

Christmas presents 2017 — Switzerland

Consumer survey on intended
purchases and spending habits

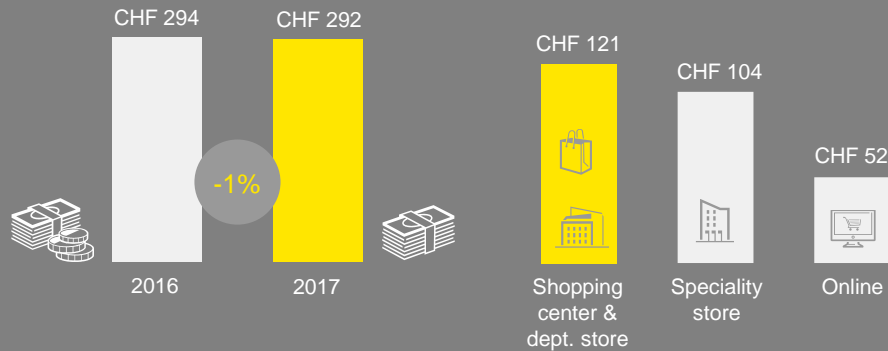
November 2017



Christmas presents 2017

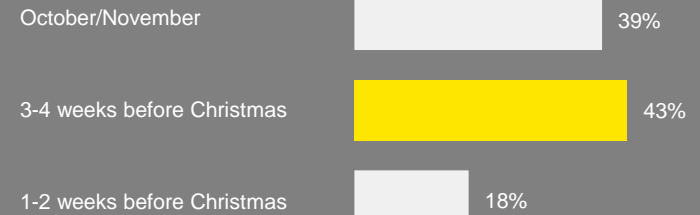
Survey of 405 consumers in Switzerland | EY study

Planned **spending** on Christmas presents



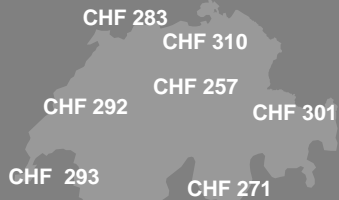
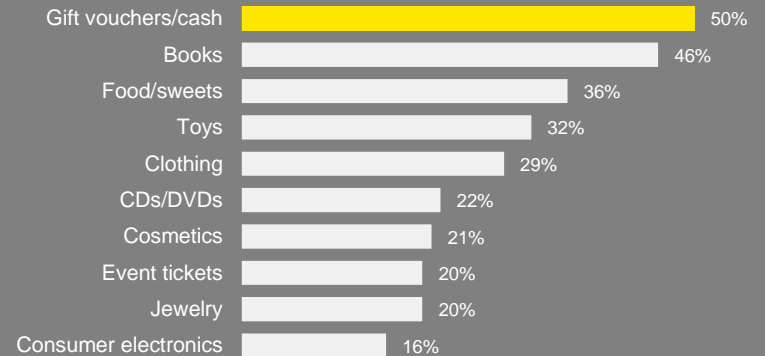
When

do you buy your presents?



The most frequent

gifts



Christmas shopping spree

go online or hit the shops?



Study design



Martin Gröli

Your contact

Partner Audit Services
Consumer Products and
Retail Sector Leader
Switzerland

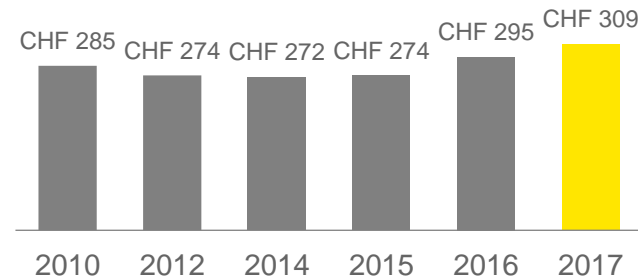
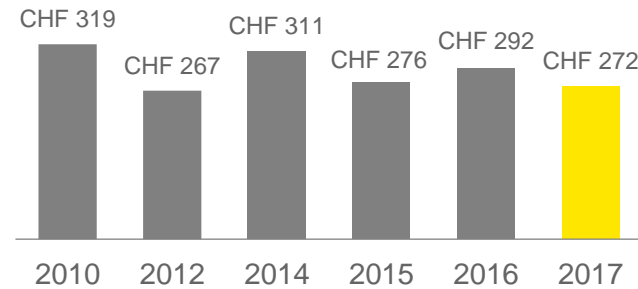
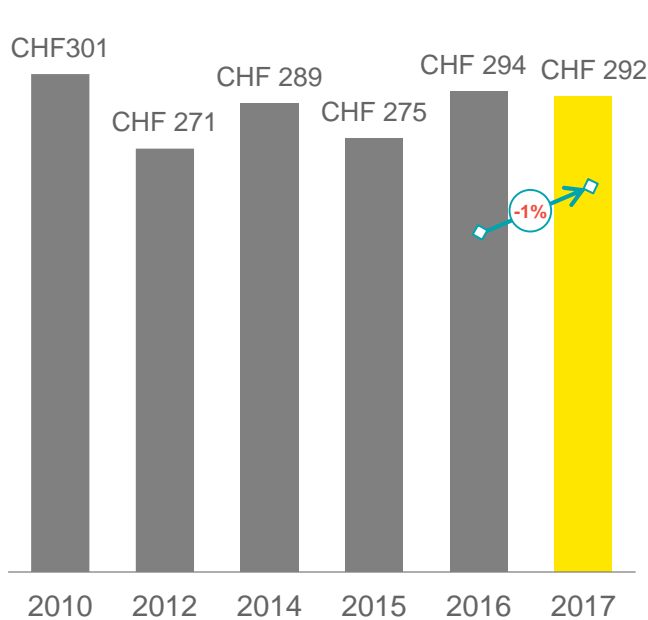
+41 58 286 3250

 martin.groeli@ch.ey.com

- ▶ Telephone survey conducted by an independent market research institute (Valid Research, Bielefeld) in the period from 23 to 27 October 2017
- ▶ Representative survey of 405 (adult) consumers in Switzerland
- ▶ The survey focused specifically on plans to buy Christmas presents, rather than on general consumer behaviour in the run-up to Christmas.
- ▶ The study was conducted annually from 2009 to 2012. There was no survey in 2013. Where appropriate and useful, results of the studies for the years 2009 to 2016 are listed.

