

# Christmas gifts

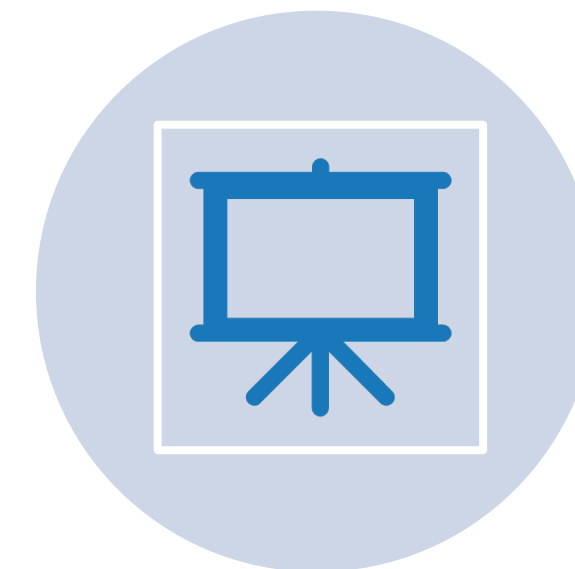
September / October 2021



# moweb research - Better market reserach from analysis to target group



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Christmas gifts

Sep / Oct 2021

# 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%).

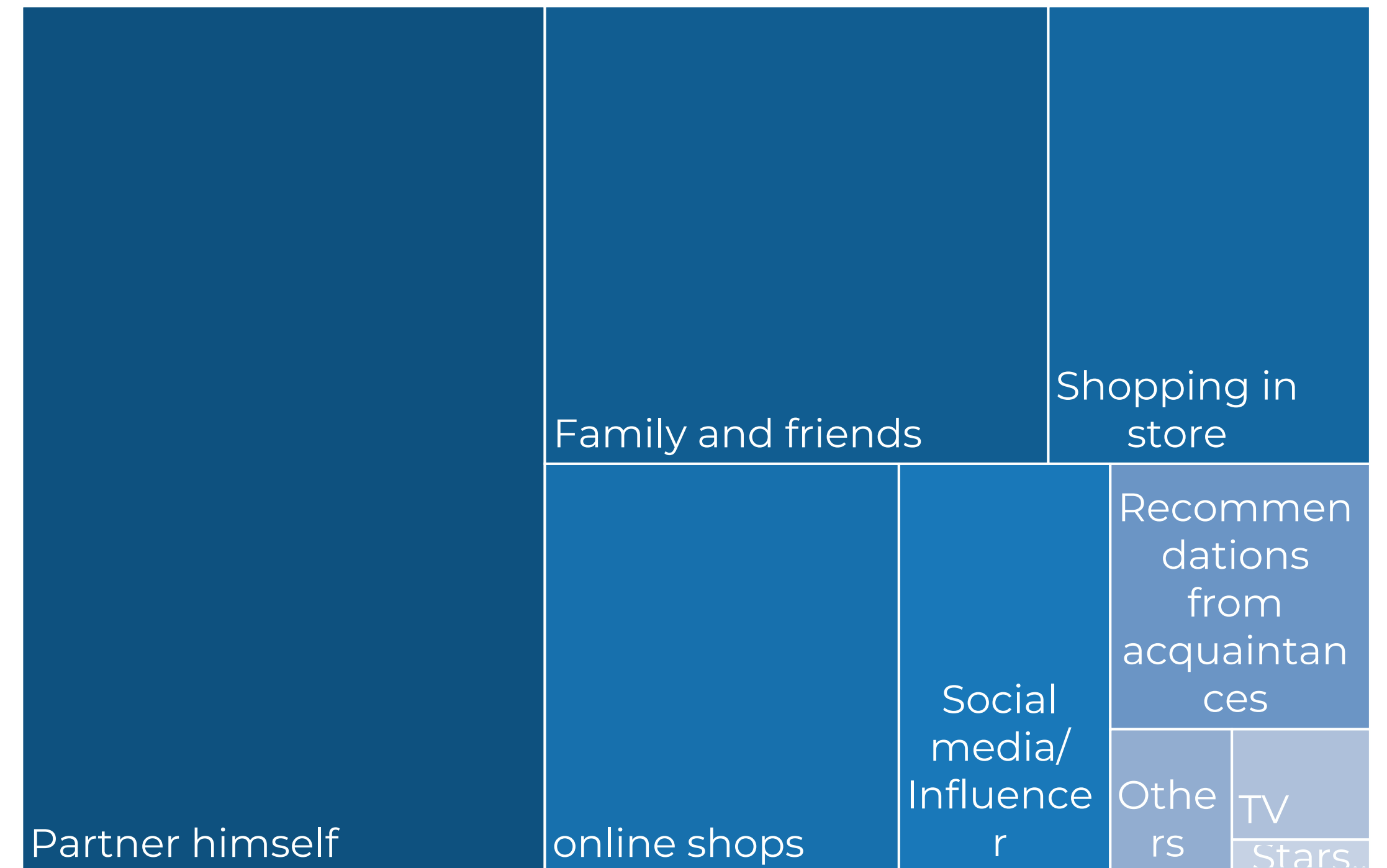
## The annual household gross income of the target group

