



Christmas gifts

September/ October 2021

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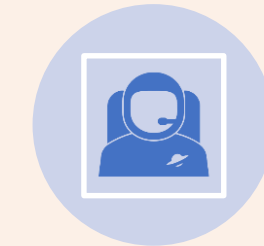
We are a full-service market research institute for digital market research in Düsseldorf since 2004



We offer questionnaire design and programming, fieldwork, data analysis and presentation of data



We provide samples from our 22 panels with more than 2.6 million respondents worldwide



We are specialized in ad hoc projects, online eye tracking and B2B research





Background & Methodology



Christmas gifts survey with nat-rep quotas N=1000, respondents from Germany living in a partnership



Online survey by moweb GmbH with members of the German market research portal myiyo.com



Survey period: 30 September to 04 October 2021



Background & Methodology



With the implementation with the company's own online panel, moweb conducted a survey with nat-rep quotas on the topic of Christmas gifts.



This report summarises the main findings.



Sample of the investigation

- Gender of subjects: 50.7% female, 49.3% male.
- Origin of subjects:
NRW (21.6%), Bavaria (15.8%), Baden-Württemberg (13.3%), Lower Saxony (9.6%), Hesse (7.6%), Rhineland-Palatinate (4.9%), Saxony (4.9%), Berlin (4.4%), Schleswig-Holstein (3.5%), Brandenburg (3%), Saxony-Anhalt (2.7%), Thuringia (2.5%), Hamburg (2.3%), Mecklenburg-Western Pomerania (1.9%), Saarland (1.2%), Bremen (0.8%).



The annual household gross income of the target group

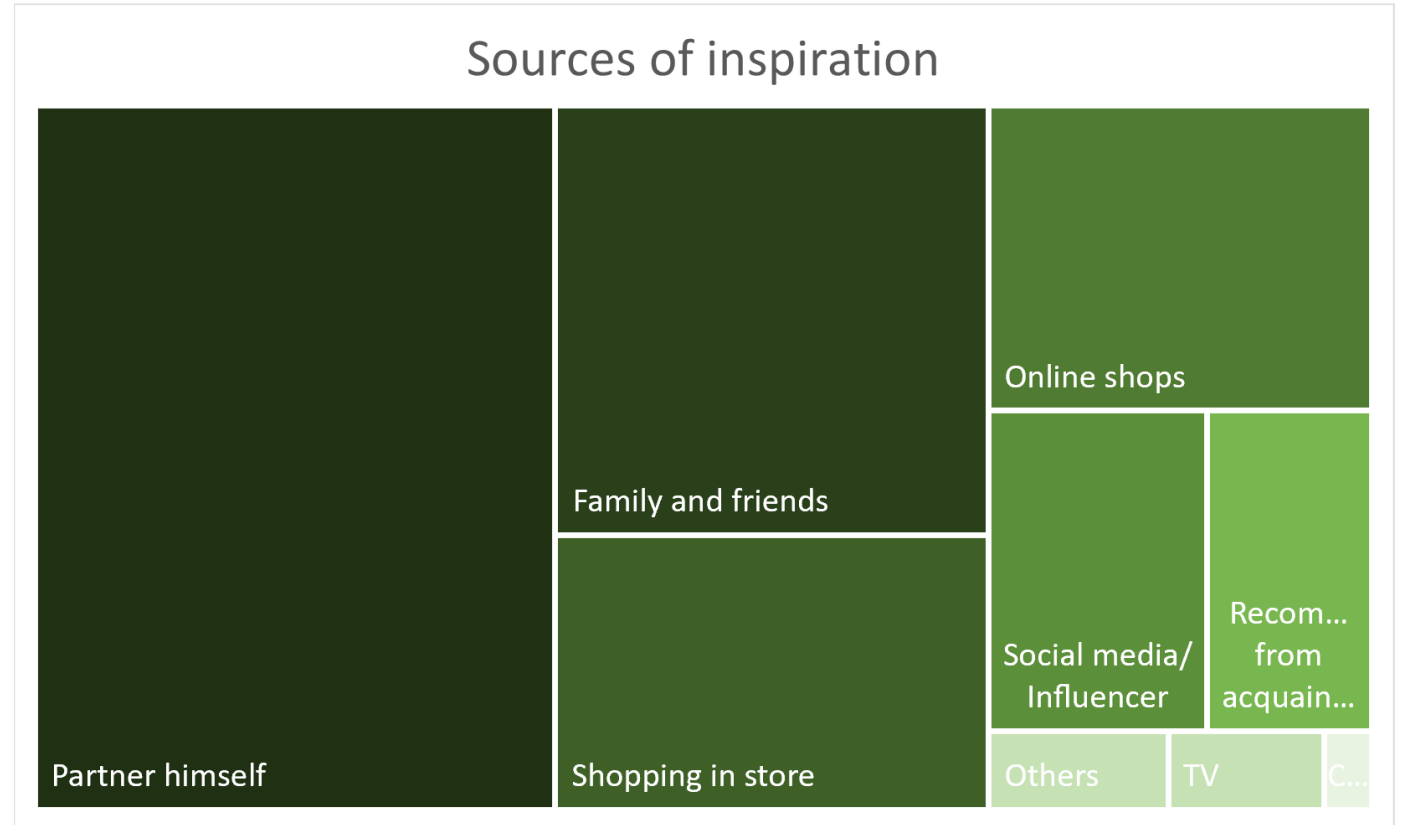
Under 20.000€	37,18%
20.000€ to under 35.000€	26,62%
35.000€ to under 50.000€	15,59%
50.000€ to under 80.000€	10,08%
More than 80.000€	5,07%
Don't know/ no information	5,46%