Consumer appetite at Christmas has fallen slightly but remains high

How much money do you intend to spend on Christmas presents this year?



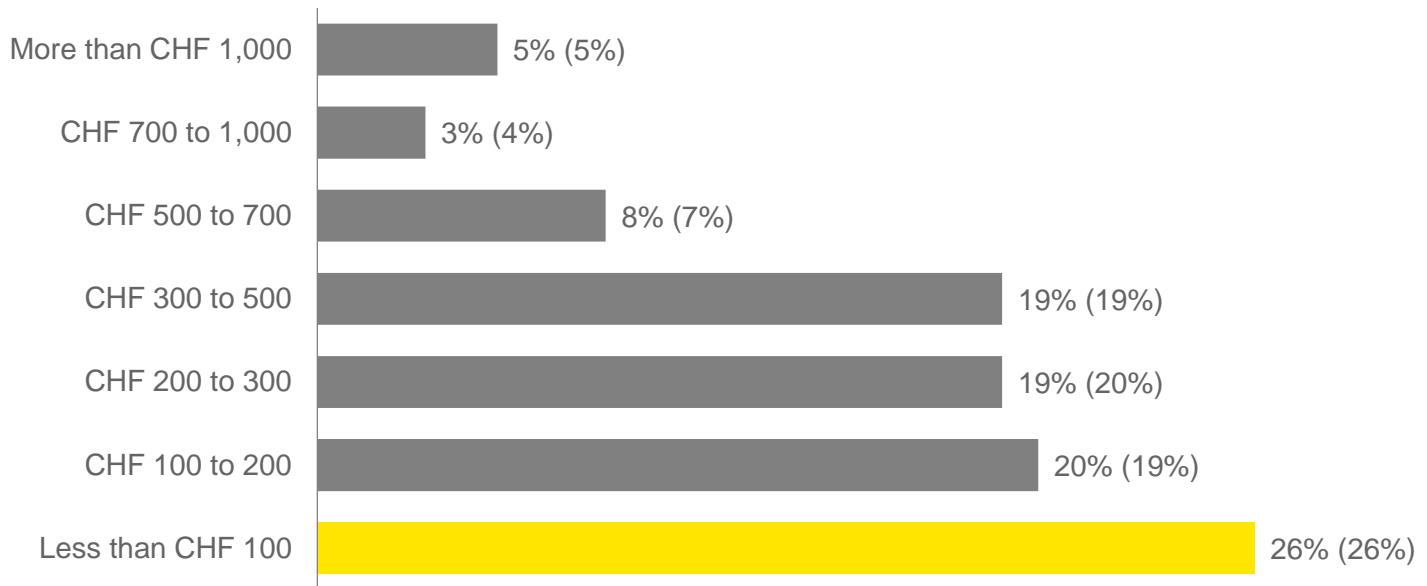
The average budget for Christmas presents is expected to be around CHF 292 this year. Although this is 0.7% less than a year ago, it is more than in all other years since 2012.

The propensity of men to splash out has fallen to its lowest level since 2012. The situation is different for women: they are planning to spend more on Christmas presents than in all surveys to date since 2009.

Most consumers plan to spend more than CHF 200



How much money do you intend to spend on Christmas presents this year?



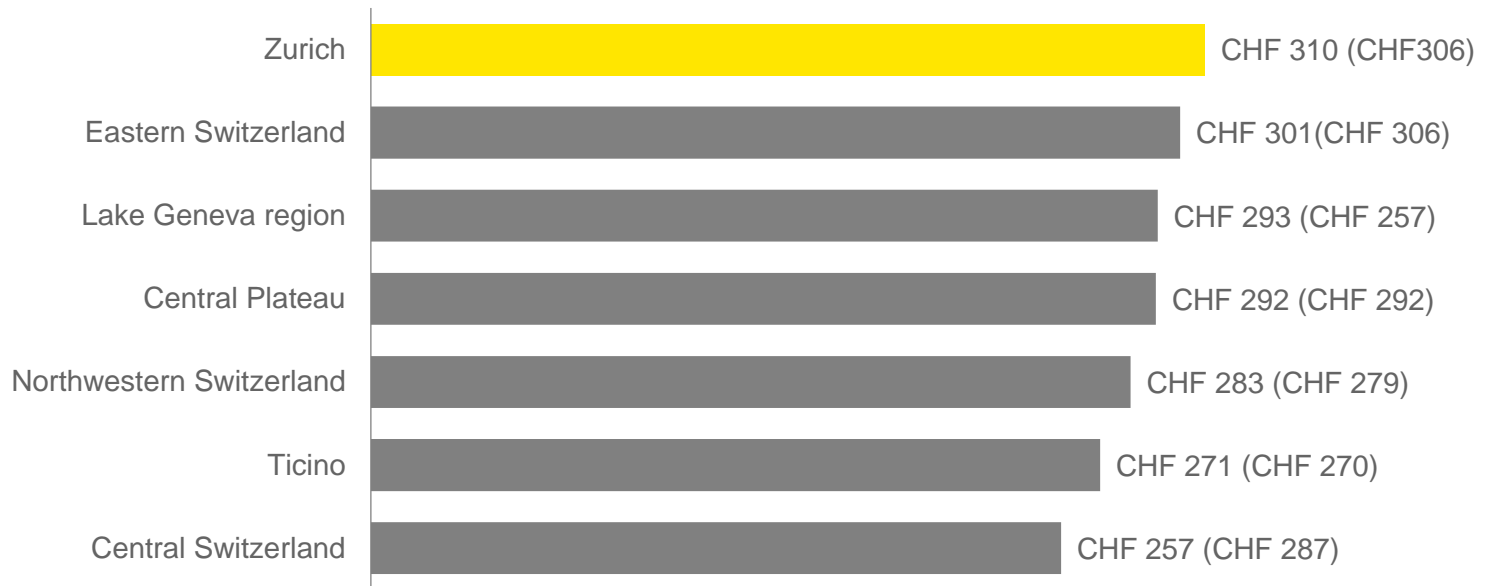
More than one in every two consumers (54%) has a Christmas budget of more than CHF 200 this year — in the prior year, the share was slightly higher (55%). But like in the previous year, almost one in every four (26%) do not intend spend more than CHF 100 on Christmas presents.

