



# Christmas 2019.

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Insight

teamitg

# Insight

## CHRISTMAS OVERVIEW

UK consumers are estimated to have spent £567 million over the Christmas period this year, with travelling enjoying the most significant increase, followed by gifts.

### The new busiest week in the calendar

According to BRC, Black Friday week has now overtaken the week before Christmas as the biggest shopping period of the year for non-food items. This might have been helped by the fact that Black Friday 2019 fell on payday, so consumers had a little more leeway to take advantage of the bargains.

### A Christmas meal out

Pub, bar and restaurant groups enjoyed like-for-like sales growth of 2.5% over the six weeks of the festive season, compared to the same period in 2018, with spending on both food and drink on the rise.

### More than a Lidl increase

Lidl led the way among supermarkets as it recorded sales growth of 10.3% in the 12 weeks to December 29. Its branded products were a particular highlight, up a huge 24% compared to the previous year.

# Insight

## CHRISTMAS OVERVIEW



**UK CONSUMERS ARE ESTIMATED TO HAVE SPENT  
£567 MILLION OVER CHRISTMAS, UP 1.3% FROM 2018**

Black Friday footfall  
was **up 3.3% YOY**

**Restaurant chains saw a  
2.3% uplift**, with managed pub  
and bar groups up 2.7% on 2018

**Supermarkets took a record  
£29.3 billion** through the  
tills in the 'Golden Quarter'



Monday 23rd December was the  
**largest shopping day ever recorded at £798 million**



**Confectionery grew by 2.2%** over the festive period,  
one of the best-performing categories



New Kevin the Carrot characters helped Aldi sell 2,498 tonnes  
of sprouts, **an increase of 44% compared to 2018**



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Thank you

Get in touch for more information  
or to discuss opportunities for your business

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team**itg**