



Consumer report: Christmas gifting 2024

A deep dive look into the consumer habits and preferences of Christmas gift buyers in Germany.



Contents

- 1 Foreword
- 2 Report takeaways
- 3 Christmas gifting consumer insights
- 4 Holiday season brand buzz rankings
- 6 Methodology



Foreword



With 77% of people in Germany celebrating Christmas and the average spend reaching €277 last year, the holiday season remains one of the biggest moments in the retail calendar.

In this report, we take a deep dive look into the consumer habits and preferences of Christmas gift buyers – including what they typically buy as gifts, where they are most likely to make their holiday season purchases, and when they start their festive season shopping.

In addition, we look back at the buzziest brands from the festive period last year.



Philipp Schneider

Head of Marketing DACH, YouGov Deutschland

[Get in touch](#)

[Explore our solutions](#)

[Run a survey](#)

Report takeaways

- 1. Getting into the festive spirit:** Of the 77% of Germans that celebrate Christmas, 46% typically buy gifts for 3-5 people.
- 2. A merry and bright outlook:** Despite economic challenges, 76% of Christmas gift buyers in Germany plan to spend the same amount or more than last year. 15% anticipate they will spend less. Germans who exchanged gifts during the Christmas period last year spent €277 on average.
- 3. The Christmas countdown:** Men are more likely to be last minute shoppers than their female counterparts, with 38% of male Christmas gift buyers starting their gift shopping in the month before Christmas (compared to 27% of women).
- 4. Ho-ho-how Germans plan to shop:** 60% of Christmas gift buyers plan to make most of their purchases online, while 38% plan to make most of their purchases in store.
- 5. The gift of social media advertising:** 21% of Christmas gift buyers aged 18-34 cite targeted social media advertising as where they are most likely to find inspiration for holiday season gifting.
- 6. (North) Pole position:** dm was the retail store brand that drove the highest net buzz during the Christmas season last year, scoring 18.9 points.



The power of the YouGov panel

The insights in this report are fueled by YouGov's consumer research panel, spanning **27 million registered** members from **55+ markets**.

Every day, our members trust us with their data and opinions – enabling us to gain insights into behaviors and attitudes from people of all ages, backgrounds and beliefs.

Inclusion is essential for our members, our clients, and our mission. We invest millions each year to ensure we can create truly representative online samples and access hard-to-reach groups.

The Pew Research Center concluded that YouGov “consistently outperformed” other online competitor samples for accuracy.

[Start your audience analysis](#)

