



# MARKET VOICES

CHRISTMAS IN 2025

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# CHRISTMAS IN 2025

At STV we specialise in connecting businesses with Scottish consumers, reaching 3.2 million Scottish adults every month. This unique position allows us to provide powerful insights into consumer sentiment.

We have commissioned ScotPulse, Scotland's largest consumer research panel to bring businesses up-to-date research and insights, sharing the real voices of consumers from across the country - enabling businesses to maximise the effectiveness of their marketing and business decisions. We are confident that this free-to-view research will help businesses to maximise their marketing effectiveness and continue in their growth ambitions into 2026.



Proud to support Scottish businesses  
[stvcommercial.tv](http://stvcommercial.tv)

Source: Barb (Jan - Jun 2025 (09:30-29:59), Adults, 1+ min continuous reach, 4-screen



# THE FESTIVE SPIRIT

Half of Scots say Christmas is their favourite time of year, except amongst younger Scots, where it's two-thirds.

Scots voted for **Fairytale of New York** as their favourite Christmas song, making it Scotland's most popular Christmas song this year and **1 in 10** say that it is never too early to listen to Christmas music!

# HALF

OF SCOTS SAY CHRISTMAS IS THEIR FAVOURITE TIME OF YEAR

Source: 1,106 or more respondents

# SHOPPING BEHAVIOURS

**Online shopping** is now the go to choice for most Scots when doing their Christmas gift shopping.

However, the High Street remains essential, with **9 in 10 Scots shopping in-store this Christmas**. Department stores are the most popular, while **local businesses are increasingly important, with 40% of Scots - and 45% in the North - planning to shop small this year.**

And for those who love a bargain, **Black Friday weekend is firmly part of the Christmas calendar. Half of Scots plan to shop during it,** mostly for clothing and electronics.



**HALF OF SCOTS PLAN TO SHOP DURING BLACK FRIDAY WEEKEND**

# SHOPPING EARLY OR LAST MINUTE?

When it comes to timing, Scotland is split between the planners and the procrastinators.

**November** remains the most popular month to start Christmas shopping.

**Families are the keenest planners, with 42% beginning in or before October.**

But some leave it late, especially men. **38% of men admit to waiting until December**, they are twice as likely to leave it until then compared to women.

**8% of Scots will still be shopping on Christmas Eve** - keeping that classic last-minute Christmas rush.



**NOVEMBER REMAINS THE MOST POPULAR MONTH FOR STARTING CHRISTMAS SHOPPING.**

# SPENDING PLANS

Spending plans are shifting slightly and reveal a tale of two Christmases.

**Nearly 1 in 3 Scots expect to spend £500 or more on gifts**, with families leading the way: **42% will spend over £500** (this is up 11 percentage points YOY) **and 17% over £1,000** (up 6 percentage points YOY).

At the same time, most younger **Scots (16-34) will spend under £300 (69%)**.

When it comes to how people are paying, the trend is also changing: **59% will use savings, overtaking monthly pay cheques for the first time** since we have started Market Voices Christmas insight reports. Meanwhile, **buy now pay later** schemes like Klarna are on the rise, especially for families and those aged **35-44**.

# WHAT'S IMPORTANT TO SCOTS THIS CHRISTMAS?

8

Beyond shopping and spending, Christmas in Scotland is above all about...

# FAMILY

**84% SAY SPENDING TIME WITH FAMILY IS THE MOST IMPORTANT PART OF CHRISTMAS**

rising to 95% among households with children.

# FOOD

**NEARLY HALF OF SCOTS HIGHLIGHT FOOD AS A KEY PART OF WHAT MAKES CHRISTMAS SPECIAL**

Even during tougher financial times, charitable giving remains resilient -  
**70% of Scots cutting back won't reduce their donations.**

# CHRISTMAS GIFTS FOR EVERYONE (EVEN THE DOG)

Christmas gifting is becoming more about experiences and thoughtfulness than ever before.