In brackets: 2016 results

Zurich consumers are particularly generous — Central Switzerland particularly frugal



How much money do you intend to spend on Christmas presents this year?



The spending plans of Zurich consumers are particularly generous: on average, they plan to spend CHF 310 on Christmas presents this year. This year, consumers in Central Switzerland will be the most frugal, planning to spend an average of only CHF 257 on presents.

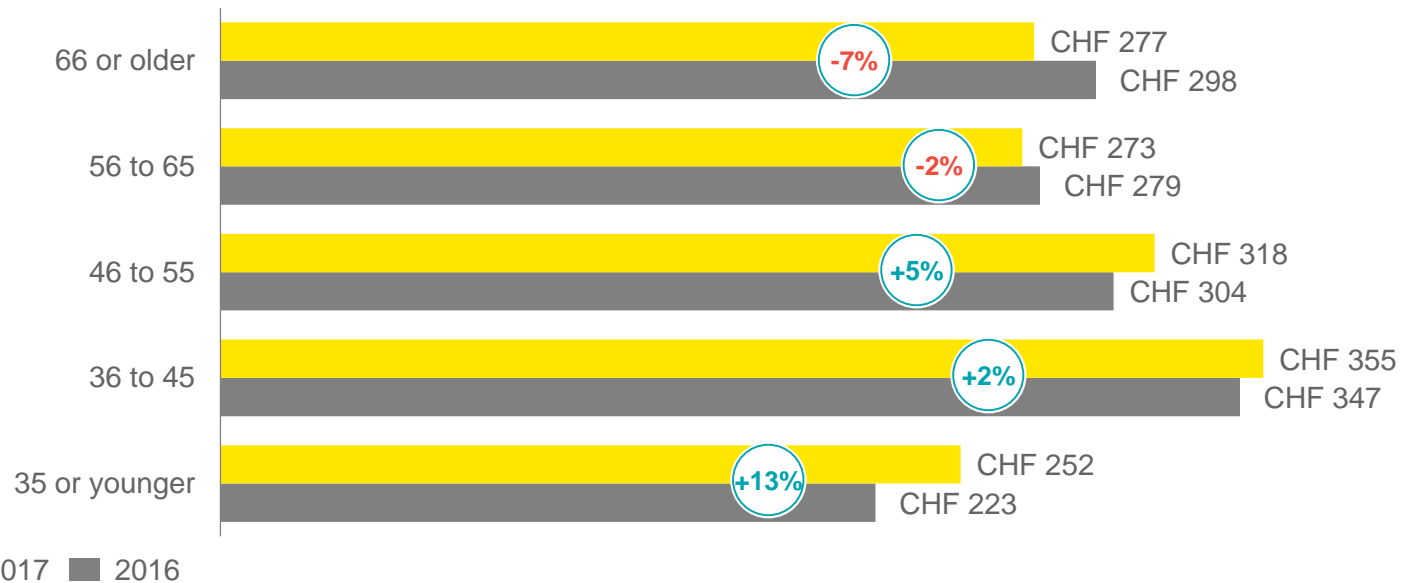
In four of Switzerland's seven major regions, the propensity to spend has risen compared with the previous year.

In brackets: 2016 results

Age group of 36 to 45-year-olds spends the most



How much money do you intend to spend on Christmas presents this year?