27m.
registered
panel members

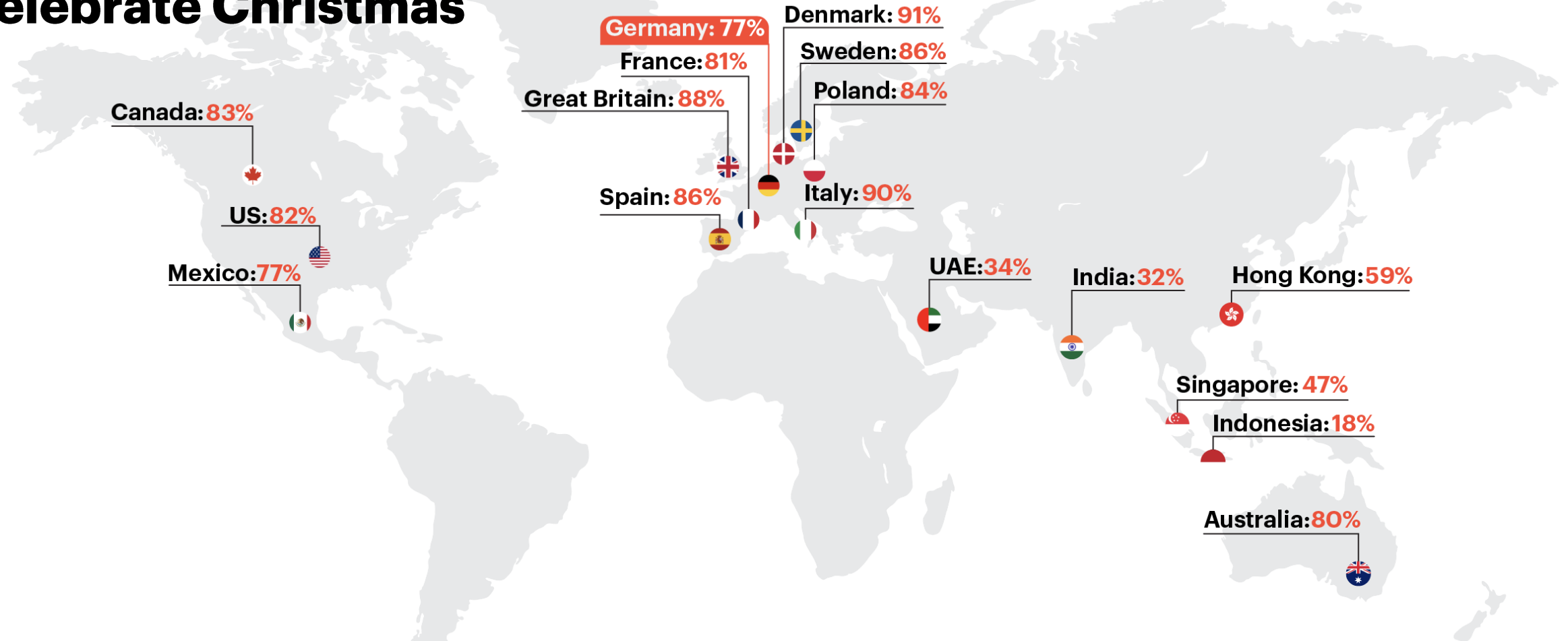
55+
markets





Christmas gifting consumer insights

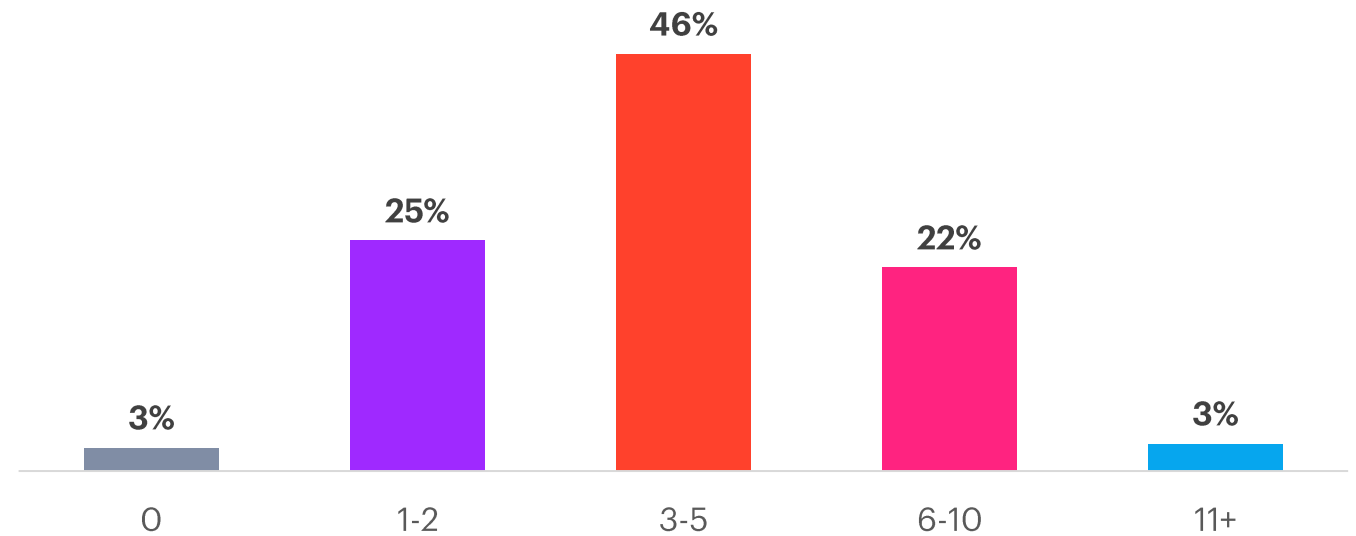
77% of people in Germany celebrate Christmas



46% of those who celebrate Christmas buy gifts for between 3 and 5 people

A quarter of Christmas celebrators in Germany buy gifts for 1-2 people, two out of five buy for 6-10 people.

How many people, if any, do you typically buy gifts for during the holiday season?

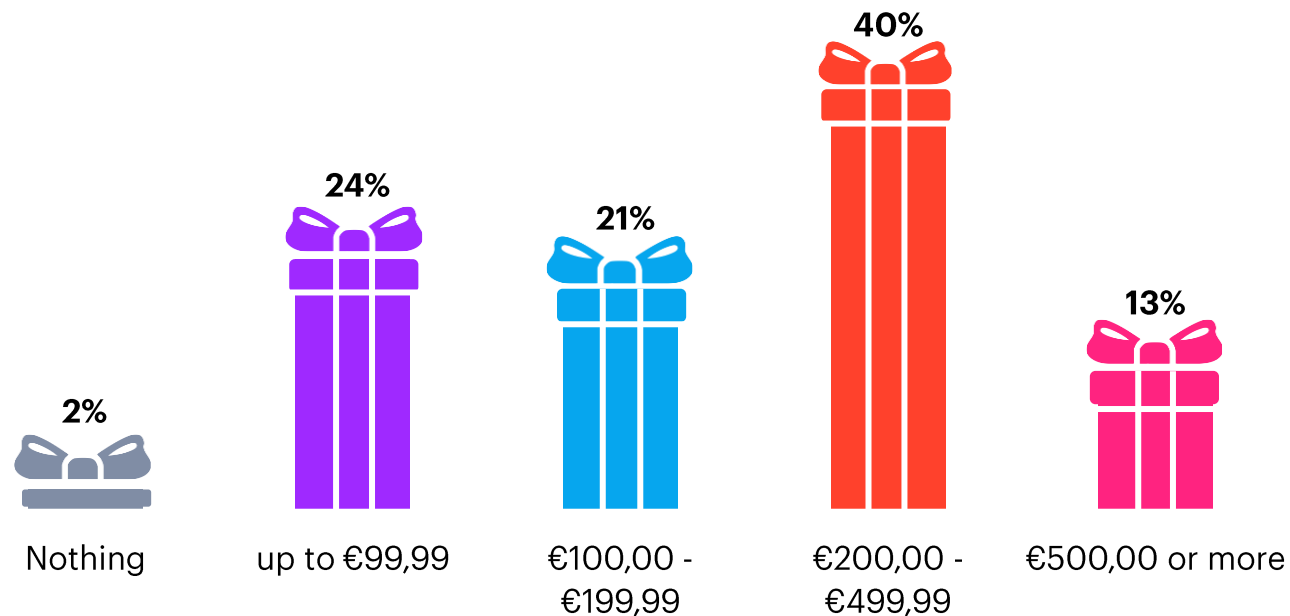


YouGov Surveys, August 12 - September 3, 2024. DE: n > 700

Target group: Christmas celebrators – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?”

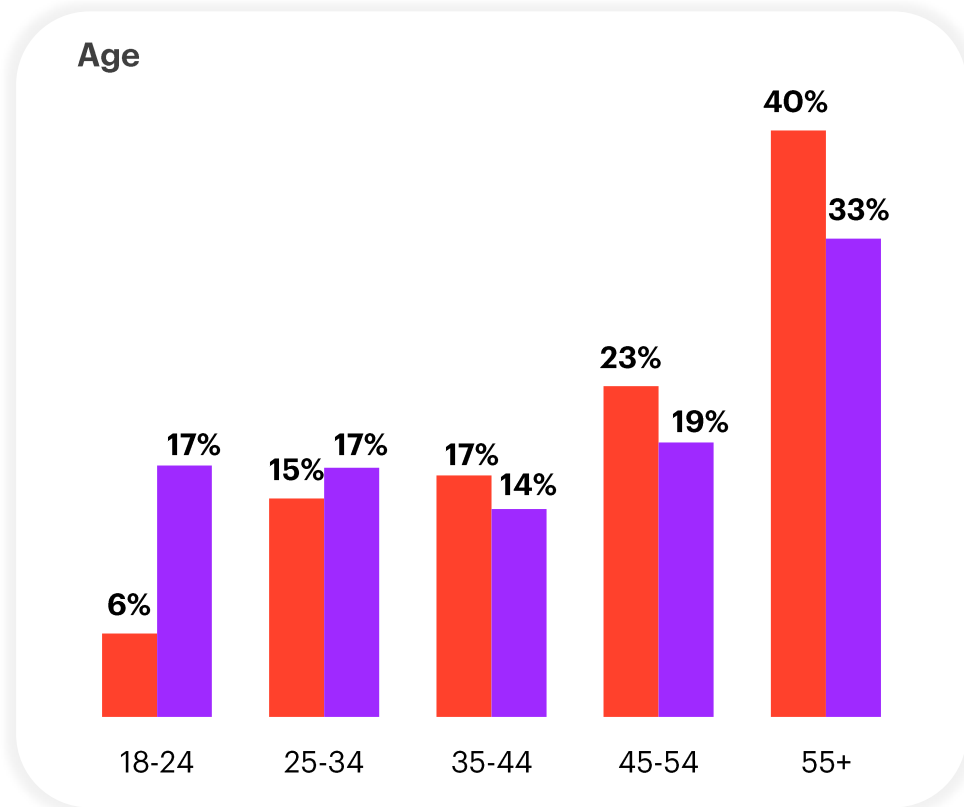
The festive price tag: Christmas gifters spent €277 on average last year

Overall, how much did you spend on gifts in total over the last holiday period?

