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## Record Spending Forecast as UK Shoppers Gear up for Online Christmas, Finds Adobe Digital Insights

- UK shoppers expect to spend £1,963 per person this Christmas, up 12.5% from £1,745 in 2016
- Over half (53%) of this spend will be online
- Nearly half (47%) of Britons say they want to do all their shopping online

**London, UK — 2<sup>nd</sup> November 2017** —With the festive period fast approaching, Adobe has revealed the results of its latest Adobe Digital Insights report, surveying over 1,000 UK consumers – as well as over 4,000 from across the globe – about their 2017 Christmas retail expectations.<sup>1</sup> In the UK, shoppers surveyed estimate spending more than ever before, budgeting an average of £1,963 each during the festive period, up 12.5% from £1,745 last year.

The report revealed that the average predicted spend – which includes festive groceries, celebrations, decorations and gifts – varies greatly across Europe. The Britons surveyed plan to outspend their European counterparts, with respondents in France anticipating a spend of €498, and German consumers expecting €565.

While the research found that British respondents intend to spend more than ever, they're also planning to be more thoughtful about what they buy. Practical gifts – which are expected to take up three-fifths (61%) of UK present spend – are being prioritised over fun and frivolous items (39%). Additionally, lower prices and good deals are the top priority for 42% of shoppers. Retailers are responding to this with more frequent discounting, leading 53% of consumer to say that Black Friday and Cyber Monday are less important now.

David Burnand, marketing director at Adobe, says: "More than any other time of year, Christmas is when experiences matter most – for both consumers and retailers. But the retail experience has to stack up to what consumers expect – it needs to surprise, delight, introduce them to the perfect gifts, and be consistent across all channels and devices. If retailers can tap into the fun and joy of the season, and create a shopping experience that's easy and stress-free, they can secure a slice of holiday spending and drive loyalty all year round."

### The online effect

In total, Britons anticipate carrying out over half (53%) of their entire Christmas spend online, and one fifth (21%) expect to increase online shopping spend this year. Store closures on the high street and the stress of the instore experience were cited as key factors for increasing online shopping (63% and 19% respectively). In terms of spend, consumers say that 52% of their budget

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<sup>1</sup>Between 18 - 26 September 2017, Adobe surveyed over 5,000 consumers across the UK, France, Germany, USA and Canada.

will be spent with online only retailers – such as Amazon and ASOS – 30% with major national retailers with both an online and offline presence, and 18% with local, independent stores.

When asked about the ideal Christmas shopping experience, almost half (47%) of UK consumers state that it would be entirely online. However, even those shoppers who enjoy the physical shopping experience still use their smartphones as an important shopping companion – three-quarters (74%) have compared product prices with rival brands on their mobile phones, while a third (31%) have bought an item on their smartphone while queuing in a retail store.

In fact, when it comes to online shopping, the vast majority (85%) said they would rely on their smartphone the same or more this year for their Christmas shopping.

#### **Consumer Research Methodology**

Between 18-26 September, we talked to over 5,000 consumers from the UK, France, Germany, USA and Canada about the devices and channels they use to complete their Christmas shopping, how much they are budgeting, and what they intend to spend their money on.

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