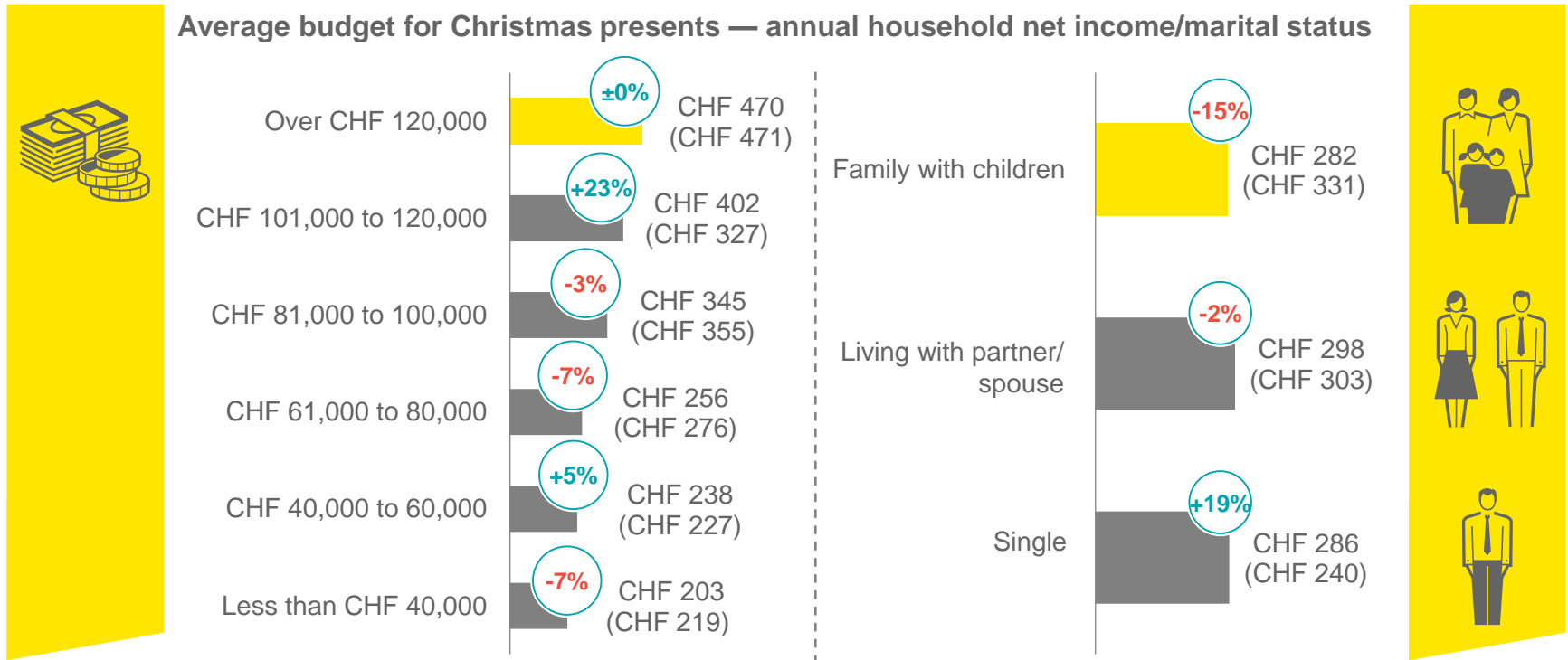


Once again, those aged between 36 and 45 plan to spend the most on presents this year: on average, they will shell out CHF 355 for presents, slightly more than last year.

The sharpest rise in the willingness to spend — 13% — was recorded in the age group of those 35 or younger.

By contrast, the age group of 56 to 65-year-olds and older plan to reduce their budget compared with the previous year.

High earners are particularly happy to splash out — families with children are tightening their purse strings



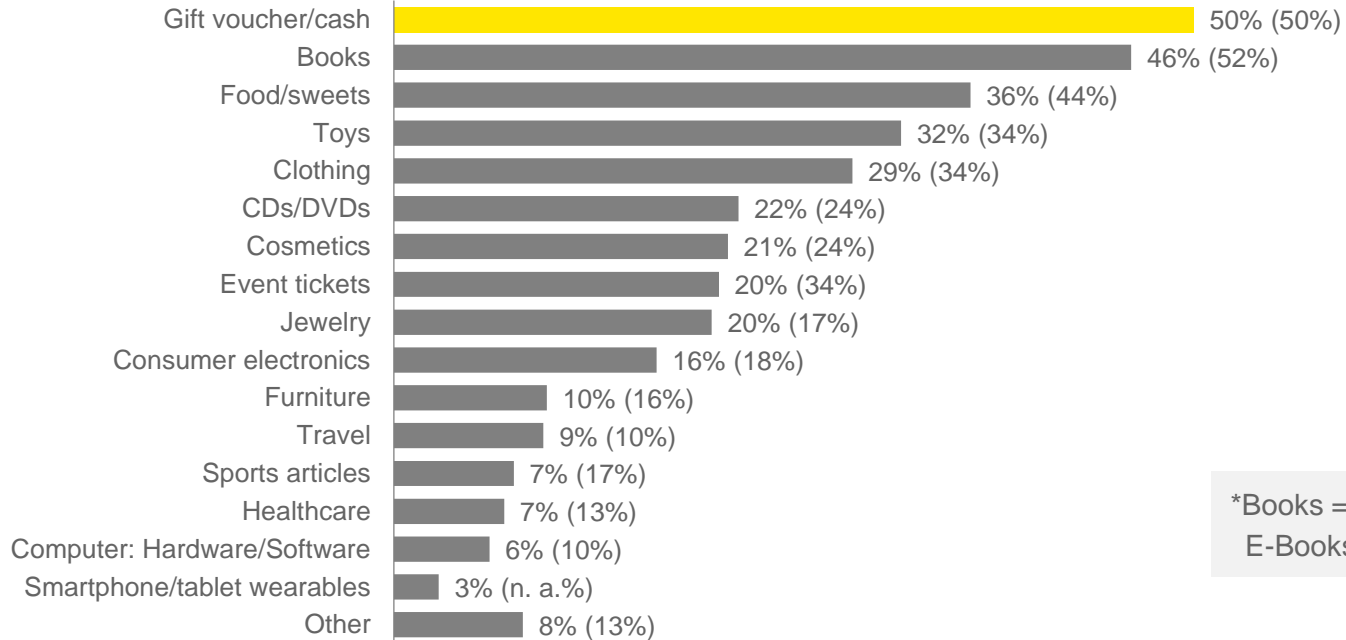
High earners with net incomes of between CHF 101,000 and 120,000 plan to spend almost one-quarter more on Christmas presents this year than they did last year. By contrast, consumers with net incomes of between CHF 61,000 and 100,000 plan to reduce their present budget for presents, as do low earners. Families with children also want to spend substantially less on presents this year than they did last year.

In brackets: 2016 results

Most frequent items under the Christmas tree: cash gifts and books/e-books



Which of the following categories of presents you are planning to buy?