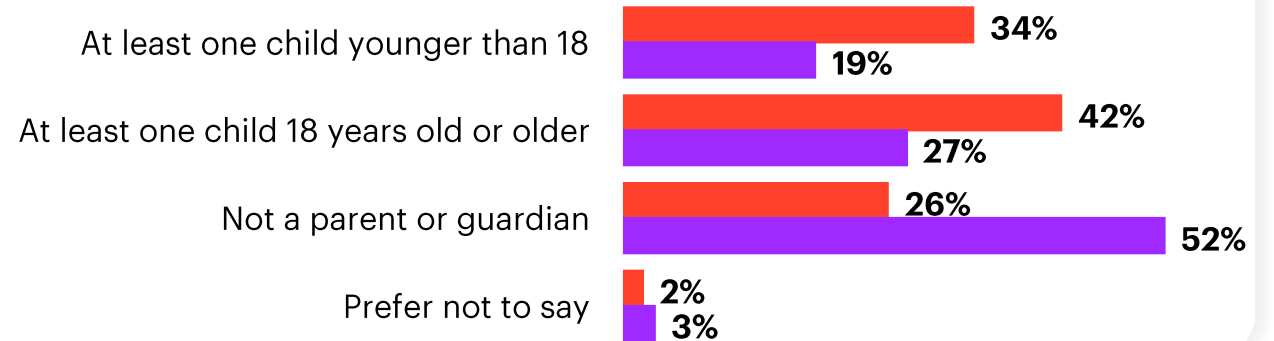


Who was a Christmas super spender, and who stuck to a budget last year?

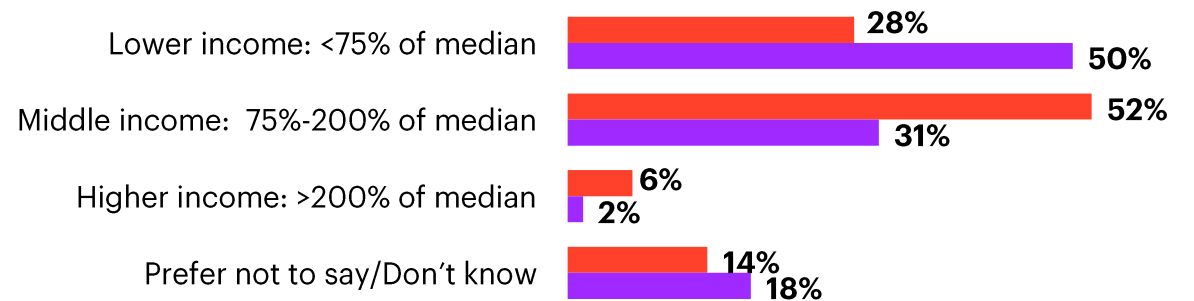
■ Spent over €200 ■ Spent under €200



Parental status



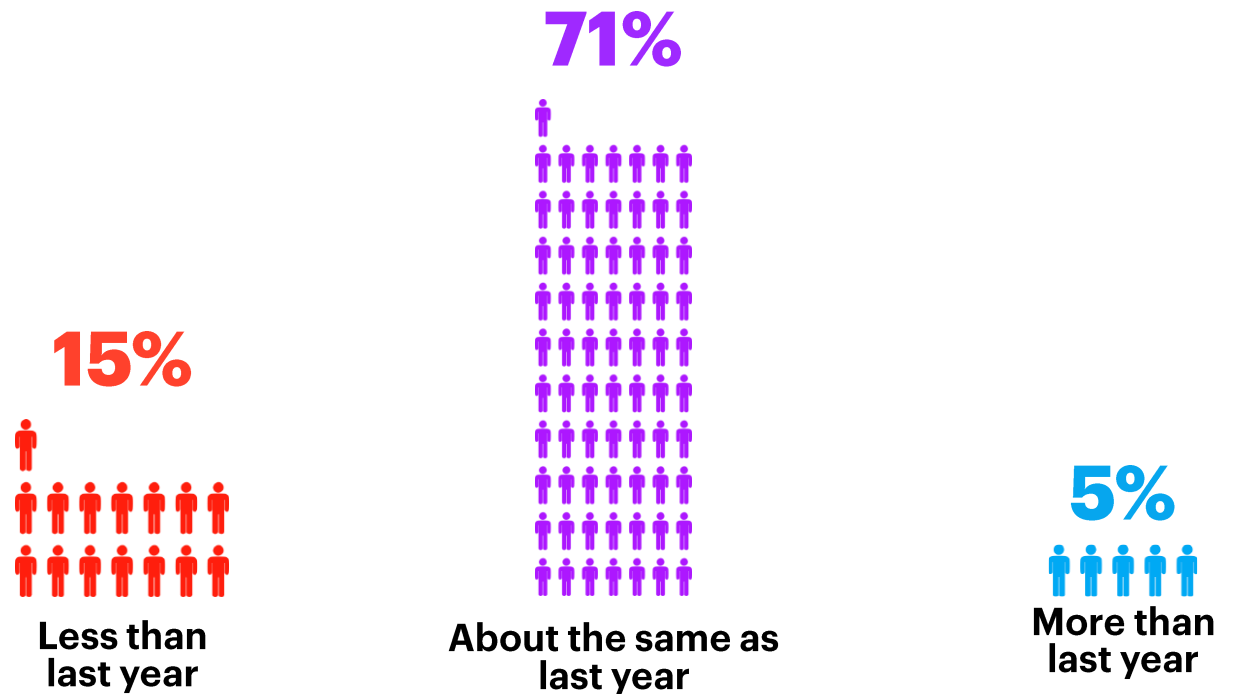
Household income group





76% of Christmas gift buyers plan to spend the same amount or more than last year

15% anticipate spending less than last year during the upcoming holiday season.



