a time to spend with loved ones. Interestingly, economic priorities featured in the wishlist of those nations affected by stubbornly high inflation: New Zealanders and Aussies want cheaper food prices and Brits want lower energy bills.

The dependable Christmas wish of 'peace on earth' has lost popularity.

What people really want this Christmas



Christmas budgets



Cost-of-living pressures

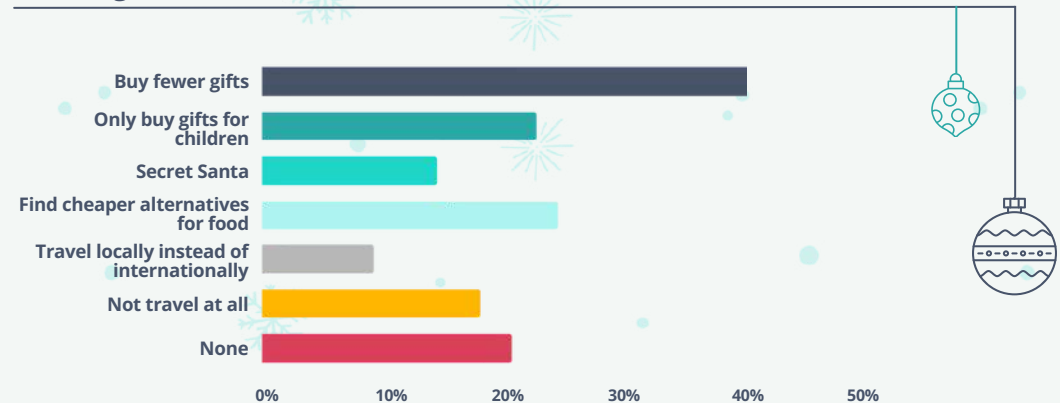
The proportion of Australians looking to save money on Christmas expenses this year has risen to 65%, up from 59% in 2022. When prompted to estimate, Aussies plan to spend around \$306 on food and drinks, level with the previous two years. But rapidly inflating food prices are perceived to be a concern. For three consecutive years, there has been a rise in the number of Aussies who plan to spend less on food and drink at Christmas, up from 28% in 2021 to 43% in 2023. Rising food prices have prompted 1 in 4 Aussies (25%) to source cheaper food.

Just 20% of people will not make any changes to their Christmas purchasing in response to inflationary pressure on their budget. Among those who are planning to reduce their Christmas budget in 2023, the most popular approach is to buy fewer gifts (42%), only gifts for children (22%), or join a Secret Santa (14%). Cutting back on travel (27%) is another popular way to ease the pressure without cancelling Christmas altogether.

Christmas wishlist

When choosing from a hypothetical wishlist, many Aussies prioritised a meaningful experience with their family and friends (28%) or peace on earth (12%) ahead of economic relief. However, cheaper food (20%) or power (13%), and lower interest rates (15%) or rent (12%) would be the best gift for many Aussies this Christmas.

Cutting Christmas costs in Australia



28% of Australians want to have a joyful day with friends and family at Christmas... but **20%** just want cheaper food prices

Christmas budgets



Cost-of-living pressures

New Zealanders are most likely (65%) planning to spend less on Christmas this year due to increased costs of living, up from 60% in 2022.

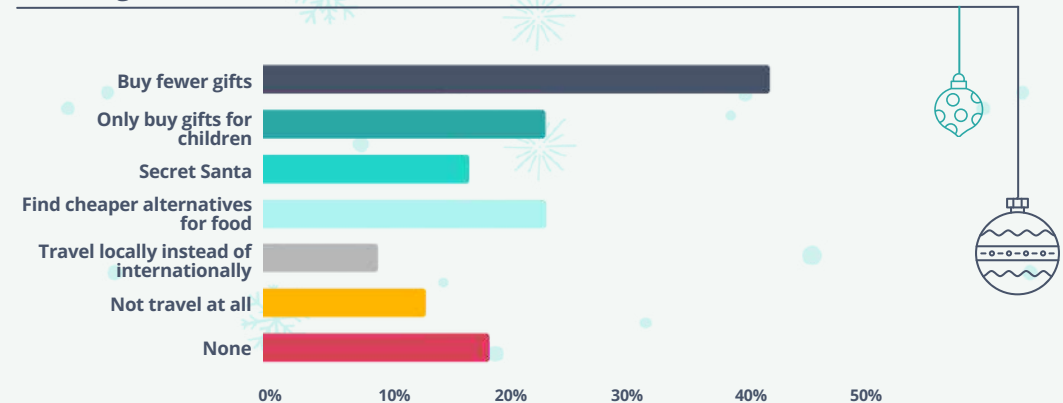
When it comes to purchasing food and drink for the festive season, New Zealanders are more likely to spend less (38%) than more (23%) than in previous years. However, the average amount that they plan to spend on food and drink is around \$330, which is steady since 2021. Because food prices have risen dramatically, a quarter of people (25%) intend to source cheaper food this year to stretch their budget further.