*Books = 44% (49%)
E-Books = 3% (7%)

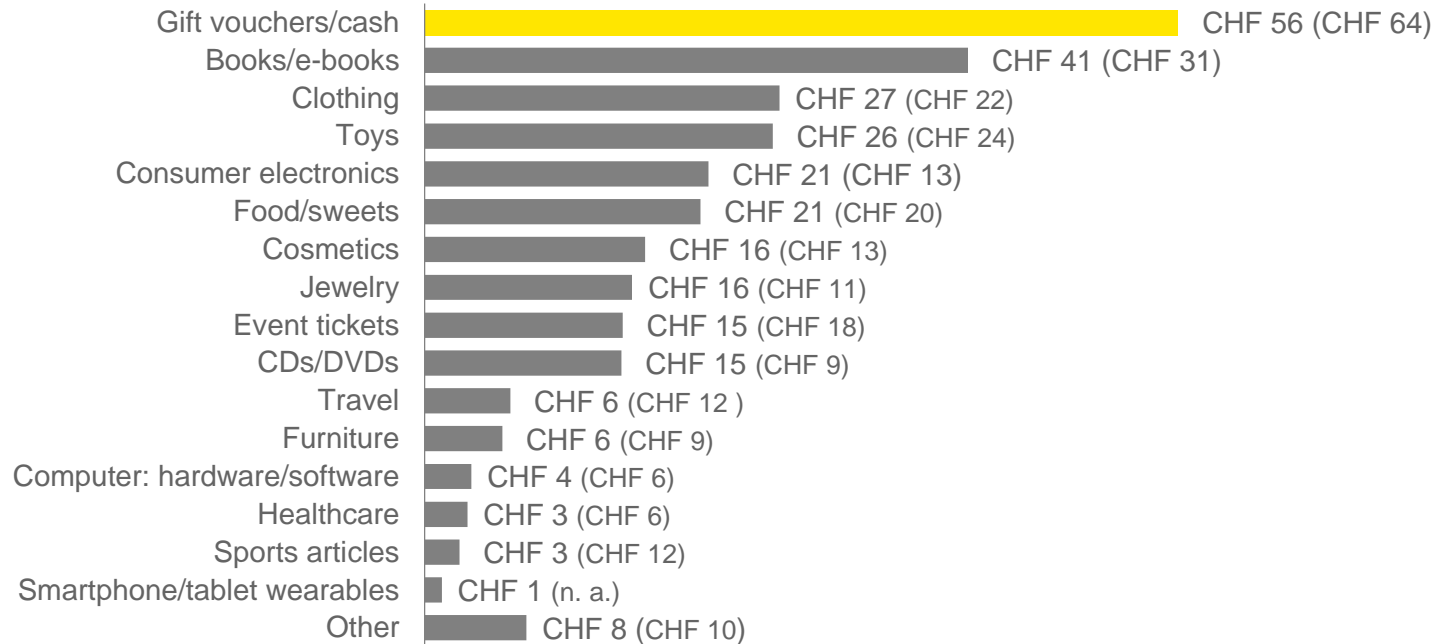
The top three Christmas presents this year are gift vouchers or cash, books and e-books, and food, especially sweets.

The only category of gifts to record an increase is jewelry, while the category of events recorded the biggest drop (down 14 percentage points).

In brackets: 2016 results

Which presents will attract the greatest spending?

How much money do you expect to spend on ... ?



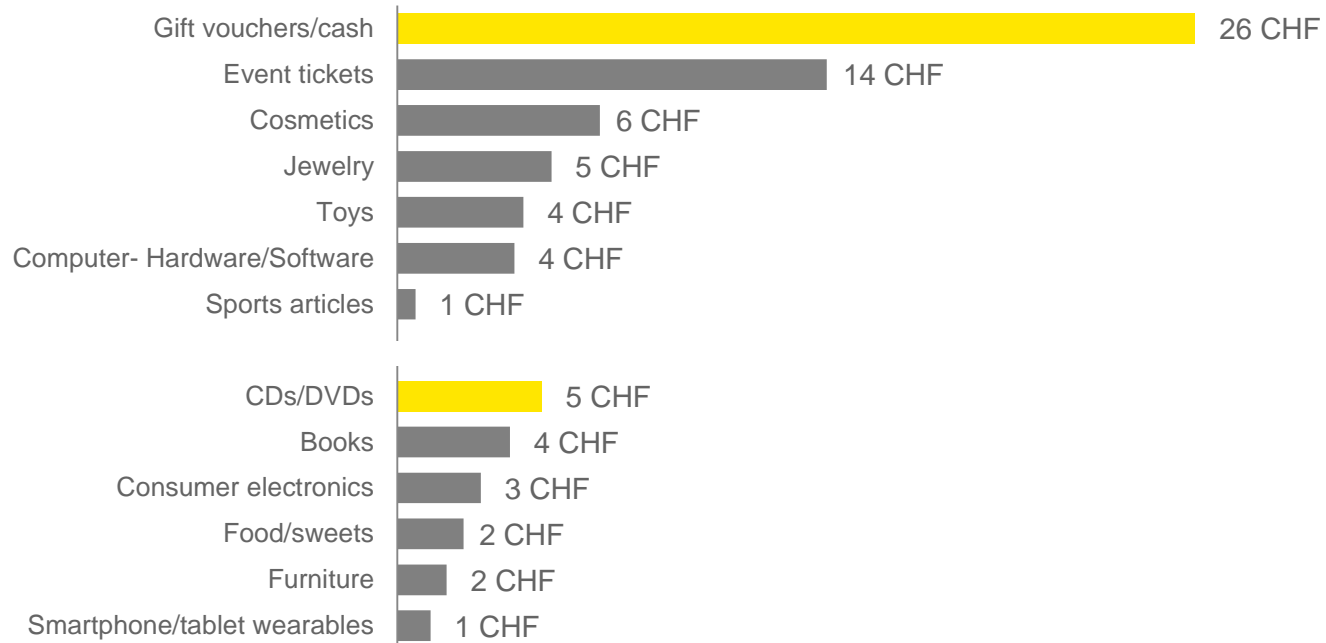
As in the previous year, consumers in Switzerland invest the largest sums of money in gift vouchers, followed by books and clothing. The sharpest increase was recorded by planned spending on books/e-books (up CHF 10) and consumer electronics (up CHF 8). The sharpest fall was recorded by average planned spending on sports articles and gift vouchers (down CHF 9 and CHF 8, respectively).