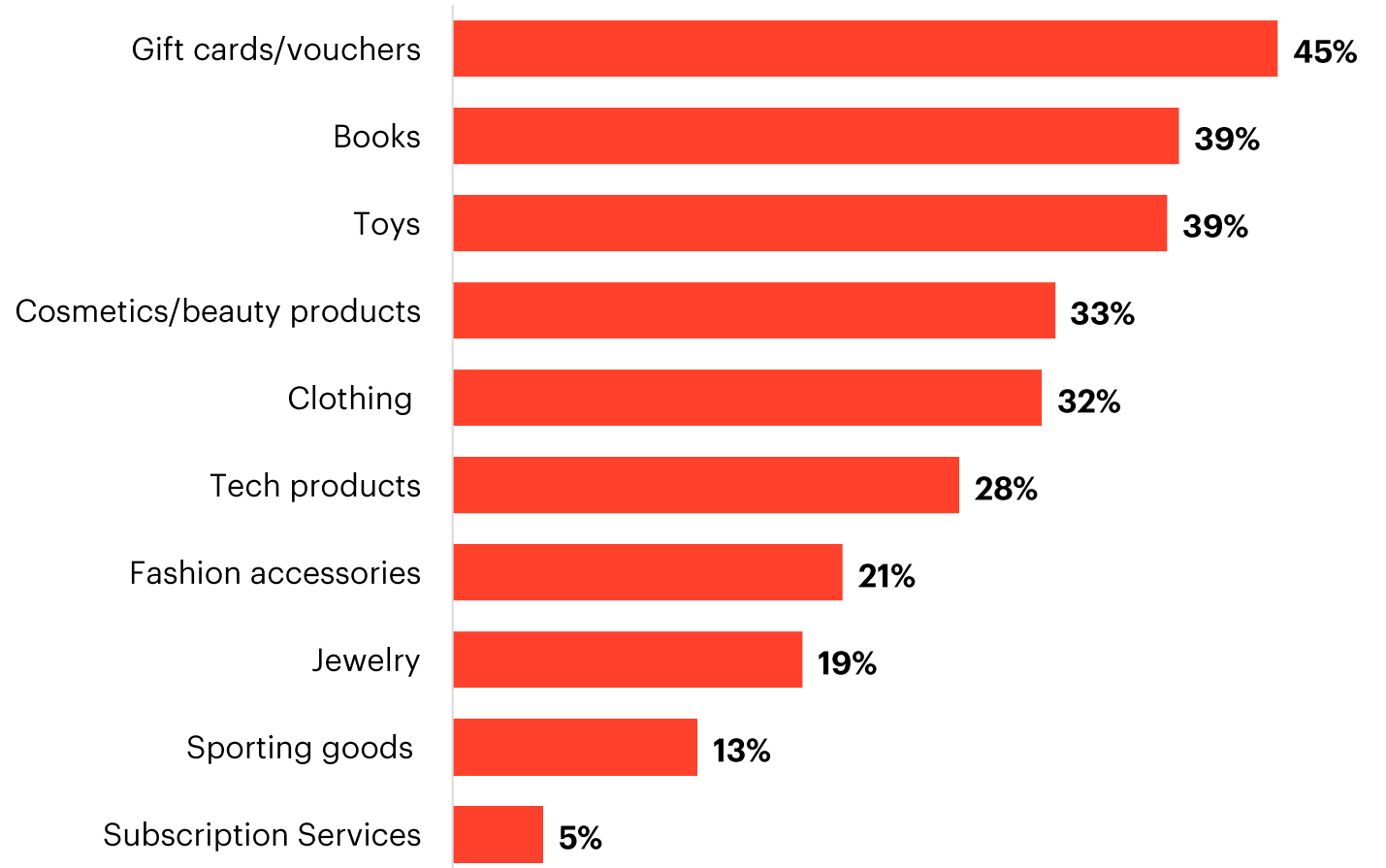
YouGov Surveys, August 12 - September 3, 2024. DE: n> 700. Question: How much, if at all, do you expect to spend on holiday season gifting this year? Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

45% of Christmas gift buyers buy gift cards/vouchers as holiday gifts

This is closely followed by books (39%), toys (39%), and cosmetic/beauty products (33%).

Get in touch

What do you typically buy as holiday gifts?*

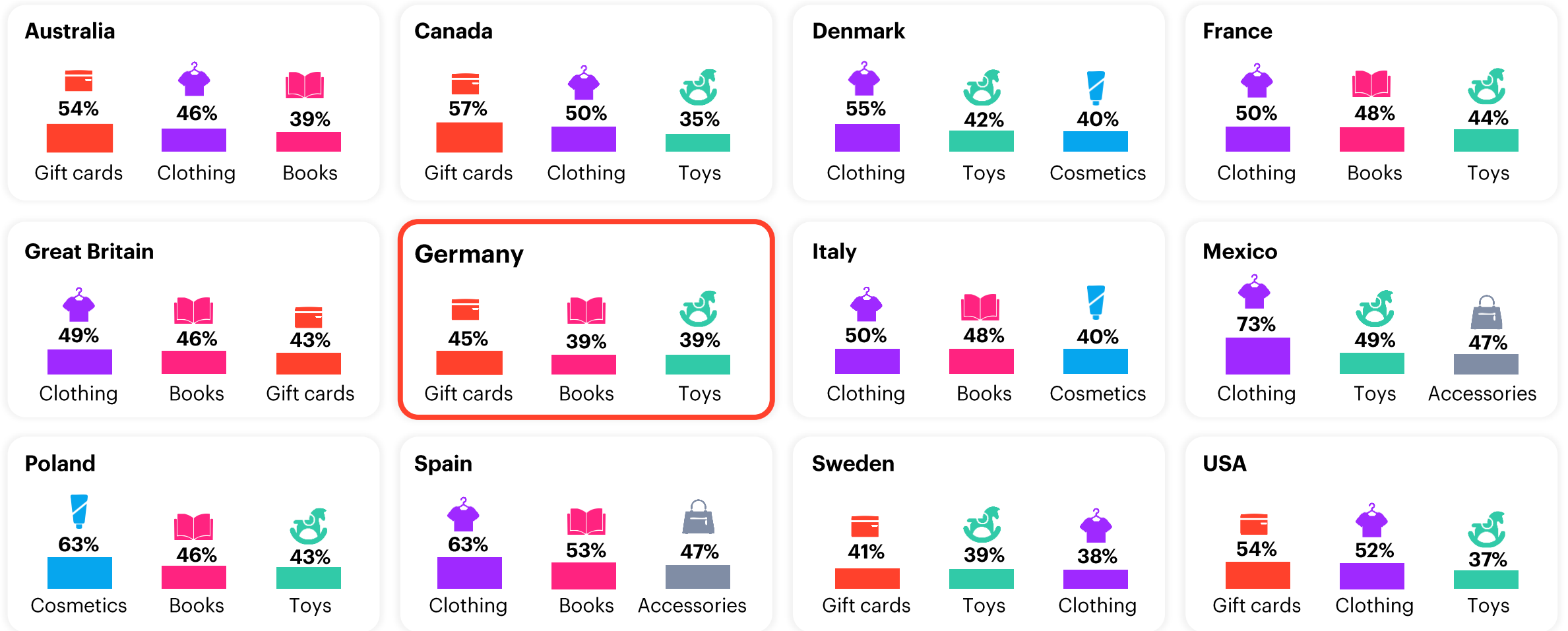


YouGov Surveys, August 12 - September 3, 2024. DE: n > 700

Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

*Multiple choice question and Other excluded from the list

Exploring gift preferences on a global scale



YouGov Surveys, August 12 - September 3, 2024. AU, CA, FR, DE, GB, IT, ES, US, DK, MX, PL, SE. n > 700

Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

Men buying Christmas gifts are more inclined towards tech products

Female gift buyers are more likely to buy gift cards/vouchers, books, cosmetics/beauty products, and clothing than their male counterparts.

