



Christmas Trends Report 2024

TESCO
Every little helps



How will the nation be enjoying this festive season?

Christmas is a big moment in the year for many and, as the UK's leading retailer, Tesco is perfectly placed to shed light on how people plan to spend it this year.

The Christmas Trends Report uses data from two surveys polling over 6,000 UK adults, as well as search data from Tesco.com and Tesco sales data to offer unique insights on the year's biggest seasonal celebration.

“Christmas means different things to different people, but for most, it gives us a chance to spend some quality time with the ones we love. And at Tesco, we know moments centred around food can be some of the best times, especially around this time. That's why we're here to help make getting together as easy and enjoyable as possible.

We know many people are still quite traditional when it comes to the festive period and so we continue to offer favourites our customers know and love, such as tender turkey crowns and buttery mince pies. But we also want to elevate each moment through Christmas, whether that's giving customers what they need to be the perfect party host, bringing fun to customers with our Abominable Snowman range, or creating inspiration through the development of over 200 brand-new food lines such as our Tesco Finest Chef's Collection range – there is certainly something for everyone and we are excited for our customers to try.

Whatever you're up to this year, we warmly wish you a Merry Christmas and a Happy New Year.”



Breige Donaghy,
Product Development
& Innovation Director



Deck the halls

Getting our Christmas trees up marks the start of Christmas for one in five Brits, followed by putting up decorations for more than one in ten.



Ready, steady, Christmas!

The decorations...the food...the parties...many of us can't wait for the festive fun to begin! But what signals the start of the festive season? **For a fifth of us (20%), it's putting up the tree that marks the arrival of Christmas.** What's interesting is that 75% of us plan to get the tree up in early December, but some keen festive fans will be unfurling those branches as early as November (12%).

Away from these more traditional activities, we see the modern influence of retailer ads – specifically the Christmas TV advert. Over the years, the anticipation of Christmas ads from major retailers has grown and grown and 13% of people say it's seeing the first ad that marks the start of the festive period for them.

Food-wise, the nation's first Christmas bite of a mince pie means Christmas is on the way (36%), followed by Christmas chocolates (19%).

Why not try

- Tesco Lattice Top Puff Pastry Mince Pies 4 Pack - £1.50
- Tesco Plant Chef 6 Mince Pies - £2.15
- Tesco Finest All Butter Pastry Mince Pies 6 Pack - £3.00
- Tesco Finest 4 Luxurious Fruity Mince Pies - £3.50
- Tesco Finest 6 Crumble Topped Mince Pies - £3.50

57m
mince pies sold

In 2023, there were almost 1 million searches for mince pies on Tesco.com in the weeks leading up to Christmas and 57m mince pies sold during Christmas 2023.



These are the top 5 presents people are most likely to give to a friend or loved one this Christmas:

1. Chocolates
2. Alcohol (including gift sets)
3. Perfume
4. Candles
5. Cakes and sweet treats



Gift Inps



Tesco Finest Chocolate Gift Box - £28.00
 Tesco Finest Premier Cru Brut Champagne 75Cl - £25.00
 Vera Wang Eau De Perfume Women 100ML - £50.00
 Candlelight Holly and Berries Carousel Candle - £10.00
 Tesco Finest Authentic Panettone 750G - £10.00

Pick your style

Putting up and seeing Christmas decorations is a sure-fire way to help you get into the festive spirit – 12% of Brits said this signalled Christmas was here for them. And this year, **more than half of Brits say they'll be opting for a cosy feel to their homes, with winter foliage and textured furnishings (53%).**

However, nearly a fifth of us (19%) will be bucking this trend and going for vibrant colours and Christmas characters to give their homes a more fun festive look, whereas 11% of people will be bringing out the bling with indulgent, decadent designs and a touch of luxury.

With so many styles of decorations on offer, it can be tricky to choose a theme. So, where do we turn to for inspiration? Nearly a third of UK adults simply get ideas from their families (31%), while 23% say social media will be their main source of inspiration. This number rises dramatically to 52% for those aged 18-30 years.

Wherever we choose to get inspiration from, almost half of us (43%) are still expected to go for classic Christmas motifs, including the use of red, green and gold decorations, and woodland animals for our Christmas trees.



