

# HALF OF ALL KIWIS WILL BE MAKING CHANGES TO THE WAY THEY DO CHRISTMAS THIS YEAR BECAUSE MONEY IS TIGHTER THAN USUAL...

How are our Christmas plans being impacted by our purse strings and what does this mean for retailers? For those needing to make a change, we asked about the three key ingredients of many peoples' Christmas: gift giving, food and travel.

## Money is tighter for Kiwis, but one in four not making specific provisions for the festive season.

Even though money is undoubtedly feeling tighter for many kiwis this year, still one in four aren't going to make any special provision for covering the cost of Christmas groceries. For all of us, savvy shopping in the form of buying and storing, or regular saving to make the Christmas food shop more manageable are the most popular options to make catering the big day viable. However, a huge one in ten with a household income of less than 50K per year say they will be looking to help from foodbanks and community support to put a Christmas meal on the table.

## What do brands and retailers need to consider?

- Brands need to work hard to secure their place in the trolley**  
Shoppers are more likely to compromise on their purchasing decisions so brands and products will need to work harder to justify their place in the trolley, particularly if there is a more budget-friendly option available.
- "Stocking up" shopping has already started and started earlier than ever before.**  
Many shoppers will be buying further out to spread the financial load, so earlier special deals on festive goods might capture a greater share of the Christmas wallet.
- A little kindness can go a long way.**  
With many families feeling even more pressure this festive season, those in a position to help can make a big difference if they choose to.

This data comes from a nationally representative sample of New Zealanders surveyed in October 2023. For more information or if you have a retail sector question we can answer contact [ann@researchfirst.co.nz](mailto:ann@researchfirst.co.nz)

in association with



# 37%

## ARE GOING TO BUY LESS GIFTS

Gift purchases will drop. A third say they will either reduce the number they're buying for or spend less on their usual recipients.

# 31%

## ARE GOING TO SPEND LESS ON CHRISTMAS DINNER

Spend on food will drop. A third are looking to reduce their Christmas food spend, either by changing the range of foods they're buying or swapping out regular brands for own-label versions.

# 32%

## ARE GOING TO REDUCE TRAVEL

People will travel less. A third are considering making changes to their travel or holiday plans, with the majority of these reducing visits to family and friends.

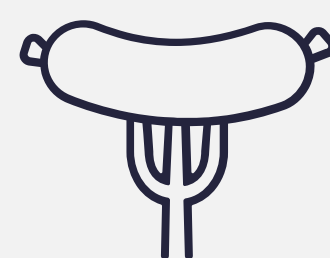
## Top 5 changes to Christmas 2023

Which of the following will you do this year?



# 24%

Reduce the number of people I buy gifts for



# 24%

Change the range of foods I buy for Christmas entertaining to make it cheaper



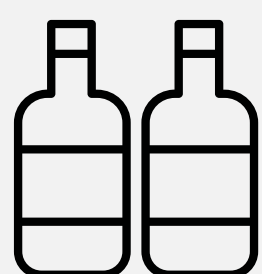
# 22%

Reduce the amount of travel I do to visit family and friends



# 18%

Buy gifts for the same number of people, but reduce what I spend on them



# 18%

Swap out the brands I usually buy for supermarket-own versions

## How do we plan to fund the Christmas grocery shop?

Which of the following best describes how you'll cover the cost of grocery shopping at Christmas?

Buy items as I see them that I can store until Christmas

# 34%

Put a little money aside regularly in the lead up and do a main shop closer to the day

# 28%

I won't make any special provisions for the extra cost of Christmas grocery shopping

# 25%

Use my credit card and pay it off later

# 13%

Use buy now pay later options

# 12%

I am a member of a Christmas Club

# 9%

I'll get help from a food bank / community support

# 6%