Men		Women	
39%	Gift cards/vouchers ▼	Gift cards/vouchers ▲	50%
36%	Toys	Books ▲	44%
35%	Books ▼	Toys	42%
32%	Tech products ▲	Cosmetics/beauty products ▲	39%
26%	Cosmetics/beauty products ▼	Clothing ▲	38%
26%	Clothing ▼	Tech products ▼	24%
20%	Jewelry	Fashion accessories	24%
19%	Fashion accessories	Jewelry	18%
16%	Sporting goods ▲	Sporting goods ▼	11%
8%	Subscription services	Subscription services	2%

YouGov Surveys, August 12 - September 3, 2024. DE: n> 350

Target group: Christmas gift buyers (by gender) – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

▲ / ▼ : Highlights statistically significant differences between comparison groups.

Other excluded from the list

Those aged 18-34 are more likely to buy fashion accessories and sporting goods

While those aged 35+ are more likely to buy gift cards/vouchers compared to younger Christmas gift buyers.

Get in touch

18-34		35+	
37%	Toys	Gift cards/vouchers ▲	49%
36%	Cosmetics/beauty products	Books	41%
34%	Books	Toys	39%
34%	Clothing	Cosmetics/beauty products	32%
32%	Gift cards/vouchers ▼	Clothing	32%
31%	Fashion accessories ▲	Tech products	27%
28%	Tech products	Fashion accessories ▼	18%
22%	Jewelry	Jewelry	18%
20%	Sporting goods ▲	Sporting goods ▼	11%
10%	Subscription services	Subscription services	3%

YouGov Surveys, August 12 - September 3, 2024. DE: n>150

Target group: Christmas gift buyers (by age group) – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

▲ / ▼ : Highlights statistically significant differences between comparison groups

Other excluded from the list

Parents with at least one child under 18 are more likely to shop for gifts in general

They are more likely to buy clothing, toys, clothing, tech products, jewelry, and sporting goods in particular.

Get in touch

At least one child under 18		Not a parent or guardian	
57%	Toys ▲	Gift cards/vouchers	39%
46%	Clothing ▲	Books	34%
45%	Gift cards/vouchers	Cosmetics/beauty products	30%
42%	Tech products ▲	Clothing ▼	26%
41%	Books	Toys ▼	24%
32%	Cosmetics/beauty products	Tech products ▼	20%
28%	Jewelry ▲	Fashion accessories	19%
27%	Fashion accessories	Jewelry ▼	17%
17%	Sporting goods ▲	Sporting goods ▼	10%
7%	Subscription services	Subscription services	6%

YouGov Surveys, August 12 - September 3, 2024. DE: n> 150

Target group: Christmas gift buyers (by parental status) – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

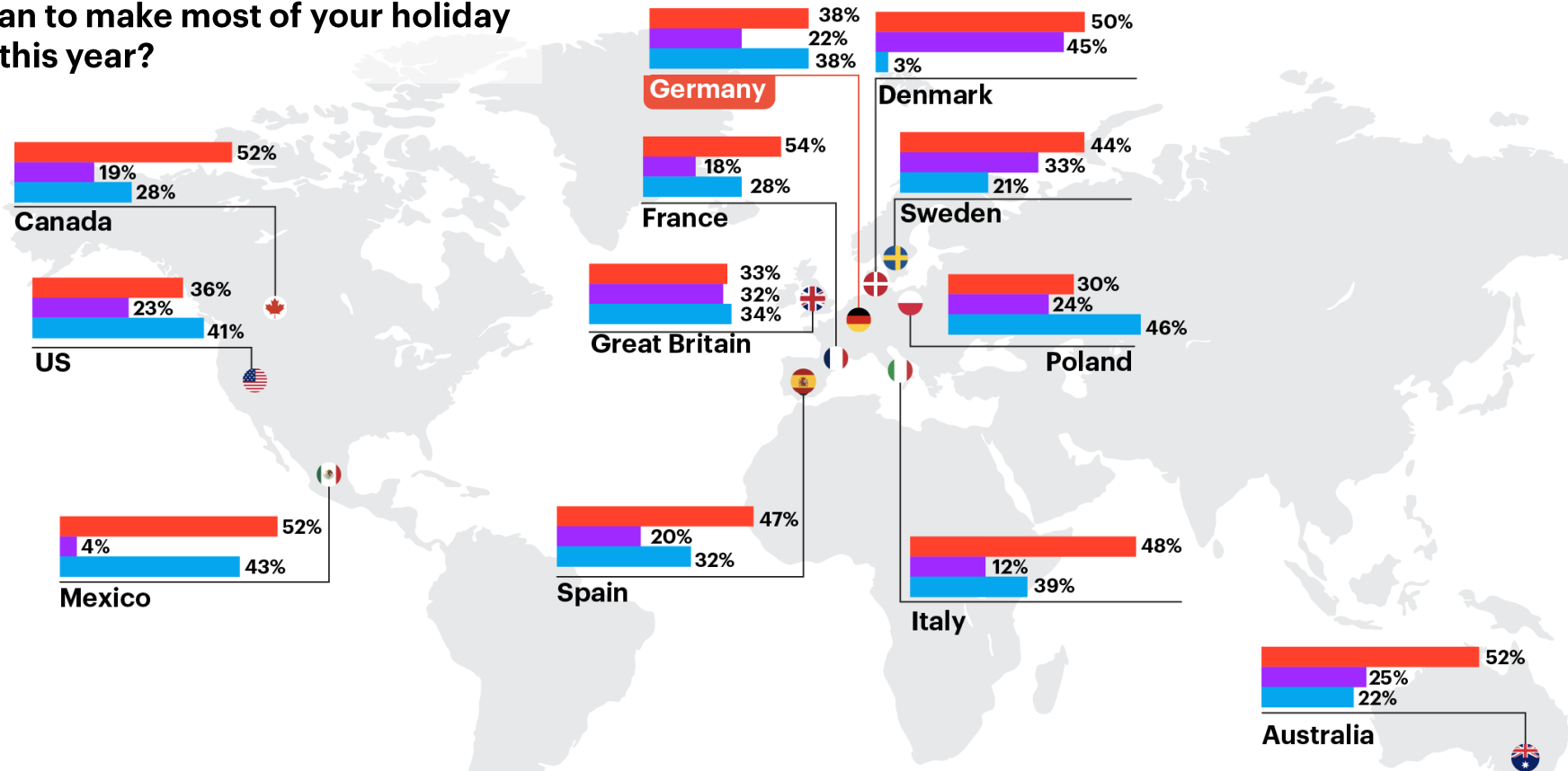
▲/▼: Highlights statistically significant differences between comparison groups

Other excluded from the list

38% of Christmas gift buyers in Germany will make the majority of their holiday season purchases in store

How, if at all, do you plan to make most of your holiday season gift purchases this year?

