

Christmas

All around Europe



When do you usually open your gifts?

Base: Adults 18+ who usually celebrate Christmas IT; 922, ES; 928, FR; 905, DE; 1653, NO; 908

24th
60% France
36% Spain
91% Germany
93% Norway

25th
53% Italy

24%

of Spaniards would usually open their gifts on 6th January for Epiphany.

n°1 Christmas wish



CLOTHES ACCESSORIES



CULTURAL PRODUCTS



BEAUTY PRODUCTS



WELLNESS TREATMENT



Base: Adults 18+ who usually celebrate Christmas IT; 922, ES; 928, FR; 905, DE; 1653, NO; 908, DK; 970, SE; 886, FI; 868

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Festive spending

per country



Base: Adults 18+ who usually celebrate Christmas IT; 922, ES; 928, FR; 905, DE; 1653, NO; 908, DK; 970, SE; 886, FI; 868

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Buy gifts in stores only



39% Finland
37% Norway
33% Spain
32% Italy
27% Denmark
26% France
23% Sweden
22% Germany

VS

Buy gifts online only



21% Germany
17% Italy
15% France
13% Sweden
12% Spain
12% Denmark
9% Norway
9% Finland

Buy gifts in stores and online



57% Sweden
56% France
54% Denmark
53% Spain
52% Germany
50% Norway
49% Italy
41% Finland

Base: Adults 18+ who usually celebrate Christmas IT; 922, ES; 928, FR; 905, DE; 1653, NO; 908, DK; 970, SE; 886, FI; 868

Real Christmas tree

54% Denmark
47% Germany
28% Finland



Plastic Christmas tree

74% Italy
67% Spain
47% France
44% Norway
35% Sweden

Base: Adults 18+ planning to celebrate Christmas this year IT; 899, ES; 889, FR; 835, DE; 1627, NO; 898, DK; 958, SE; 881, FI; 842

69%

of Swedes who usually celebrate Christmas visit Christmas markets during the Christmas season.

40%

of Norwegians who usually celebrate Christmas give money to charity during Christmas

YouGov

Fun Christmas Facts

How many people do you buy Christmas presents for?

Sweden, Spain and Germany



Finland, Italy and France



Denmark



Norway



74% of Danes who usually celebrate Christmas have at some point returned or exchanged their Christmas presents after Christmas.



60% of Norwegians who usually celebrate Christmas would rather receive a surprise gift vs 28% from their list of gifts.



42% of Finns who usually celebrate Christmas would rather receive some money vs 37% who would rather receive gifts.



- Nordic countries usually send Christmas cards by mail
- Italy and Spain are more digital as they usually send Christmas cards via Facebook and Instagram
- The majority of French do not send any Christmas cards

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YouGovOmnibus

Methodology

This data is based on nationally representative surveys of 9,306 people in Denmark, Finland, France, Germany, Italy, Norway, Spain and Sweden, conducted with the YouGov Omnibus from November 14th to December 4th 2018.