Gift inspiration

- The partner himself brings most of the inspiration for presents (especially age 45+ years)
- Social media/influencers and partners are a big part of inspiration at the age 18-24
- Friends and family also provide inspiration (strongest among those aged 25-44)





Point of sale

- Online purchases are most popular across all age groups, people aged 60+ prefer to shop in-store but still use the internet second most (64%)
- In-store purchases second most common, age 60+ most common at 70%.
- Purchases by catalogue or teleshopping are used rarely but nevertheless occasionally, together 15.40%.

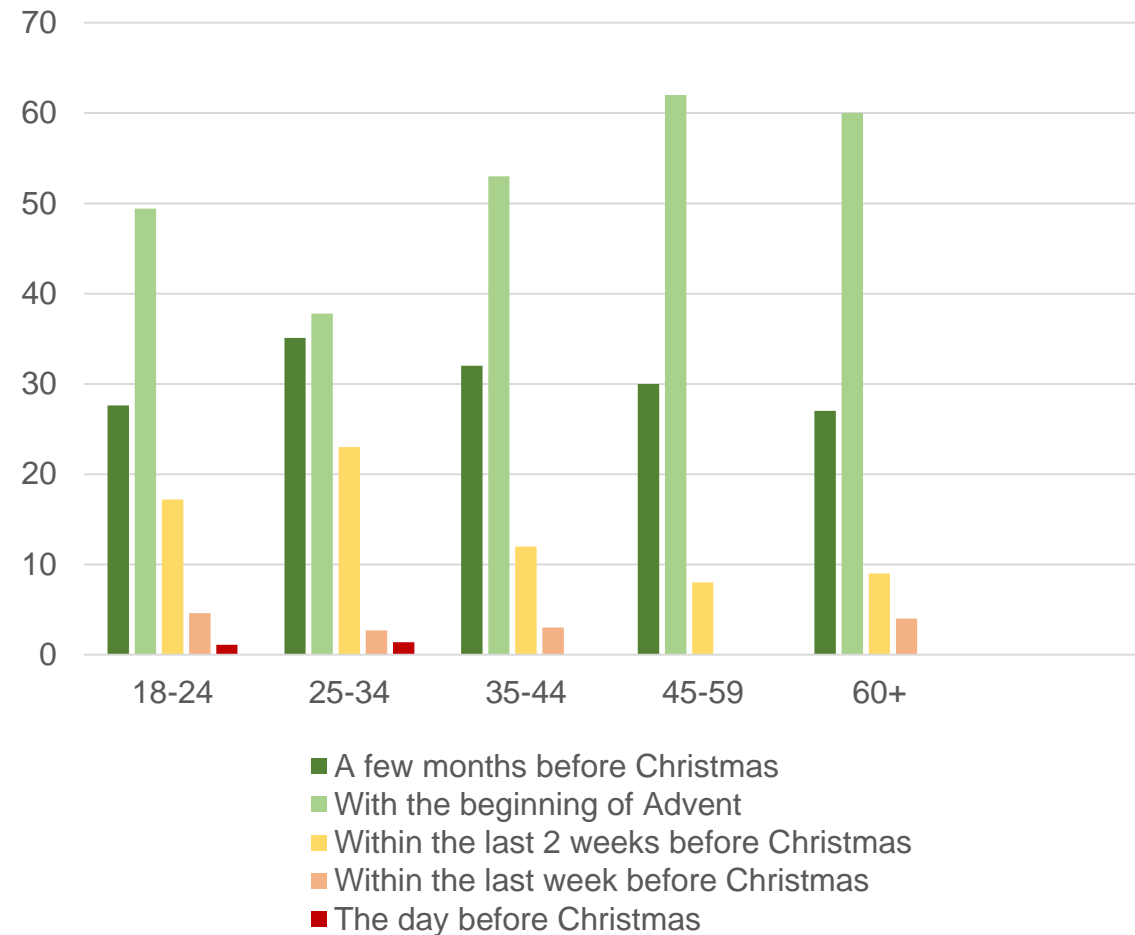


Time of the gift purchase

- Start of the Advent season most popular time (total 53.40%)
- A few months before Christmas second most popular time, at age 25-34 almost as popular as start of the Advent season.
- Within the last week before Christmas and the day before Christmas hardly represented