- In store
- Online via a retailer's website
- Online via an e-commerce platform (Amazon, Etsy, etc.)



YouGov Surveys, August 12 - September 3, 2024. AU, CA, FR, DE, GB, IT, ES, US, DK, MX, PL, SE: n> 700. Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

Christmas gift buyers aged 18-34 are more likely to make the majority of their purchases direct via a retailer's website

Almost 2 in 5 Christmas gift buyers say they plan to make most of their holiday season gift purchases this year in store (35% of those aged 18-34 and 39% of those aged 35+).

How, if at all, do you plan to make most of your holiday season gift purchases this year?

	All Christmas gift buyers	18-34	35+
In store	38%	35%	39%
Online via a retailer's website	22%	31% ▲	19%
Online via an e-commerce platform	38%	34%	40%



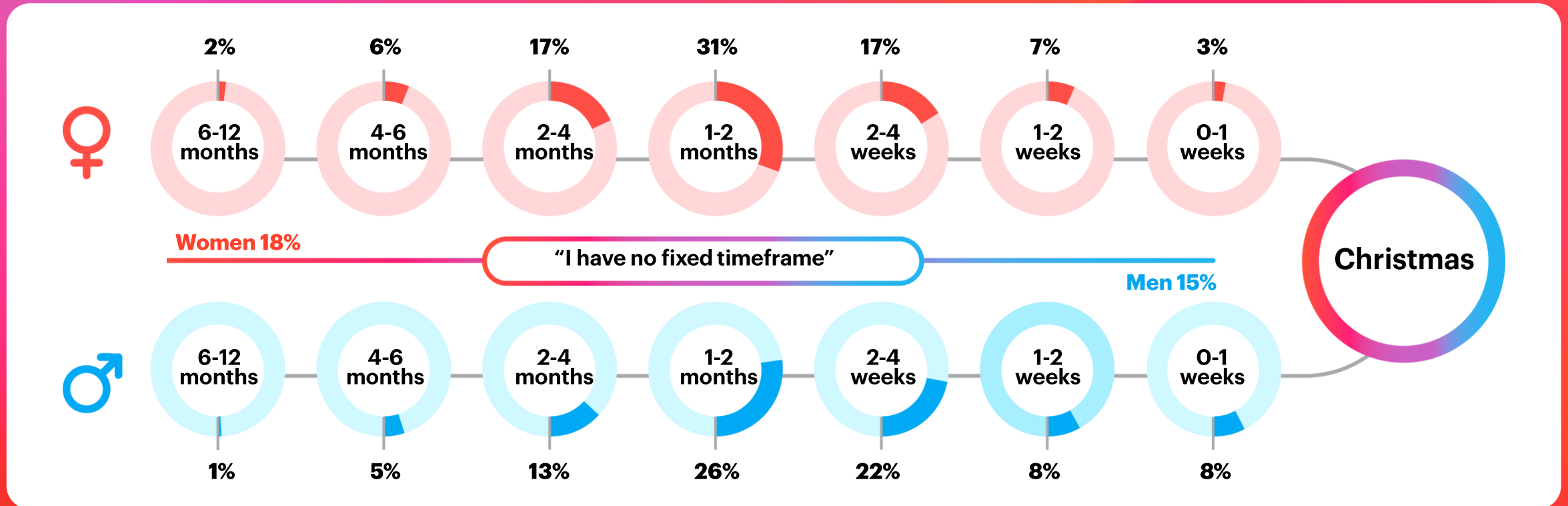
YouGov Surveys, August 12 - September 3, 2024. DE: n> 150

Target group: Christmas gift buyers (by age group) – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

▲/▼: Highlights statistically significant differences between comparison groups

Men are more likely to start their holiday gift shopping last minute

38% of male Christmas gift buyers shop in the month before Christmas compared to 27% of female Christmas gift buyers.



YouGov Surveys, August 12 - September 3, 2024. DE: n> 350. Question: When do you typically start holiday season gift shopping?

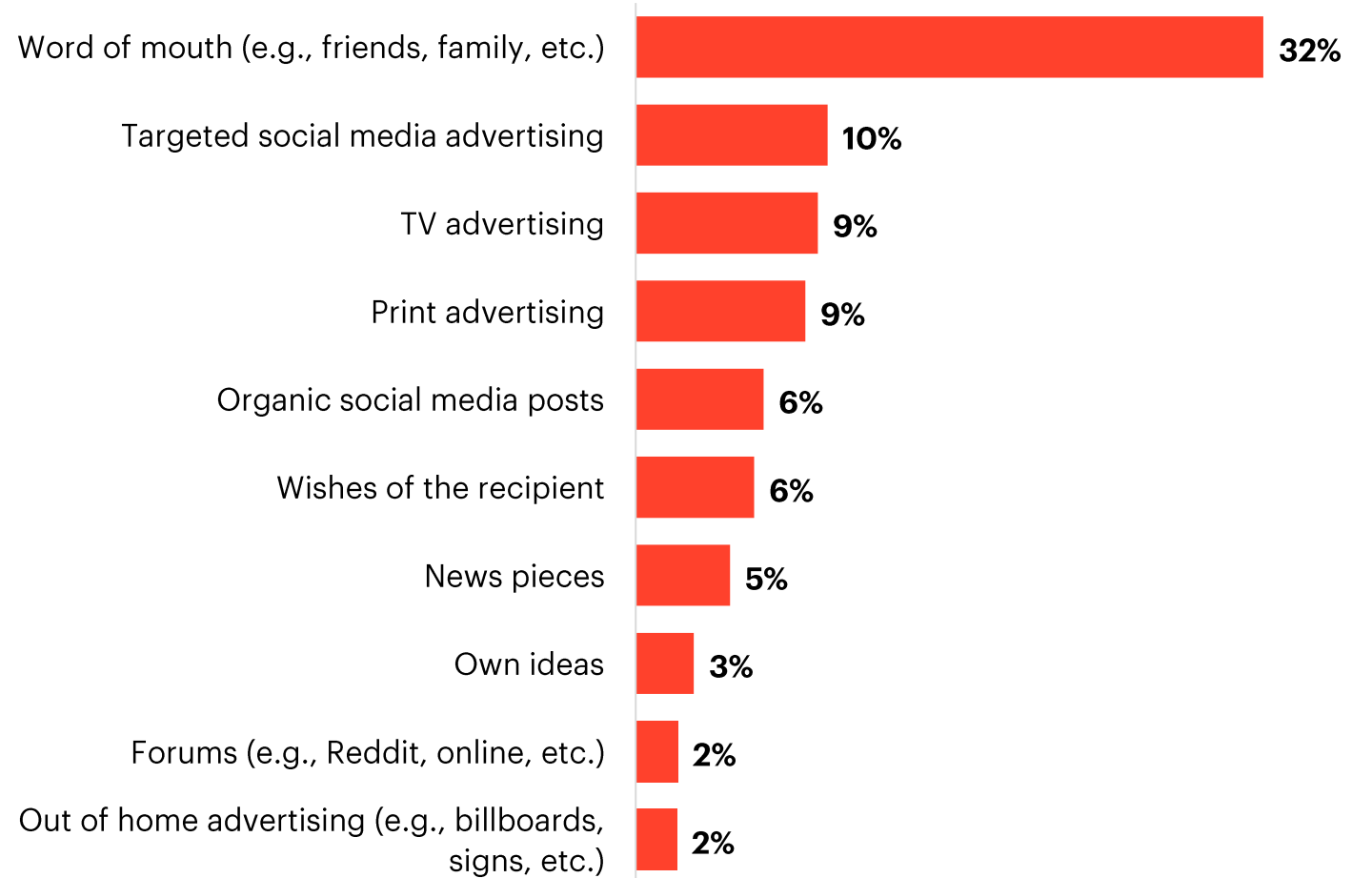
Target group: Christmas gift buyers (by gender) – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