Putting quality on the menu

With the tree and decs sorted, all eyes turn to the main event: the big Christmas Day meal. Whether it's at midday or 5 o'clock, **44% of people say this is the food moment they most look forward to during the holiday season.**

With it being such a festive focal point, many of us want to make it as special as possible by choosing quality products for some key dishes. **38% of respondents say they're willing to spend a little more on this year's meat centrepiece.** Popular choices include classic turkey, which will be gracing the table of 61% of UK households, while 21% of us also plan to tuck into tender slices of roast beef – the second most wanted main.

And sweet treats also get the quality vote, with 14% of people saying they're happy to shop for better-quality desserts and bakes, such as Christmas pudding, panettone and mince pies.

“ We strive to bring our customers the best quality food throughout but ensuring we can offer a premium option is key to helping customers elevate any occasion. Across our Tesco Finest and Tesco Finest Chef's Collection ranges, we have an offering of mouth-watering main centrepieces and desserts created with new and exciting recipes – inspired from the experiences of our chefs who have travelled to top restaurants around the world. ”



Jamie Robinson,
Executive Development Chef



Why not try

Tesco Pigs in Blankets Combo Mix - £1.75

Tesco 12 Pigs in Blankets - £2.50

Tesco 12 Pork, Apple & Cranberry Pigs in Blankets - £2.50

Tesco 12 Cheesy Pigs in Blankets - £2.50

Tesco Finest 8 Signature Pigs in Blankets - £4.50

Top of the trimmings

Of course, the main Christmas meal wouldn't be the same without star sides. So, we asked which trimmings people most love to pile onto their plates.

They may be small in size but pigs in blankets reign supreme as the most irresistible festive accompaniment with almost a third of Brits (30%) claiming this as their favourite Christmas trimming. Crisp and fluffy potatoes roasted in goose or duck fat come second (17%), and almost one in 10 (9%) say a meaty stuffing is their Christmas dinner must-have.



However, while we're willing to spend more on meaty mains and tempting treats, we'll also be looking for ways to make some savings. **And although we wouldn't do without our sides, 25% say this is where they may look to spend less, saving on classic trimmings, including potatoes, carrots, Brussels sprouts, and stuffing.** Tesco is here to help with great value festive veg and other Christmas dinner essentials that are great quality.



There were over 32m pigs in blankets sold for Christmas 2023 and over 600,000 searches for pigs in blankets on Tesco.com in the weeks leading up to Christmas.

A nation of traditionalists

Turkey continues to dominate as a staple main meat dish among Britons (61%) with pigs in blankets proving the most popular trimming (30%).



Cheddar takes the crown

61% of UK adults say they'd rather make up their own cheeseboards versus buying a prepared one. Top five cheeses for their board are: 1. Cheddar, 2. Brie, 3. Red Leicester, 4. Flavoured Wensleydale and 5. Camembert.



Vegging out this Christmas

While time-honoured classics are as well-loved as ever, people say they are still up for trying different dishes and flavours. **More than a quarter (27%) of variety-loving Brits say they are planning to try something new or non-traditional to keep Christmas food options new and exciting.**

And these new flavours may well include non-meat options. **More than a quarter (27%) of respondents say they will serve or consider prioritising vegetarian or plant-based options as part of their main Christmas fare.** For some, this is because they'll be hosting vegetarians and/or vegans this year. And for others, they say they simply enjoy plant-based food or want a meat-free alternative for their meat event.

“ We know that a number of customers are choosing plant-based diets and we're seeing an increase in desire for Christmas centrepieces that are meat-free. We have an incredible range of inspiring and delicious meat-free options that give the traditional meat mains a run for their money in terms of flavour and flair for your Christmas table ”

Breige Donaghy,
Product Development & Innovation Director



Why not try

- Tesco 10 Chip Shop Favourites - £3.00
- Tesco Finest 6 Mushroom Steamed Buns - £4.50
- Tesco Finest 8 Crispy Basa Fish Tacos - £5.50
- Tesco Classic Cheese Selection - £6.50
- Tesco Finest Cheese Selection - £7.50