Just 20% of New Zealanders refuse to cut costs this Christmas to manage the impact of inflation on their budget. Among the majority who plan to make some changes, buying fewer gifts (43%), buying gifts only for children (24%) or being a Secret Santa (18%) are popular strategies. Around a quarter of New Zealanders plan to minimise (11%) or eliminate (15%) their travel plans this Christmas to save money or other essential purchases.

Christmas wishlist

When choosing from a hypothetical wishlist, many New Zealanders prioritised a meaningful experience with their family and friends (33%) or peace on earth (10%) ahead of economic relief. However, cheaper food (30%) or lower interest rates (12%) would be the best gift for many New Zealanders this Christmas.

Cutting Christmas costs in New Zealand



33% of New Zealanders want to have a joyful day with friends and family at Christmas... but 30% just want cheaper food prices

Christmas budgets

Cost-of-living pressures

Brits are divided on their intention to spend less over Christmas due to increased costs of living, with 57% planning to minimise their budget.

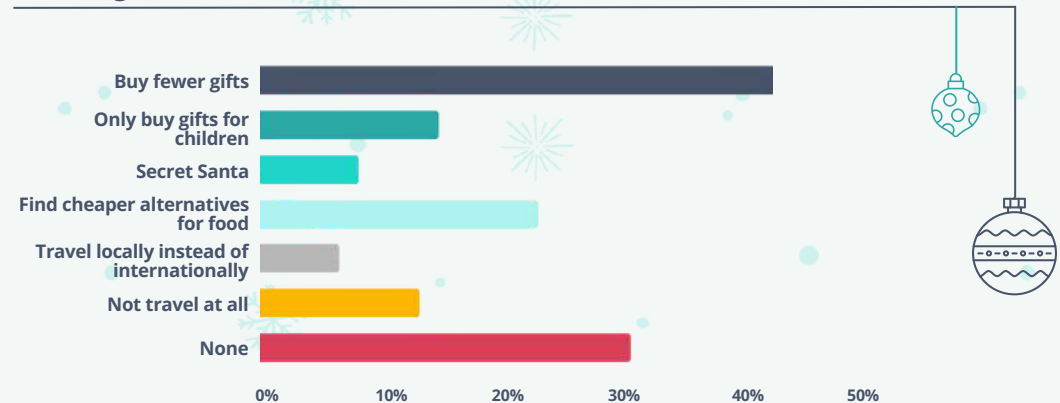
Spending on Christmas food and drinks is more likely to be reduced (37%) than increased (15%). This is in line with 2021, but lower than the peak of 2022 when 45% of Brits were planning to cut their Christmas food and drink budget. Likewise, the average amount that Brits plan to spend on food and drink this festive season is around £200, similar to 2021.

Popular strategies to reduce Christmas expenses include buying fewer gifts (42%), only buying gifts for children (15%) and being a Secret Santa (9%). Swapping to cheaper food options (23%) and travel only to local destinations (7%) are other ways that Brits plan to minimise their Christmas expenses.

Christmas wishlist

When choosing from a hypothetical wishlist, many Brits prioritised a meaningful experience with their family and friends (29%) or peace on earth (16%) ahead of economic relief. However, lower energy bills (24%) and cheaper food (17%) would be the best gift for many Brits this Christmas.

Cutting costs in the UK



29% of Brits want to have a joyful day with friends and family at Christmas... but 24% just want lower energy bills

Christmas budgets

Cost-of-living pressures

Most Americans are optimistic about their financial situation this Christmas, with slightly less than half feeling the need to spend less than usual on Christmas expenses in 2023.