Word of mouth is the leading source of inspiration among Christmas gift buyers

1 in 10 say they are most likely to find gifting inspiration via targeted social media advertising.

[Get in touch](#)

Where are you most likely to find inspiration for holiday season gifting?



YouGov Surveys, August 12 - September 3, 2024. DE: n > 700

Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”

*Top 10 gift inspiration sources, Other excluded from list.

Targeted social media advertising has significantly higher impact among those aged 18-34

21% of Christmas gift buyers aged 18-34 cite targeted social media advertising as where they are most likely to find inspiration for holiday season gifting (compared to 6% of those aged 35+).

18 to 34		35+	
25%	Word of mouth ▼	Word of mouth ▲	34%
21%	Targeted social media advertising ▲	Print advertising	9%
12%	TV advertising	TV advertising	8%
10%	Organic social media posts	Wishes of the recipient	7%
6%	Print advertising	Targeted social media advertising ▼	6%
5%	Audio advertising ▲	Other ▲	6%
4%	Out of home advertising	Organic social media posts	5%
4%	Wishes of the recipient	News pieces	5%
3%	News pieces	Own ideas ▲	4%
2%	Forums (e.g., Reddit, online, etc.)	Forums (e.g., Reddit, online, etc.)	2%

YouGov Surveys, August 12 - September 3, 2024. DE: n> 150

Target group: Christmas gift buyers (by age group) – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”.

Question: Where are you most likely to find inspiration for holiday season gifting? *Top 10 gift inspiration sources

▲ / ▼ : Highlights statistically significant differences between comparison groups

30% of Christmas gift buyers agree that they will take advantage of sales to save money this year.

Get in touch

30%

of Christmas gift buyers agree: "I will **take advantage of sales and promotions** more to save money this year."



26%

of Christmas gift buyers agree: "I will start my holiday season gift shopping earlier to **find the best deals** this year."

YouGov Surveys, August 12 - September 3, 2024, DE: n > 700

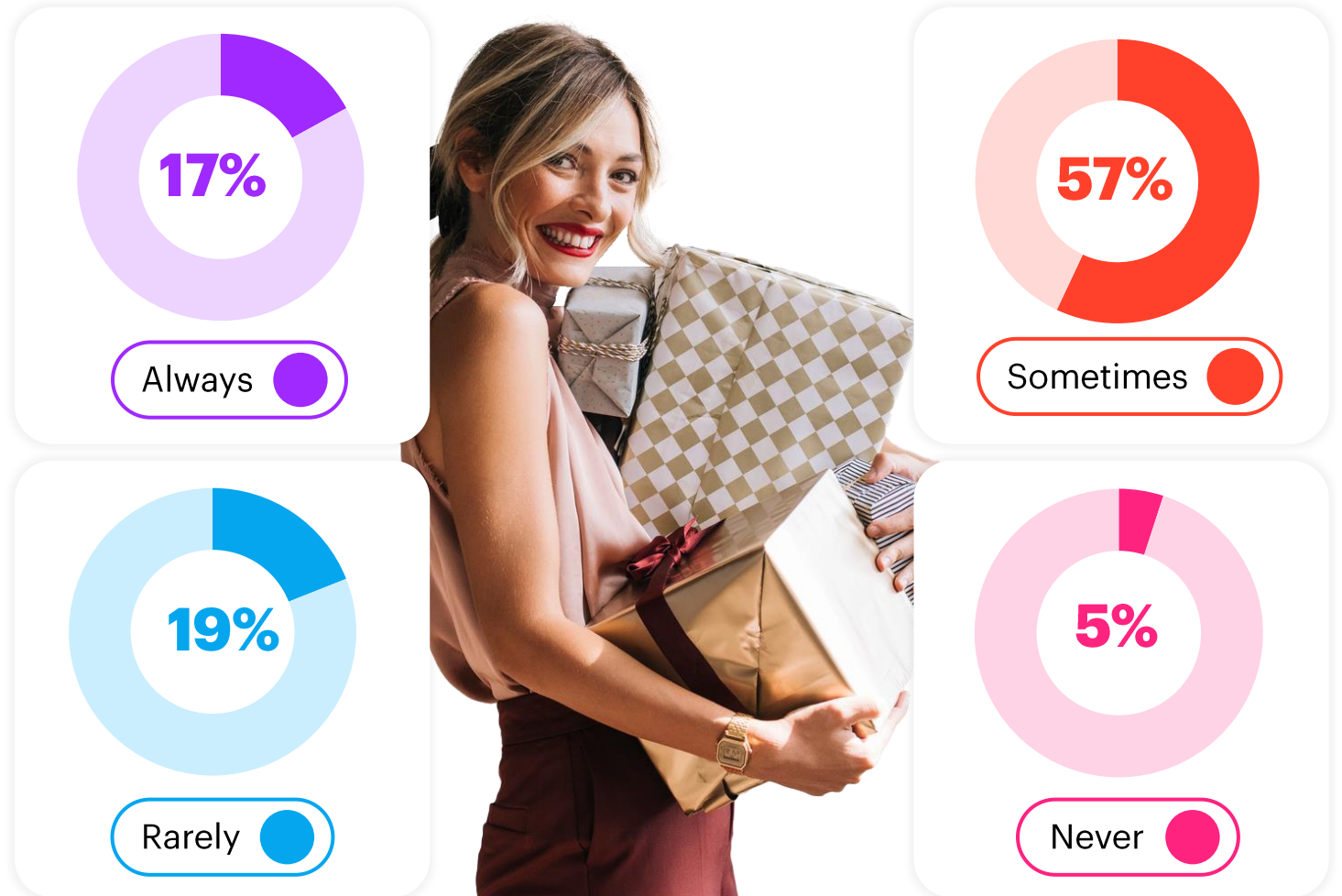
Target group: Christmas gift buyers – answered "Christmas" to "Which gift-giving holidays, if any, do you celebrate?" and answered "1+" to "How many people, if any, do you typically buy gifts for during the holiday season?"