In brackets: 2016 results

Women prefer gift vouchers, while men spend more on CDs/DVDs



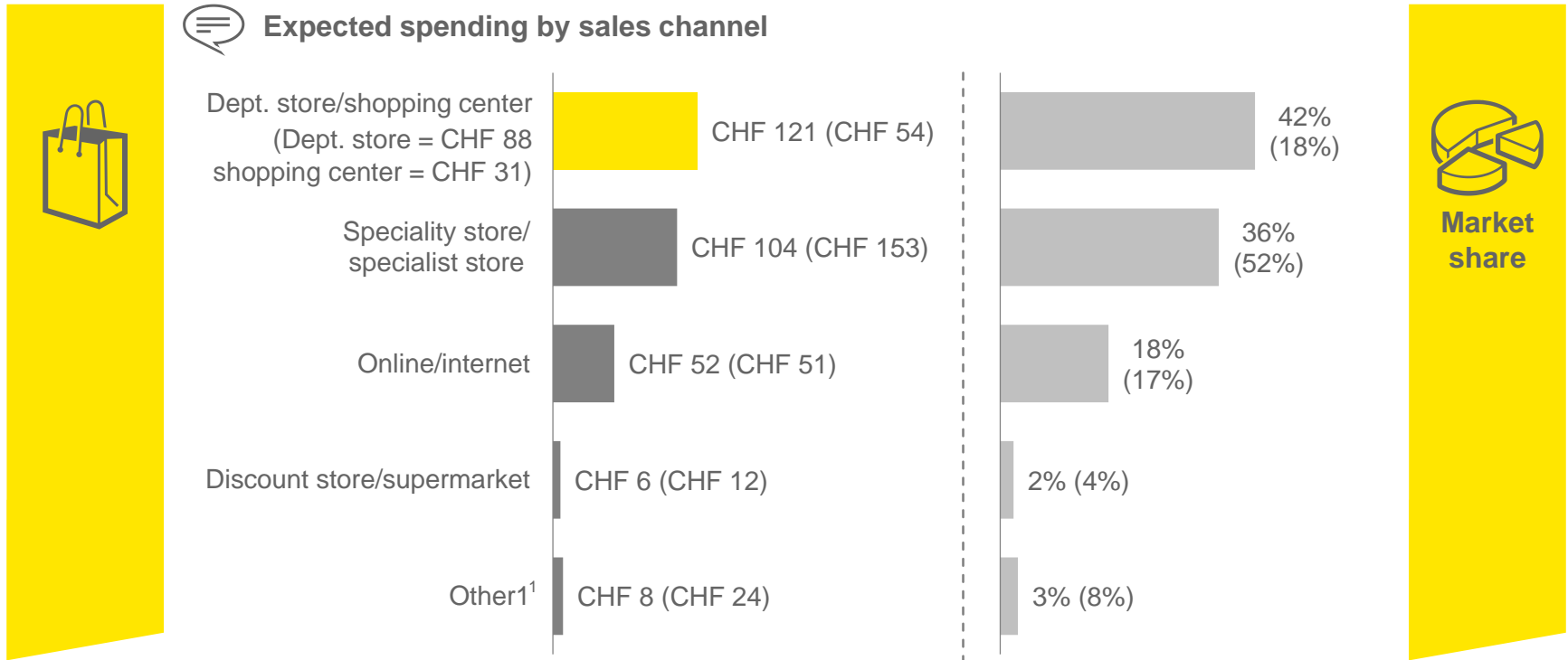
Who spends more — a comparison of men and women



On average, women plan to spend substantially more on gift vouchers and events.

By contrast, men tend to spend more on CDs/DVDs and books.

Market shares: department stores/shopping centers well ahead of speciality stores




In contrast to last year, when speciality stores accounted for the biggest market share by far, this year department stores/shopping centers are on top: consumers in Switzerland plan to spend around CHF 121 in these stores, compared with CHF 104 in speciality stores. Online purchases are in third place and are expected to attract average spending of CHF 52. Department stores/shopping centers have thus been able to more than double their market share when compared with 2016, primarily at the expense of speciality stores.

In brackets: 2016 results | ¹ For example, mail order selling, factory outlets, train stations/airports, tickets sales points

Shopping spree by age group

Planned spending by sales channel (excluding “other”): share of total spending



	Dept. store/ shopping center		Speciality store/ specialist store		Online/ internet		Supermarket/ discount store	
	2017	2016	2017	2016	2017	2016	2017	2016
66 or older	50%	22%	41%	51%	12%	11%	3%	8%
56-65 years	37%	17%	40%	56%	16%	15%	5%	5%
46-55 years	42%	20%	37%	52%	13%	22%	3%	4%
36-45 years	36%	28%	36%	39%	19%	22%	5%	5%
35 or younger	39%	24%	25%	44%	20%	26%	4%	5%

In contrast to the previous year, when all age groups preferred to shop in speciality stores, most age groups this year favor department stores and shopping centers. The only exception is the age group of 56 to 65-year-olds, which continues to favor speciality stores. Online Christmas purchases have lost substantial market share among age groups up to 55 years but have gained market share among the older age groups.