The budget for festive food and drinks is also expected to increase for many Americans (37%), outnumbering those who plan to cut back (28%).

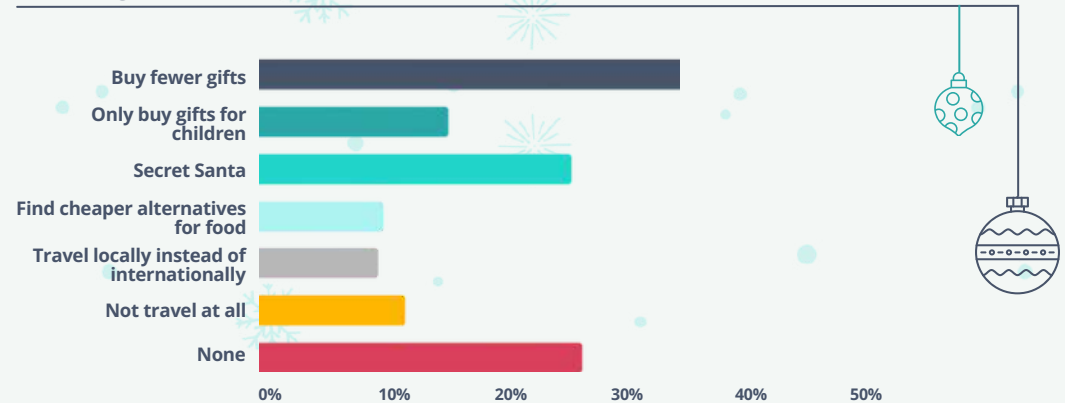
On average, Americans plan to spend around \$460 on food and drinks, skewed by a minority of people (11%) who plan to spend between \$1000 to \$3000 on these items. Just 11% of Americans who plan to reduce their Christmas spending will resort to finding cheaper alternatives for their favourite Christmas foods.

Popular strategies among those who do plan to reduce their Christmas spending this year include buying fewer gifts (34%), being a Secret Santa (25%) or buying gifts only for children (16%). Around 1 in 4 intend to cut costs by not travelling (12%) or travelling locally instead of internationally (10%).

Christmas wishlist

When choosing from a hypothetical wishlist, many Americans prioritised a meaningful experience with their family and friends (43%) or peace on earth (13%) ahead of economic relief. However, cheaper food (17%) or lower rent (10%) would be the best gift for many Americans this Christmas.

Cutting Christmas costs in the USA



43% of Americans want to have a joyful day with friends and family at Christmas... but 17% just want lower energy bills

Christmas budgets

Cost-of-living pressures

Singaporeans are motivated to reduce their spending for Christmas 2023 (73%) after a long period of high inflation coming to an end. Only 9% of people are not considering any changes to their Christmas plans to save money this year.

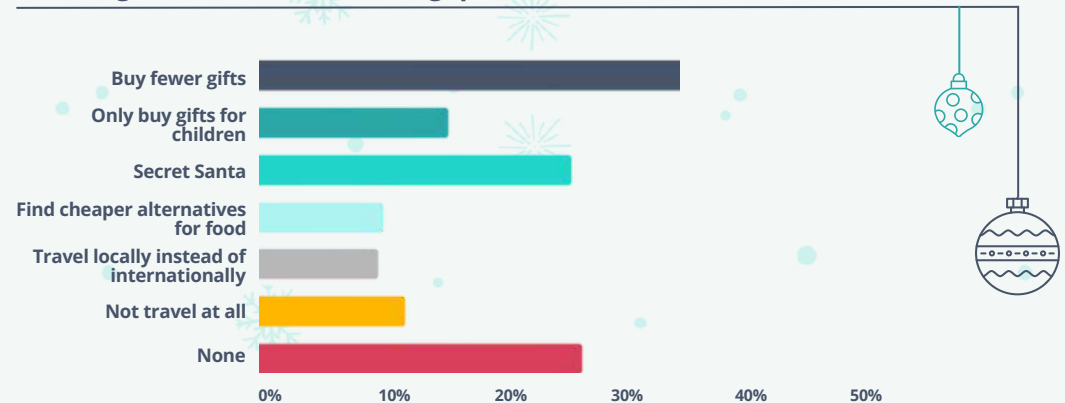
Almost half (44%) intend to reduce their spending on festive food and drinks. A third of Singaporeans (33%) plan to reduce their overall spending this Christmas by finding cheaper alternatives to their favourite festive foods. The average person in Singapore plans to spend around \$300 on festive food and drinks over the holiday season.

