



THE 2022 CHRISTMAS SHOPPING SURVEY

FROM DHL
ECOMMERCE UK

Consumers and retailers alike are expecting a drop in Christmas spending this year:

- Retail sales volume is predicted to be down year on year in the final quarter of 2022.ⁱ
- Non-food sales (including gifts) are predicted to be down by around 7% in volume.ⁱⁱ
- A drop in holiday spending of £4.4billion is forecast this year.ⁱⁱⁱ

We surveyed over 5,000 people to gather their thoughts on Christmas shopping this year.^{iv}

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CUTTING BACK THIS CHRISTMAS



54%

OF RESPONDENTS WILL BE SPENDING LESS THIS YEAR

With many of us feeling the pinch, just over half of respondents say they will be reducing the amount they plan to spend; however, **46% say they'll spend about the same.**



19%

OF RESPONDENTS WILL BE RE-GIFTING ITEMS THIS YEAR

With increasing awareness around sustainability and recycling, this is a trend we expect to grow in coming years, but for 2022, **81% of those surveyed will be buying their gifts.**

32%

OF RESPONDENTS ARE PLANNING TO GIVE HANDMADE GIFTS

Many people are planning to save money by making gifts themselves rather than buying them. But this can be time-consuming and **68% of those surveyed say they're still planning to buy gifts.**





GETTING ORGANISED



70%

OF RESPONDENTS ARE
**PLANNING TO DO ALL THEIR
SHOPPING IN DECEMBER**

While **30% of those surveyed were planning to start their shopping early** and spread the cost, the majority of respondents plan to do all of their shopping in December.

57%

OF RESPONDENTS ARE
**PLANNING TO SEND GIFTS
IN THE POST THIS YEAR**

While spending time with loved ones is high on the agenda for many during the festive season, it's not always possible. **43% of our survey respondents are planning to exchange gifts in person this Christmas.**





CHRISTMAS DELIVERIES

NEXT DAY DELIVERY

Our Next Day UK Delivery means you can get your products out to customers speedily – find out more about our range of delivery services.

[Find out more](#)

LAST POSTING AND DELIVERY DATES

Don't disappoint your customers this Christmas – make sure they're aware of last posting and delivery dates.

[View the Christmas delivery schedule](#)

LIVE SERVICE UPDATES

Winter weather can also have an impact on delivery times. While it's not always possible to plan ahead for bad weather, you can keep up to date with everything via our website.

[Live Service Updates](#)

JUST RIGHT RETURNS

You might see an increase in returns over the festive period. If you're not already taking advantage of our Just Right Returns service, speak to your sales advisor today to find out more.

[Just Right Returns](#)

KEEP TRACK OF DELIVERIES

You and your recipients can track, manage and rearrange deliveries quickly and easily with our DHL eCommerce UK App. Download it now from the App Store or the Play Store.



ⁱ <https://reports.retail-week.com/christmas-forecast-2022/index.html>

ⁱⁱ <https://reports.retail-week.com/christmas-forecast-2022/index.html>

ⁱⁱⁱ <https://info.metapack.com/Peak-2022.html>

^{iv} Poll questions posted on send.dhlparcel.co.uk and the DHL eCommerce UK Instagram feed during October 2022.