

Retail Confidence for Christmas 2016

The outlook for this year's festive season



60.4%
OF UK RETAILERS

feel more confident about Christmas trading this year, compared with last year.

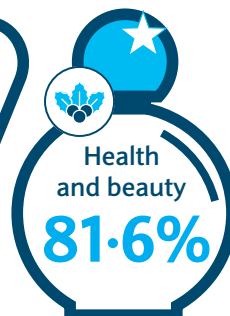
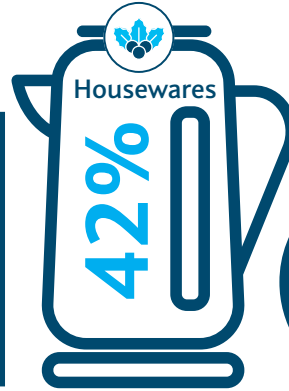
Mobile will see the biggest growth among all channels this Christmas

Predicted mobile sales growth
78%

62.8%

OF UK RETAILERS think there will be no real impact from Brexit on Christmas spending.

Top three categories with best growth this Christmas



Top three areas of improvement UK retailers will focus on this Christmas

64.8%
Marketing

80.4%
Logistics

40.4%
In-store experience

63.2%

expect retail revenue growth this year, compared to last Christmas

Over one-third

of the retailers expect increased sales from tourists and overseas online orders due to weaker pound

Increased online orders from overseas
31.6%

Increased sales from tourists in store
35.2%

Top three factors with positive impact on UK consumer Christmas spending

42%



More home-stays from UK residents

34.8%



Strong marketing campaigns

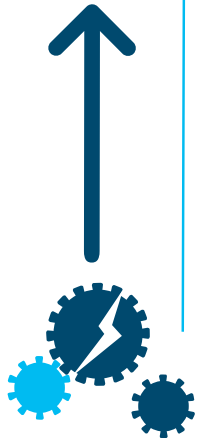
30%



More optimistic consumer

Biggest challenges over Christmas and holiday trading period:

40.4%



Logistics stress

23.6%



Staff shortages

20.4%



Inventory control

11.6%



Early sale of 'Black Friday' and 'Mega Monday'

31.6%



IT failer

21.2%



Bad weather

60.8%



Competition from online stores such as Amazon, ebay etc.