Other popular strategies to minimise the Christmas budget include buying fewer gifts (42%), being a Secret Santa (25%) and only buying gifts for children (22%). Travel is an avoidable seasonal expense for many Singaporeans, with 22% opting out of international travel and 13% not travelling at all.

Christmas wishlist

When choosing from a hypothetical wishlist, many Singaporeans prioritised a meaningful experience with their family and friends (38%) or peace on earth (11%) ahead of economic relief. However, cheaper food (21%) and power (14%) would be the best gift for many Singaporeans this Christmas.

Cutting Christmas costs in Singapore



38% of Singaporeans want to have a joyful day with friends and family at Christmas... but **21%** just want cheaper food prices



Nostalgia & Nativity...

Religious views at Christmas

Seasonal reflections

Global summary



Religious thoughts at Christmas

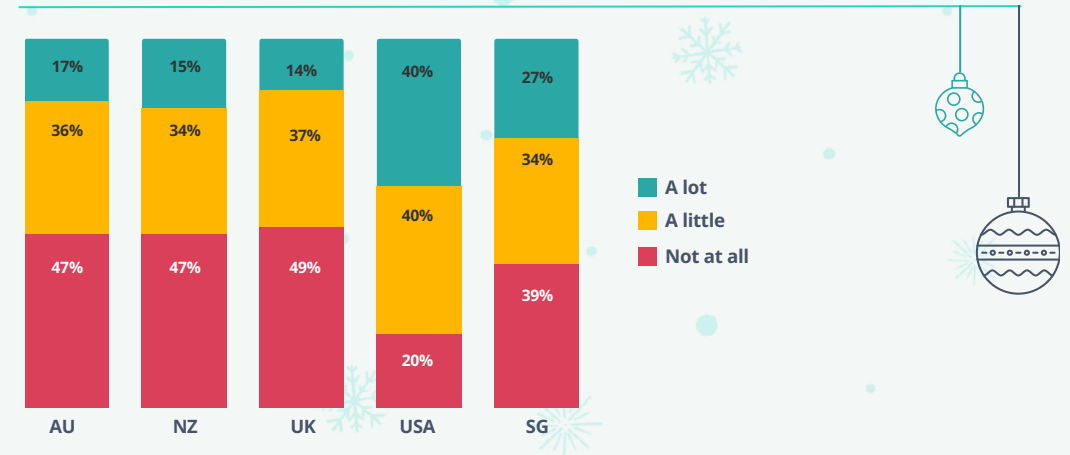
Most people we spoke to agree they think about religion (at least a little) during Christmas time. Religious thoughts are strongest in the USA, with 40% saying they think a lot about religion. This is far ahead of Singapore (27%), New Zealand (19%) and Australia (17%), with the UK (14%) least likely. In fact, only 20% of those in the USA do not think about religion at Christmas vs almost half of people in Australia and New Zealand.

Despite already being more conscious of religion than other nationalities are during Christmas, 27% of Americans also feel that they are thinking about religion even more than last year. Singapore is more divided, with similar proportions thinking more and less. Conversely, religious thoughts are on the decline in Australia, New Zealand and the UK.