Why not try

- Tesco Plant Chef 2 Seeded Roasts with Roast Garlic & Port Gravy - £2.75
- Tesco Finest Roasted Vegetable & Cranberry Star - £6.00
- Tesco Finest Butternut Wellington - £7.00
- Tesco Finest Chef's Collection Feta, spinach & celeriac Spanakopita with hot honey drizzle - £18.00
- Tesco Finest Chef's Collection Handcrafted Winter Vegetable & Three Cheese Pithivier with Salsa Verde - £22.00



Top Twixmas

Enjoying Christmas dinner leftovers is a real British festive tradition; whether it's a turkey curry, roast beef sandwiches or veggie bubble and squeak, a massive **76% state that they'll be tucking into leftovers in the days between Christmas and New Year.**

Many will also be picking from platters of party food too (57%) - with this figure jumping to 79% among 18-30-year-olds.

But what will the nation be nibbling as their party food of choice? Vol-au-vents? Mini pizzas? No, the top of the party charts is cheese! **At 17%, the cheeseboard was voted the most popular party food item.** And this is especially true in Yorkshire - almost a quarter (24%) of people in Yorkshire, with 28% in Leeds alone, saying cheese is their party favourite.

Not that far behind for Brits are traditional British finger foods, such as mini fish and chips (12%), go-to crisps and dips (11%), and we're also partial to party desserts (9%). For more adventurous eating, we need to head further north, with 14% of Glaswegians swaying more towards Mediterranean-inspired foods. And 10% saying they'd go for Asian-style bites, like gyoza, duck pancakes, spring rolls, and bao buns.



Tesco sold more than 19m chilled and frozen party food products for Christmas in 2023.



Raise a glass

As well as indulging in our favourite festive foods, we'll also be enjoying a few Christmas tipples. **24% of us will be splashing out on white, red or rosé wine to go with the Christmas meal, with sparkling wine (Champagne, Prosecco, Cava, or Crémant) bubbling up at a close second (21%).**



However, just as many UK adults (24%) say they'll be looking to cut down their level of alcohol intake on Christmas Day, compared to previous years, with some saying that they plan to drink more no or low alcohol options or soft drinks. And almost a fifth (18%) of all respondents are planning to spend less on alcohol this

year, which may help explain the increasing popularity of low and no options, which provide affordable alternatives to higher ABV products.

Last Christmas, sales of low and no alcohol drinks stepped up by 15% compared with the previous year, and Tesco is expecting the biggest ever seasonal sales of low and no alcohol drinks this year.

Why not try

- Tesco Blood Orange Spritzzi £5.00
- Tesco Elderflower Spritzzi £5.00
- Tesco Finest Passionfruit Mocktail £1.29
- Tesco Finest Pina Colada Mocktail £1.29
- Tesco Finest Mojito Mocktail £1.29

Why not try

- Tesco Alcohol Free Sauvignon Blanc - £3.25
- Tesco Finest Floreal 75Cl - £8.00
- Tesco Alcohol Free Sauvignon Blanc Blush - £3.25
- Tesco Alcohol Free Malbec - £3.25
- Tesco Finest English Sparkling Wine 75Cl - £21.00

“Whether you like to sip a full-bodied red with your Christmas dinner, pop the cork of something sparkling to share with friends or choose a low/no alcohol alternative to ensure a clear head on Boxing Day, Tesco has a huge range of award-winning wines to suit everyone’s tastes. The range available this year truly reflects the effort and dedication our expert team has invested in curating a global and diverse range.”



Graham Nash,
Product Development Manager

Here are the top 5 presents people are buying for hosts this Christmas.

1. Alcohol
2. Box of chocolates
3. Biscuit tin
4. Mince pies
5. Yule log

Gift Inps

Tesco Finest Premier Cru Rose Champagne 75Cl - £25.00
 Tesco Finest Belgian Chocolate Selection 200G - £6.10
 Tesco Shortbread Assortment Tin 500G - £5.00
 Tesco Finest 4 Crumble Topped Mince Pies - £3.50
 Tesco Finest Belgian Chocolate Yule Log - £6.50

Seasonal Sipping

Almost a quarter (24%) of Brits plan to drink wine alongside their festive meal this year but just as many plan to choose no or low alcohol options instead.