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)

Sources of inspiration



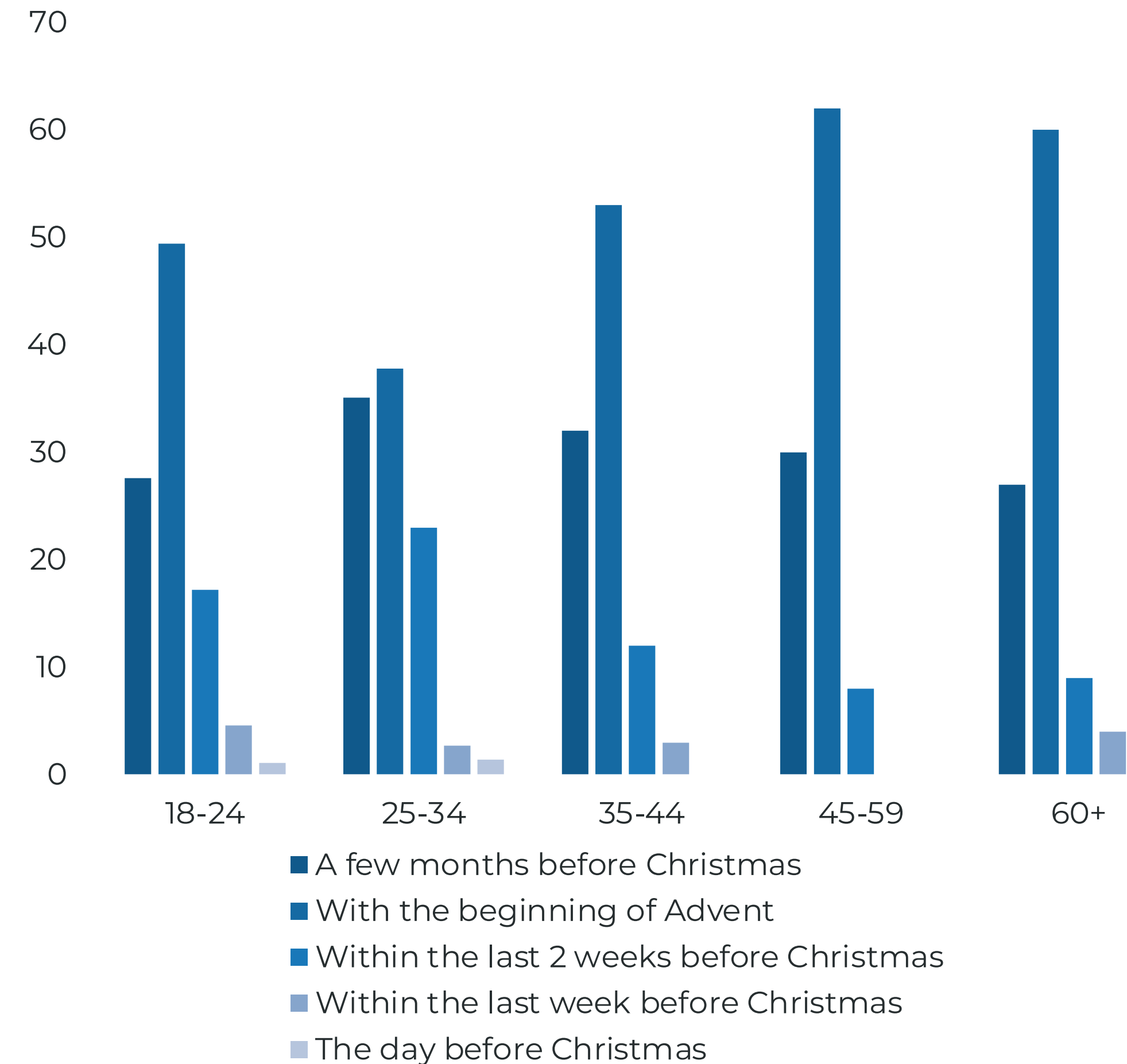
# Point of sale

- 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

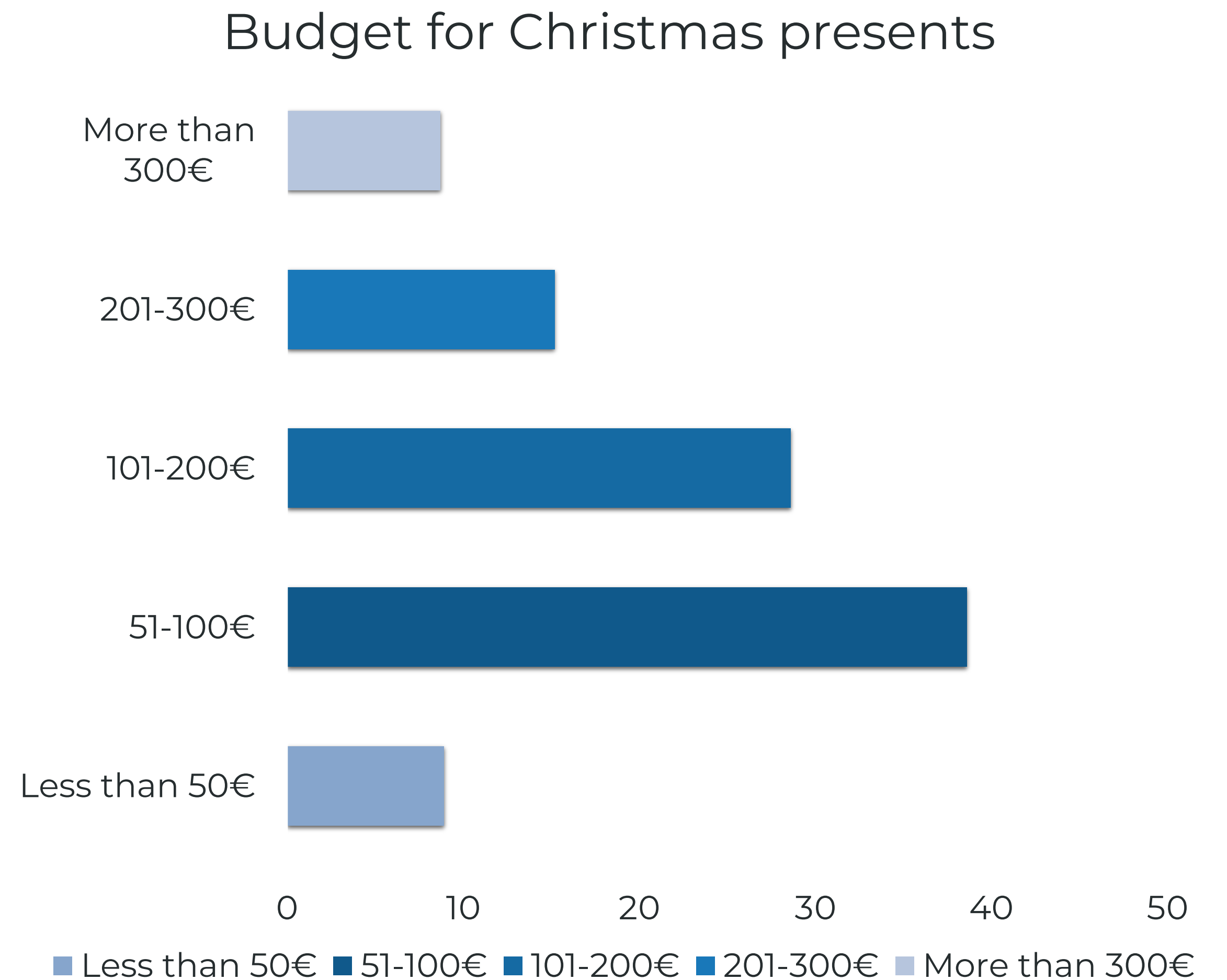
Period of gift purchases





# Average budget

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



# 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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