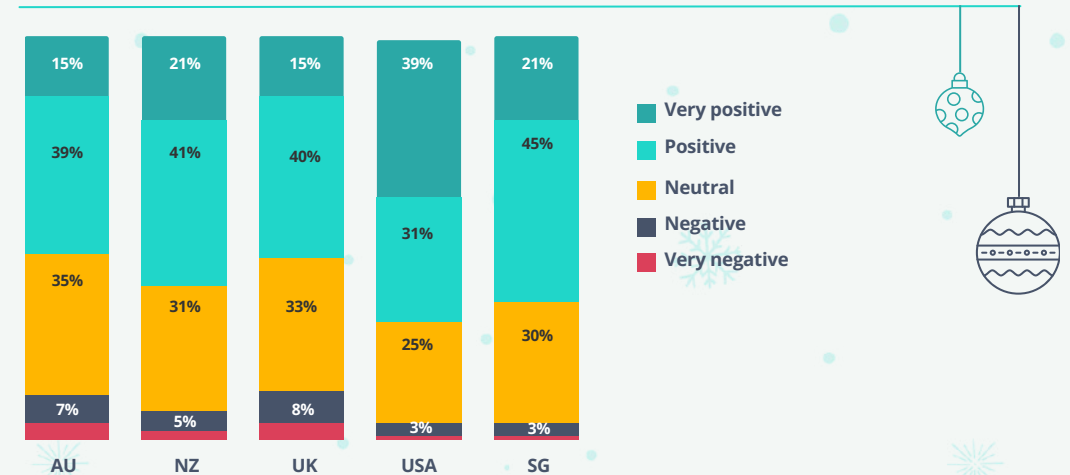
Positivity towards Christmas

While the majority of people are positive about Christmas, Americans are the most positive (70%), with over one-third (39%) very positive. While still in the minority, Australians (11%) and those in the UK (12%) are most negative. Among those with negative thoughts at Christmas, the extra demands on finances is the leading driver across all countries surveyed.

Thinking about religion at Christmas



Positivity during the festive season



Seasonal reflections



Religious thoughts at Christmas

Australians are divided on religion, with just over half (53%) thinking about religion at Christmas time. This is very consistent over time for Aussies. However religious preoccupation at Christmas is in decline, with 16% thinking about it less this year than 2022. This is on par with last year (17%) and up from 2021 (14%), suggesting that religion has declining significance in festivities across the country.

Positivity towards Christmas

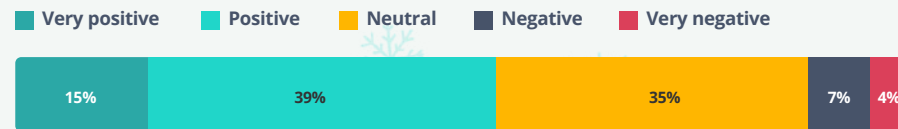
There is high positivity towards the festive season in Australia, with 54% feeling emotionally positive. However this is down slightly from the past two years (57% and 56% respectively).

Unfortunately, 11% feel negative about the festive season, driven by a number of negative factors impacting people at Christmas. Only 30% say they are not negatively impacted by various factors at Christmas, which is consistent with last year and down on 2021. With continued inflation during 2023, the extra demands on finances (38%) continues to be the leading negative driver during this time (36% in 2022). The pressure to be happy (21%) and family estrangement issues (19%) are also sources of negativity for Australians at Christmas.

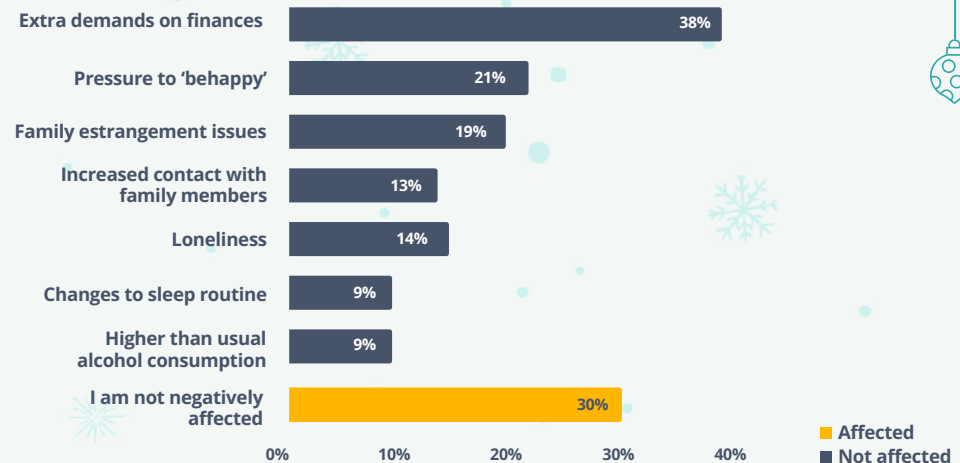


54% of Australians feel emotionally positive about the festive period

Positivity during the festive season in Australia



Causes of negative feelings at Christmas in Australia



Seasonal reflections



Religious thoughts at Christmas

New Zealanders are divided on religion, with just over half (53%) thinking about religion at Christmas time. However, religious preoccupation at Christmas is in decline, with 13% thinking about it less this year than in 2022. This is up slightly from last year (10%) and 2021 (11%), suggesting that religion is diminishing in relevance to Christmas each year in New Zealand.