Gorgeous Gifting

10% of British pet owners to feel let down if their pet does not receive a festive gift from a friend or loved one.



A time for giving

“Bringing a bottle” still ranks high on the list when it comes to gifting with more than half of Brits (55%) picking up a bottle of alcohol for the host when visiting friends and family this Christmas, and it’s also a popular choice to pop under the tree for loved ones.

Unsurprisingly, chocolates are also a crowd-pleasing present idea, featuring in the top five gifts to take when visiting, gifts for loved ones and top stocking fillers. **In fact, 63% of 18–30-year-olds say it’s their number one choice to give to Christmas hosts.**

And for those taking part in Secret Santa this year, 28% say they plan on spending between £6–£10 on a gift and so a box of chocolates might be just the right present for those taking part in the tradition.

These are the top 5 gifts people are buying for stocking fillers for a friend or loved one:

1. Chocolates
2. Socks
3. Bath and shower gel sets
4. A book
5. Small toys

Gift Inps



Hotel Chocolat Tasting Selection Gift Set - £14.00
Tesco Abominable Mug & Socks - £6.00
Lynx Epic Fresh Body Spray & Bodywash Gift Set - £8.00
The Summer Swap by Sarah Morgan - £6.00
Mizzie the Kangaroo Jack-in-the-Box - £24.99

Why not try

- Melting Snowman White Chocolate Bomb - £2.00
- Tesco Abominable Christmas Eve Box - £4.00
- Bottega Gold Prosecco 200ml & 4 Chocolates Gift Set - £8.00
- The Grinch Christmas Eve Treats Hamper - £10.00
- Tesco Finest Premier Cru Brut Champagne 75cl - £25.00



Furry friends front and centre

From dressing them in cute outfits to being included in festive photos, most people who have a pet treat them like a beloved part of the family, which means they’re part of the Christmas celebrations too.

82% of pet owners plan to include their pets in this year’s festivities, with more than three quarters (77%) saying they’ll be giving their pet a present. Toys top the list of gifts, with over half (57%) going for this option over food, a card or clothing.

While most pet owners plan to buy something for their pets, they generally don’t expect their loved ones to do the same. But it may be worth doing so, to save you from being in the doghouse, as **10% of pet parents admit that they’d be a bit disappointed if loved ones didn’t get a gift for their furry friends.**



Why not try

- Tesco Turkey & Cranberry Treat Cracker for Cats - £2.50
- Tesco Cheese and Biscuits Treats for Dogs - £2.50
- Global Gizmo Fluffy Bone Pet Gift Stocking - £5.00
- Santa/Reindeer Dress Up - £6.00
- Dog Food Puzzle Toy - £8.00

“ Brits love their pets and giving them presents is just one way of showing them how much we care. A new toy can be great for encouraging activity. From dog puzzles to toys, pet parents won’t have a problem treating their furry family members! ”

Maria Siciliano,
Christmas Gifting Buyer



Christmas Report key takeouts

61% of Brits will be serving turkey as their main Christmas dinner centrepiece.



Pigs in blankets are the nation's favourite Christmas trimming (30%).

25% of people will be looking to spend less on trimmings such as potatoes, carrots, Brussels sprouts, and stuffing.

27% of us will serve vegetarian or plant-based options this Christmas.

The cheeseboard is the UK's most popular festive party food with nearly a fifth placing it as top choice (17%)

24% of people will be drinking less alcohol this Christmas than previous years.



12% of us put the Christmas tree up in November.



77% of pet owners will be giving their pet a Christmas gift.



10% of pet owners say they'll be upset if loved ones didn't get a gift for their furry companion.

The report is based on two surveys conducted between 20/09/2024 and 07/10/2024 polling 6,375 UK adults aged 18-89 via the Tesco Home Panel. Percentages account for the number of people who selected an answer and answers are made up of both single-choice and multiple-choice questions. When referencing Tesco.com searches, the key weeks leading up to Christmas refers to the 11-weeks prior to Christmas 2023- the same time in which Tesco announced its Christmas delivery slots. Sales for Christmas 2023 refer to products sold between 1st September to 31st December, the dates in which our Christmas ranges were released/sold in store.



TESCO
Every little helps