

Brits Are Looking Forward to a Traditional Family Christmas

89% of Brits are planning to spend time with family over the festive period. 77% are planning to spend the same or less than last year on Christmas.

LARBERT, FALKIRK, UNITED KINGDOM, December 21, 2017 /EINPresswire.com/ -- • Electronic devices and computer games don't make it into top 10 of gifts

With Christmas just days away, the majority of Brits are looking forward to time with friends and family this festive period, according the latest [consumer research](#) from customer experience expert, [Webhelp](#).



An online survey of 500 UK adults revealed that 89% of people are planning to spend time with family this Christmas. 54% said spending time with family was their favourite part of Christmas and 45% said they would travel over the festive period in order to see friends or family.

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Online shopping is seen as being beneficial to the Christmas experience, so this is a huge opportunity for online brands to deliver Christmas cheer through fantastic customer experiences”

*David Turner, CEO Webhelp
UK, India and SA*

In terms of spending this year, more than three quarters (77%) of people are planning to spend the same or less on Christmas this year compared with last year and the same percentage (77%) will fund their Christmas spending through savings or their salary.

Despite the hype around big name electronic products and recent new launches, such as the iPhone X and Samsung Galaxy 8, very few people are planning on spending this sort of money on gifts. The majority of those surveyed (54%) said

they were planning to spend £500 or less this Christmas.

And shopping online came out as the preferred option, with 46% of people saying shopping online had taken a lot of the stress out of Christmas.

The top ten gifts people were planning to buy, or have already bought this year are:

1. Chocolates - 58%
2. Alcohol - 46%

3. Books - 41%
4. Beauty products - 40%
5. Perfume/aftershave - 40%
6. Home accessories - 34%
7. Fashion accessories - 28%
8. Gadgets - 24%
9. Non-electronic toys/games - 23%
10. Jewellery - 23%

David Turner, CEO of Webhelp UK, SA and India, said: "People in the UK are clearly planning a very traditional style Christmas this year, with spending time with friends and family topping the list of things people love about the festive period."



"Online shopping is seen as being beneficial to the Christmas experience, so this is a huge opportunity for online brands to get into the spirit and deliver Christmas cheer to their customers through fantastic customer experiences."

<http://www.webhelp.com/en-gb/news-insights/news/brits-looking-forward-traditional-family-christmas/>

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About Webhelp

Global customer experience and business process outsourcing expert Webhelp, offers a multi-channel and multi-lingual network of more than 35,000 advisers worldwide. With turnover trebled in five years to reach 886 million at the end of 2016, the group is experiencing the fastest growth of any business in its sector.

More than 500 clients trust Webhelp with the management and optimisation of their dedicated customer relationship solutions, both for management devices (customer service, technical support) and for acquisition and retention solutions, as well as for operational consultancy.

In contact with more than 500,000 consumers each day, Webhelp partners with its clients in the design and improvement of the customer journey, as well as in the deployment of tailor-made solutions, through the capture and analysis of multi-channel data.

Webhelp is a socially responsible company that invests in its human capital. The respect and development of employees and equal opportunities are key elements of the group's CSR commitment. Webhelp has been owned by its management and KKR, a major investment fund on an international scale, since March 2016.

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