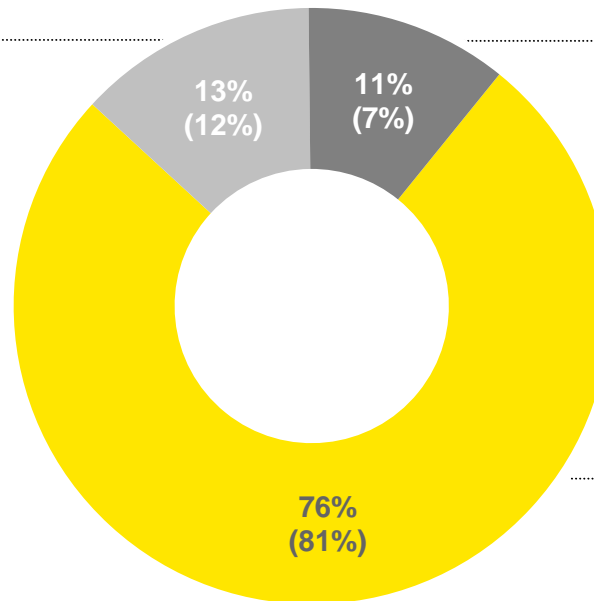
Christmas shopping at local retail stores much more preferable than online



Do you prefer to buy your Christmas presents online or from local retail stores?



No preference: Both online and stationary



Prefer online

Prefer local retail stores (stationary)

Almost three out of every four consumers prefer to do their Christmas shopping at local retail stores rather than online. Buying Christmas presents online is the first choice for one in every nine respondents.

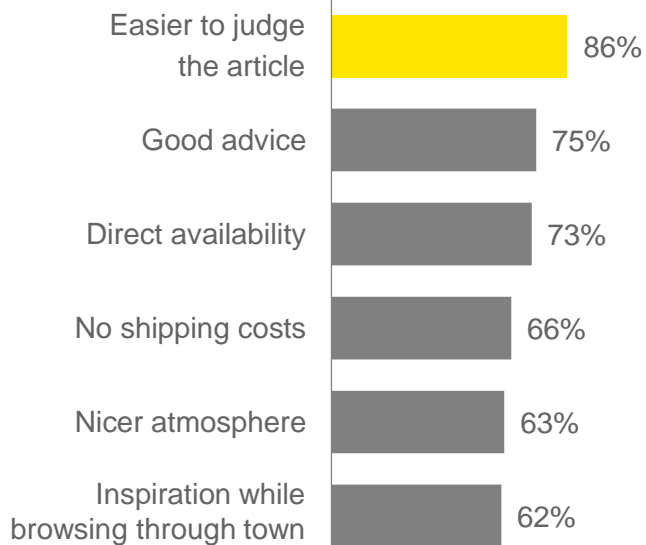
In brackets: 2016 results

Reasons in favor of stationary trade: easier to judge the article, good advice and direct availability

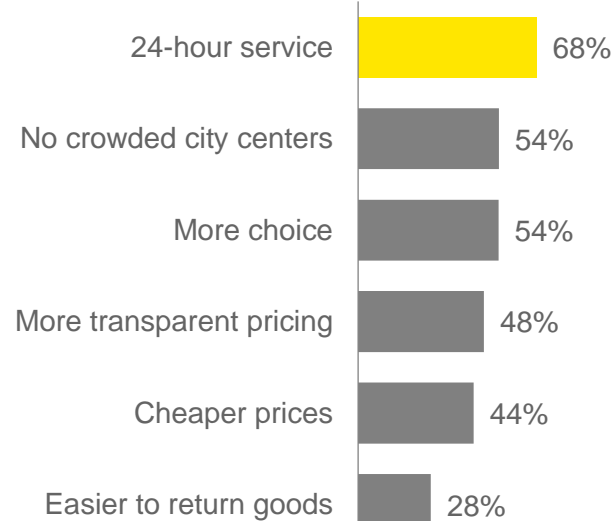


What, in your opinion, is the advantage of making your Christmas purchases ...
(share "agree completely")