Deals and promotions play a significant role in generating holiday season gift purchases

75% Christmas gift buyers sometimes or always take advantage of sales and promotions.

[Get in touch](#)

How often, if ever, do you take advantage of sales and promotions for your holiday season gift purchases?



YouGov Surveys, August 12 - September 3, 2024. DE: n > 700

Target group: Christmas gift buyers – answered “Christmas” to “Which gift-giving holidays, if any, do you celebrate?” and answered “1+” to “How many people, if any, do you typically buy gifts for during the holiday season?”



Which brands generated the most buzz during the holiday season last year?

Ahead of 2024, we look back at the brands that drove the highest buzz during the festive season last year.



Top performing retail store brands during the festive season last year

Rank	Brand name	Net buzz score: December 2023
1	dm	18.9
2	Amazon	17.2
3	IKEA	15.9
4	Lego	15.6
5	Rossmann	14.2
6	Fielmann	11.9
7	OBI	9.6
8	MediaMarkt	9.4
9	Puzzle von Ravensburger	9.2
10	JYSK	9.2

YouGov BrandIndex DE, December 2023, ranked based on net buzz score, n > 1,000

Retail I, Retail II, Retail III, Toys

Question: Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family).

[Explore brand tracking](#)



Top performing fashion retail brands during the festive season last year

Rank	Brand name	Net buzz score: December 2023
1	Adidas	12.7
2	Nike	10.7
3	C&A	10.2
4	H&M	9.1
5	Jack Wolfskin	8.7
6	Hugo Boss	7.4
7	Levi's	6.6
8	Zalando	6.6
9	The North Face	6.4
10	Puma	6.0

YouGov BrandIndex DE, December 2023, ranked based on net buzz score, n > 1,500

Fashion Brands, Fashion & Apparel I

Question: Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)

[Explore brand tracking](#)



Top performing **electronic brands** during the festive season last year

Rank	Brand name	Net buzz score: December 2023
1	Samsung	21.3
2	Apple	14.7
3	iPhone	11.8
4	Bosch	9.8
5	Miele	9.6
6	Dyson	9.5
7	Nintendo Switch	9.1
8	Siemens	8.8
9	PlayStation	8.6
10	LG	8.0

YouGov BrandIndex DE, December 2023, ranked based on net buzz score, n > 900

Consumer Electronics I, Consumer Electronics II

Question: Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family).

[Explore brand tracking](#)



Top performing **personal care brands** during the festive season last year

Rank	Brand name	Net buzz score: December 2023
1	Nivea	14.5
2	Balea	9.7
3	Oral-B	7.9
4	Gillette	7.4
5	Head & Shoulders	7.2
6	Nivea MEN	7.2
7	Axe	6.0
8	Kneipp	6.0
9	Dr. Best	5.8
10	Dove	5.6

YouGov BrandIndex DE, December 2023, ranked based on net buzz score, n > 650.

Question: Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family).

[Explore brand tracking](#)



Top performing **video game brands** during the festive season last year

Rank	Brand name	Net buzz score: December 2023
1	Grand Theft Auto	9.2
2	FIFA	8.8
3	Super Mario Bros.	7.8
4	Pokémon	4.6
5	Minecraft	3.4
6	Call of Duty (all)	3.3
7	Assassin's Creed	3.2
8	Fortnite	3.0
9	Final Fantasy	2.8
10	League of Legends	2.7

YouGov BrandIndex DE, December 2023, ranked based on net buzz score, n > 1,900

Question: Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family).

[Explore brand tracking](#)

Build a complete picture of your brand

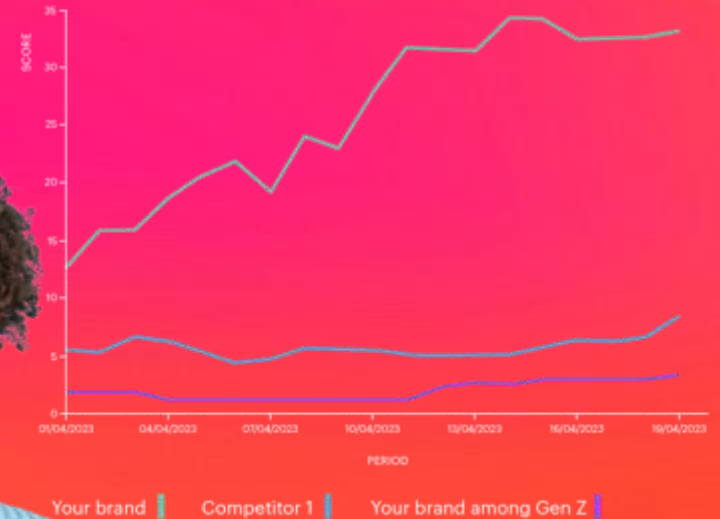
Gain a deep understanding of your brand health and performance against top competitors in your industry with YouGov's brand and campaign tracking solutions.

Track key metrics, measure campaign effectiveness, and access real-time insights into what people think, feel, and say about your brand.

[Explore brand tracking](#)



Advertising awareness



Metrics ▾

Advertising awareness

Methodology

The insights in this report have been sourced via YouGov Surveys: Serviced, YouGov Profiles, and YouGov BrandIndex.

The Christmas 2024 consumer insights in this report were sourced via YouGov Profiles and YouGov Surveys: Serviced.

YouGov Profiles is an ever-growing source of living consumer data, with 2+ million data variables from YouGov's 27+ million global panelists.

The data used in this report was accessed via YouGov Profiles+ Germany on 2024-10-20. The target group "Christmas gifters 2023" refers to those who exchanged gifts during Christmas last year.

YouGov Surveys: Serviced provides rapid answers from the right audience. The multi-region survey was conducted from August 12, 2024, to September 3, 2024, with 1007 nationally representative respondents based in Germany.

The target group of "Christmas gift buyers" refers to those who answered "Christmas" to "Which gift-giving holidays, if any, do you celebrate?"

and answered "1+" to "How many people, if any, do you typically buy gifts for during the holiday season?"

The Christmas brand buzz rankings in this report are sourced from YouGov's always-on brand tracker, YouGov BrandIndex.

Buzz scores are based on respondents' answers to the following question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?" Scores range from -100 to +100.

Net buzz rankings are defined by a brand's positive buzz score during the month of December 2023 minus its negative buzz score during the month of December 2023. A minimum base size of 300 (N) is required.

Thank you