

Seasonal Shopping (Spring/Summer) - UK - October 2015

Report Price: £2195.00 | \$3554.69 | €2788.33

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"The Spring and Summer months take a smaller percentage of retail sales than Autumn and Winter but include a number of important events for retailers. Easter is the most important of these, particularly for food retailers as much of the £530 million spent on products goes on food and drink products such as Easter eggs."
– Nick Carroll, Retail Analyst

This report looks at the following areas:

- Tapping into the anti-Valentine's Day feeling
- Growing Father's Day
- Which came first – the promotion or the egg?

Within the Spring/Summer months there are a number of important events for retailers. Easter is the largest of these worth an estimated £530 million to retailers in 2015. There is a disparity between the size of Mother's and Father's Day with the former the second largest event in the period and some 34% larger, in value terms, than Father's Day. Valentine's Day is worth an estimated £430 million but we found that 78% of consumers feel the event is too commercialised. Despite this, some 49% of consumers spent on products or services for Valentine's Day indicating there is some social pressure to participate in the event.

The Spring/Summer months also host five of the eight national UK-wide bank holidays. Our consumer research found that consumers prefer to undertake leisure activities, such as visiting friends or family, during these holiday periods but a quarter said that they went shopping in 2015 on a Spring bank holiday. The high street and shopping centres are the go-to shopping destinations on a bank holiday, in part because a visit to the high street or a shopping centre can also act as a leisure activity, particularly for younger consumers. This is encouraging for store-based retailers but also highlights the importance of a sense of retail theatre during such days to encourage consumers in.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need To Know

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