Positivity towards Christmas

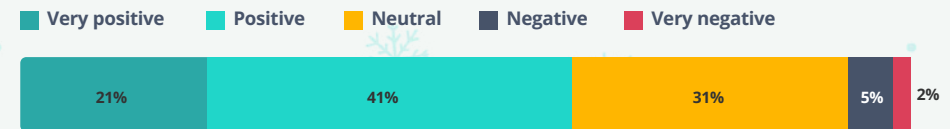
There is high positivity towards the festive season in New Zealand, with 62% feeling emotionally positive. This is at a similar level to the past two years (66% in 2022 and 59% in 2021).

Unfortunately 7% feel negative about the festive season, which links with the number of negative factors impacting people at Christmas. Only one third (32%) say they are not negatively impacted by various factors at Christmas, which is lower than in 2022 (37%) and 2021 (39%), suggesting that New Zealanders are more impacted this year. The extra demands on finances (43%) continues to be the leading negative driver and has increased in 2023 (up from 39% in 2022 and 33% in 2021). Other contributors to negative emotions at Christmas are the pressure to be happy (18%) and estrangement from family members (16%).

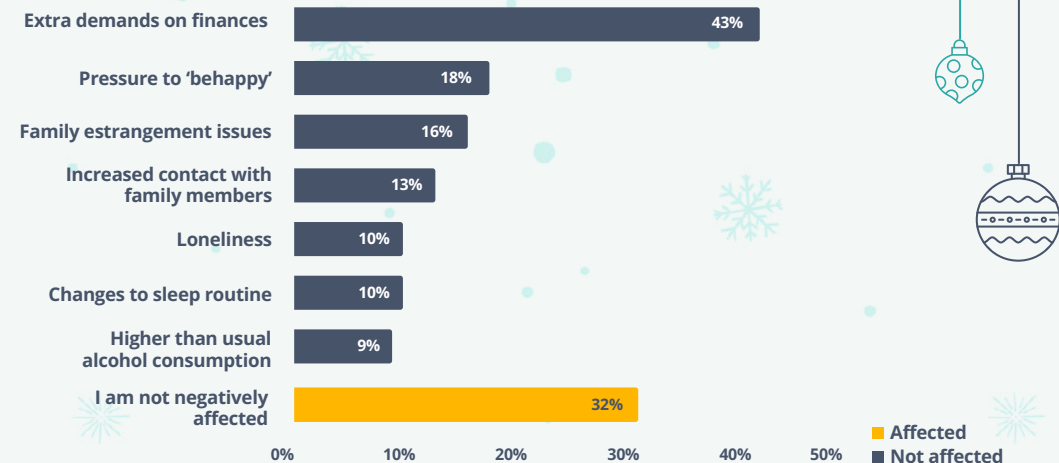


62% of New Zealanders feel emotionally positive about the festive period

Positivity during the festive season in New Zealand



Causes of negative feelings at Christmas in New Zealand



Seasonal reflections

United Kingdom



Religious thoughts at Christmas

Brits are divided on religion, with just over half (51%) thinking about religion at Christmas time. This is consistent with 2022 (52%), but lower than 2021 (58%). This suggests that religion is declining in significance at Christmas in the UK, with 12% thinking about it less this year than in 2022. This is very similar to 2022 (11%) and 2021 (9%).

Positivity towards Christmas

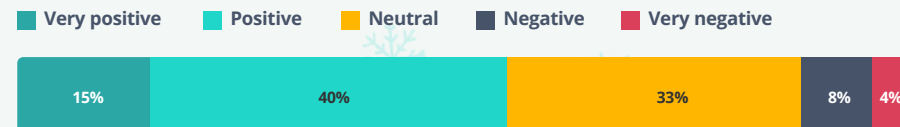
There is positivity towards the festive season within the UK, with 55% feeling emotionally positive. This is at a similar level over the past two years (52% in 2022 and 55% in 2021).