**Over two-thirds plan to gift an experience this year.**

**22% will buy presents for their pets**, showing just how important they've become to family life.

Health and beauty, jewellery, clothing and footwear are most likely to be purchased instore, consistent with last years findings. Media, experiences and electronic gifts are most likely to be bought online.



**22% WILL BUY PRESENTS FOR THEIR PETS**

# FOOD AT CHRISTMAS

Food remains at the heart of Christmas in Scotland.

# 57%

**WILL EAT CHRISTMAS DINNER AT HOME, REINFORCING THE IMPORTANCE OF FAMILY TIME.**

When it comes to food shopping, Tesco leads the way with **20% of Scots** doing their main Christmas food shop at Tesco, but luxury retailers like M&S and Waitrose are increasing to **17% of Scots** this year.

Almost everyone plans to buy some of their Christmas food in-store, **with 69% shopping solely in-store.**

# 69%

**OF THOSE IN THE NORTH SAY SCOTTISH PRODUCE MATTERS TO THEM, UP 10 PERCENTAGE POINTS FROM LAST YEAR.**

# CONCLUSION

This year, Christmas in Scotland is shaping up to be a season of contrasts, with online shopping at new highs, but in-store and local shopping still holding strong.

Families are planning bigger celebrations this year, whilst younger Scots continue to spend their more modest budgets.

And experiences, are the focus when it comes to gifting.

Some traditions remain consistent; family and food continue to define the festive season for Scots.

## METHODOLOGY

An online survey was sent to a representative sample of Scotland's adult population via the ScotPulse panel. Fieldwork was conducted 25th - 28th Jul 2025 1,106 respondents and 8th - 11th Aug 2025 1,143 respondents (unweighted total). Results are weighted to reflect the Scottish population (by gender and age).



Contact us today to find out how we can support you.

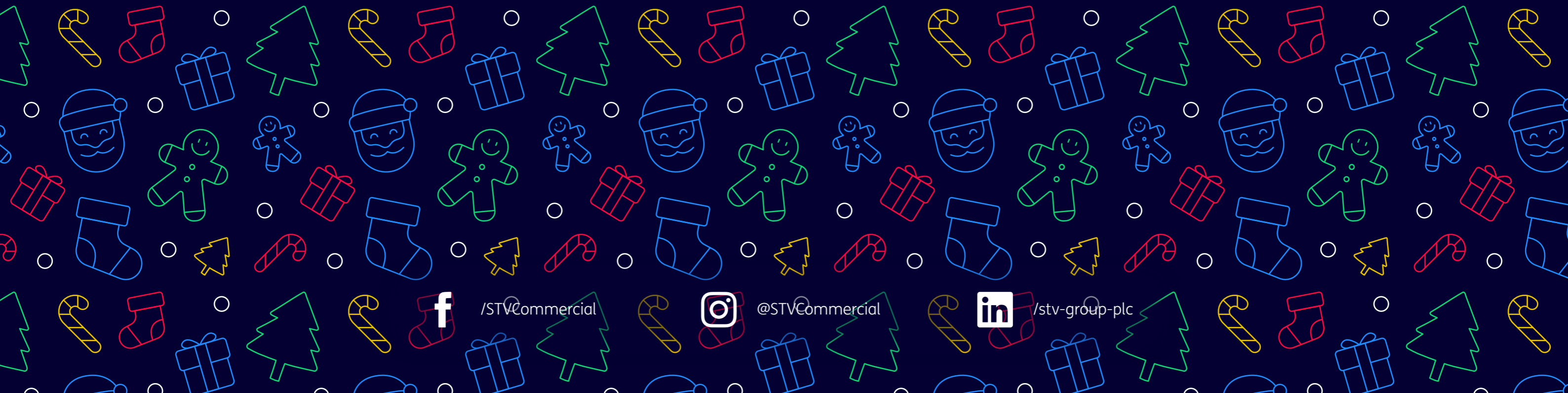
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