Period of gift purchases

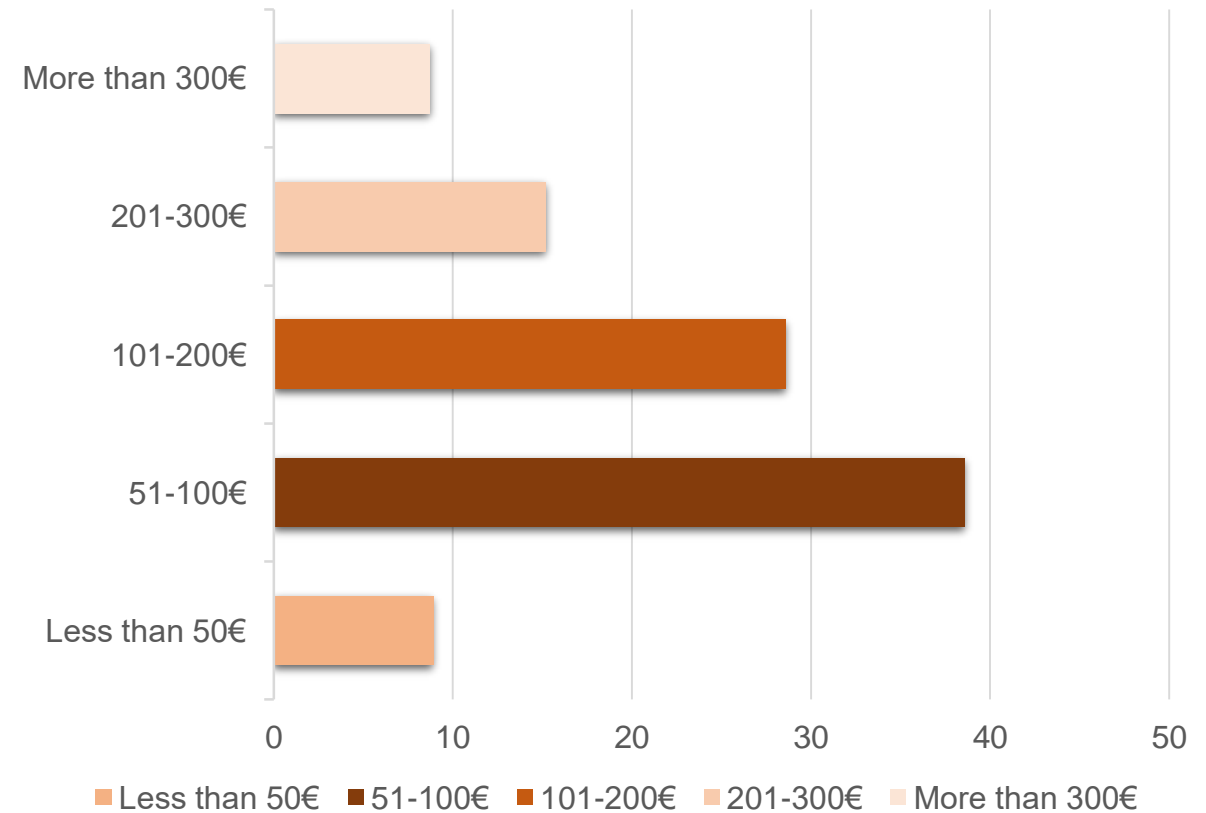


Average budget

- The average spending when buying a Christmas gift for your partner:
 - 38,60% spend 51-100€
 - 28,60% spend 101-200€



Budget for Christmas presents



Wish categories



Women

1. Vacation/ Short Trips & Experience/
Activity
2. Immaterial gifts
3. Jewelry/ Accessories

Men

1. Vacation/ Short Trips & Experience/
Activity
2. Immaterial gifts
3. Electronics/ Technology



The most important gift categories



Ranked #1 by men and women: Vacation/ Experience

Common wishes are:

- Concert tickets
- Wellness holiday (for two)
- City trips / Sightseeing
- Weekend trip (for two)
- Vacation without restrictions (with my partner, as a couple)

-> Corona pandemic triggers to wish for Quality Time in the form of holidays etc. (place and kind does not matter)

Ranked #2 by men and women: Immaterial gifts (time, peace, health)

Common wishes are:

- Health for oneself and one's environment/ family (relaxation regarding the pandemic)
- A Christmas together/ more time with the whole family. Harmony and good food on Christmas days.
- A balanced political and social situation, also in relation to Corona.



The most important gift categories



Women's #3: Jewellery and accessories

Necklaces and bracelets you can not only wear on special occasions, but also in everyday life are very popular. So: simple jewelry

-> Pearls and small stones are in wanted.

Popular brands:

- Tiffany's (high-priced)
- Michael Kors
- Swarovski

Men's #3: Technology and electronics

-> Apple products are popular

- Apple Watch
- iPhone
- Playstation
- Computer / Laptop without preference Regarding brand / model
- Printer without preference regarding brand / model





Summary

- Immaterial gifts are preferred
- Popular material gifts
 - Women: simple jewellery/ accessories
 - Men: Technology/ electronics (Apple products and computers + accessories are popular)
- Online purchases occur more frequently
- Private environment like partner/ family/ friends are the strongest source of inspiration for gifts



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