Unfortunately 12% feel negative about the festive season, which links with the number of negative factors impacting people at Christmas. One-third (34%) say they are not negatively impacted by various factors at Christmas, which is similar to the past two years (2022 was 33%, 2021 was 37%), suggesting that Brits feel no more impacted this year. Demands on finances (38%) continues to be the leading negative driver and has increased in 2023 (on par with 2022, 39% and higher than 2021, 31%). Other contributors to negative feelings at Christmas in the UK are the pressure to be happy (23%) and family estrangement (14%).

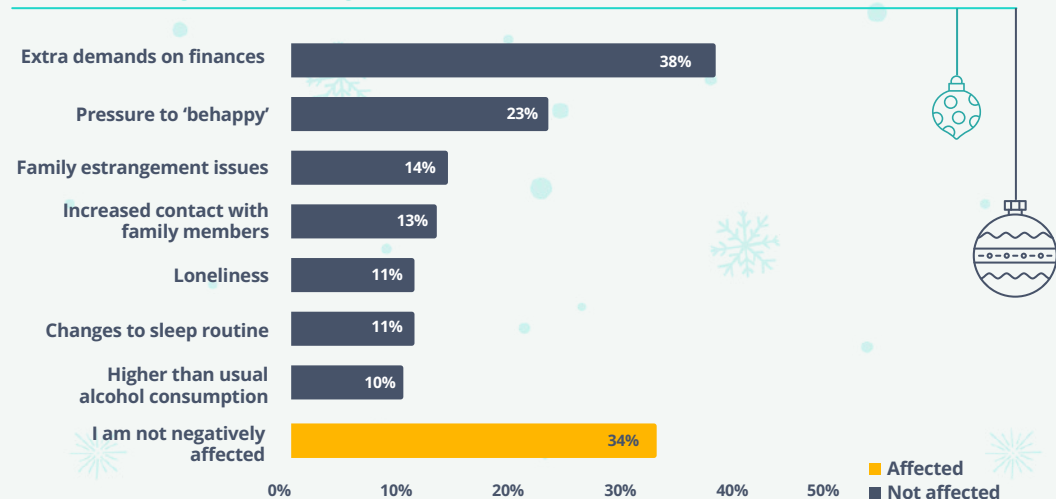


55% of Brits feel emotionally positive about the festive period

Positivity during the festive season in the UK



Causes of negative feelings at Christmas in the UK



Seasonal reflections

United States of America



Religious thoughts at Christmas

Americans are likely to be focused on religion at Christmas, with 80% thinking about religion during the festive season, and 40% thinking about religion a lot. Religious thoughts at Christmas are increasing from an already high level, with 27% claiming to think about religion more this year than in 2022. It is clear that religion plays a strong role at Christmas for Americans, which we do not see across other countries surveyed.

Positivity towards Christmas

There is very high positivity towards the festive season in America, with 70% feeling emotionally positive and 39% saying they are very positive.

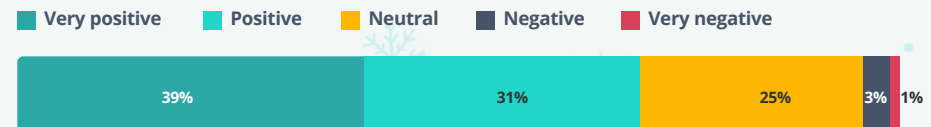
Only 4% feel negative about the festive season, and as such many (41%) claim they are not negatively affected by any emotional issues at Christmas.

With inflation only recently declining, extra demand on finances (25%) was the leading factor Americans worry about, followed by the pressure to be 'happy' (16%) and family estrangement issues (15%).

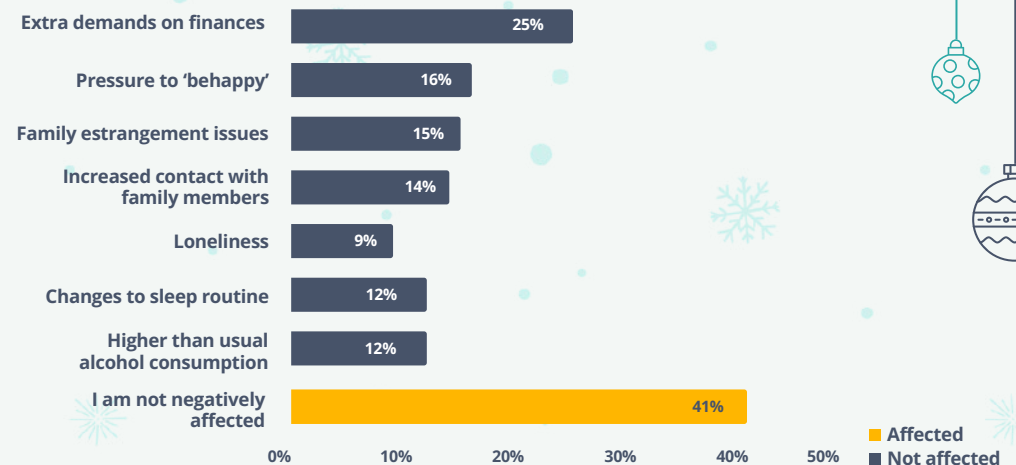


70% of Americans feel emotionally positive about the festive period

Positivity during the festive season in the USA



Causes of negative feelings at Christmas in the USA



Seasonal reflections



Religious thoughts at Christmas

Singaporeans tend to think about religion at Christmas time, with the majority (61%) claiming to do this. This is consistent with 2022 (61%). However this may be changing in the future, with division over whether this is increasing (17%) or decreasing (19%), which is similar to what we saw in 2022 (8% increasing and 20% decreasing).

Positivity towards Christmas

There is high positivity towards the festive season in Singapore, with 66% feeling emotionally positive. This is an increase over the past year (60% in 2022), suggesting that many had a positive experience in 2022.

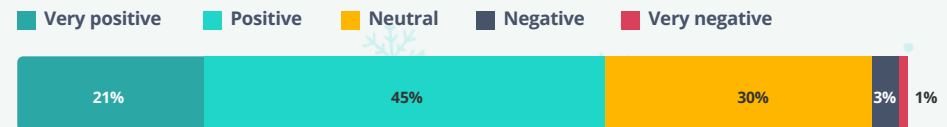
Only 4% feel negative about the festive season, however the majority (73%) do claim to be negatively affected by various issues at Christmas (on par with 2022).

Continued extra demands on finances (34%) was the leading factor Singaporeans worry about, followed by the pressure to be 'happy' (18%). This is consistent with last year where 35% said extra demand on finances was of most concern.

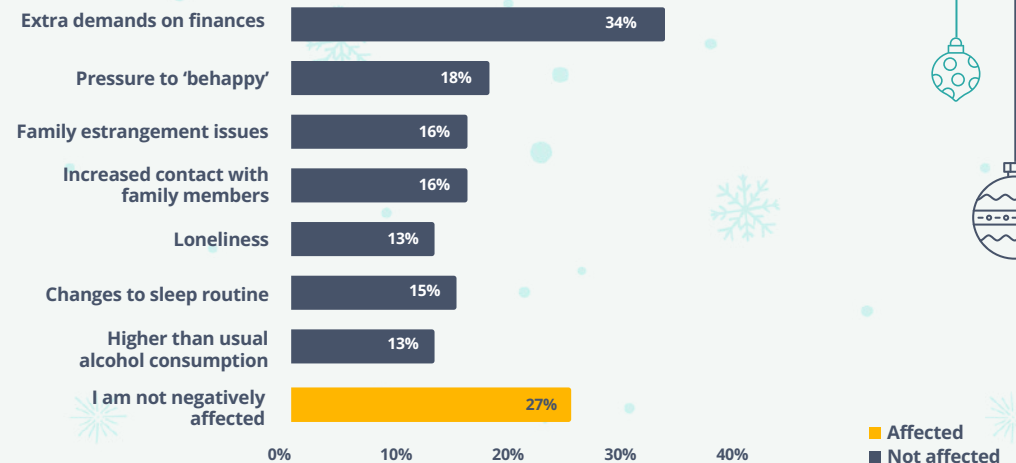


66% of Singaporeans feel emotionally positive about the festive period

Positivity during the festive season in Singapore



Causes of negative feelings at Christmas in Singapore





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