... at **local retail stores?**



... **online?**



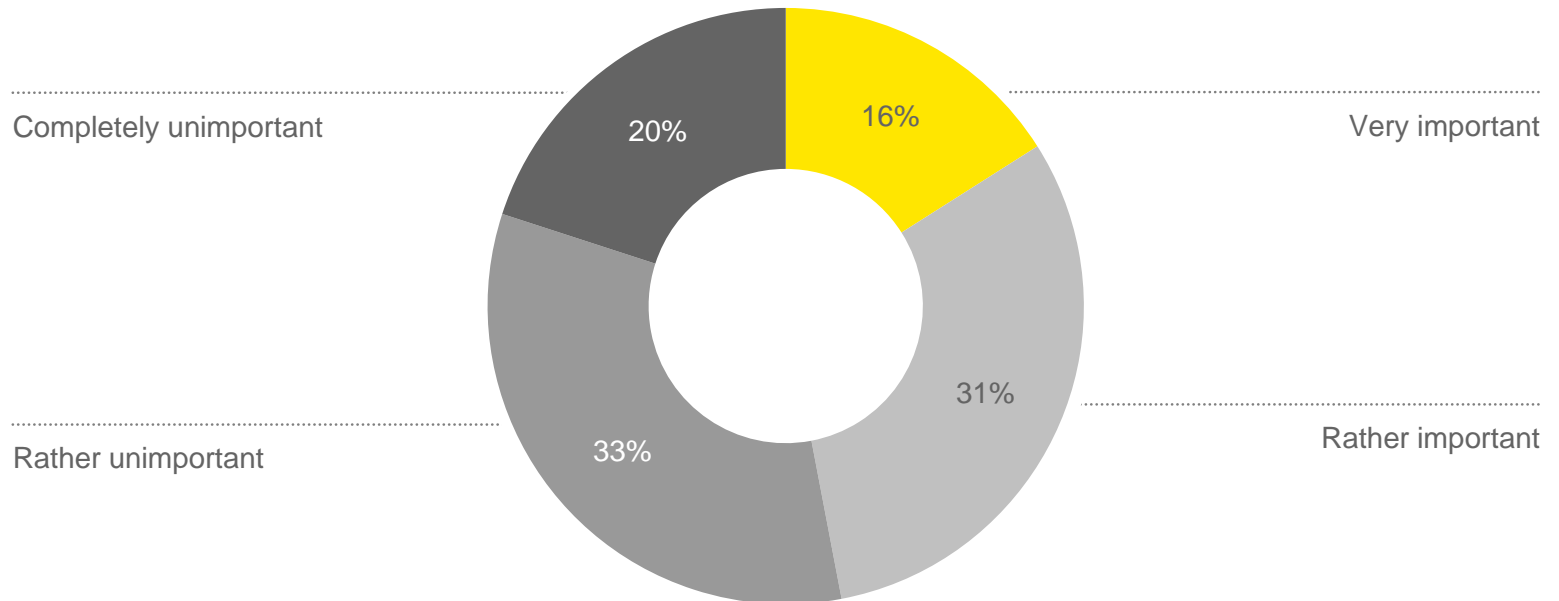
The main reason consumers like to shop with retail stores is because they find it easier to judge the articles in front of them. They also appreciate good advice and the direct availability of the products.

By contrast, online trade is popular mainly because of its easy access. Around the clock and from the convenience of your own home without having to fight your way through crowded city centres.

Pre-Christmas shopping is important for almost one in every two consumers



How important is the pre-Christmas shopping experience in the city or in the shopping center for you?



Forty-seven percent of those surveyed said that the pre-Christmas shopping experience in the city or shopping center was rather or very important for them, with around one in every six consumers even describing it as very important.

But a majority (53%) of consumers say that pre-Christmas shopping is rather or completely unimportant for them.

Christmas events are perceived as enriching by three out of every four respondents

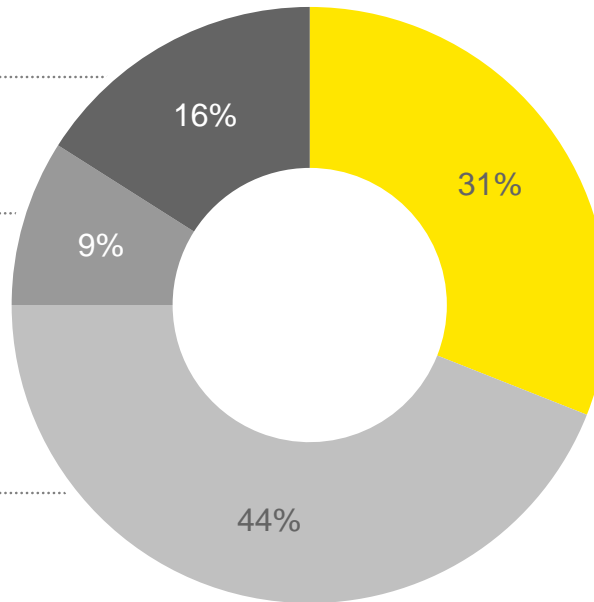


What do you think of events in the run-up to Christmas and Christmas markets in city centers or shopping centers?

Not interested/no opinion

They are disruptive

Quite nice but not a reason to visit the city/shopping center



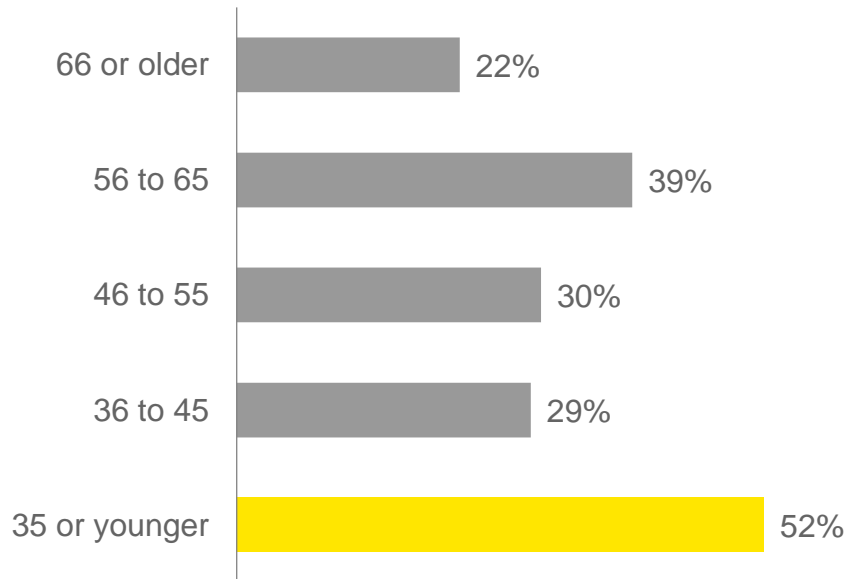
They are an additional incentive for a visit

Three out of every four consumers view pre-Christmas events and Christmas markets in city centers or shopping centers as positive even though less than one in every three respondents (31%) feel prompted by them to make a visit. But only nine percent consider such events as disruptive.

Christmas markets and events are particularly attractive to younger people



Answer: pre-Christmas events and Christmas markets in city centers and shopping centers offer an additional incentive to visit

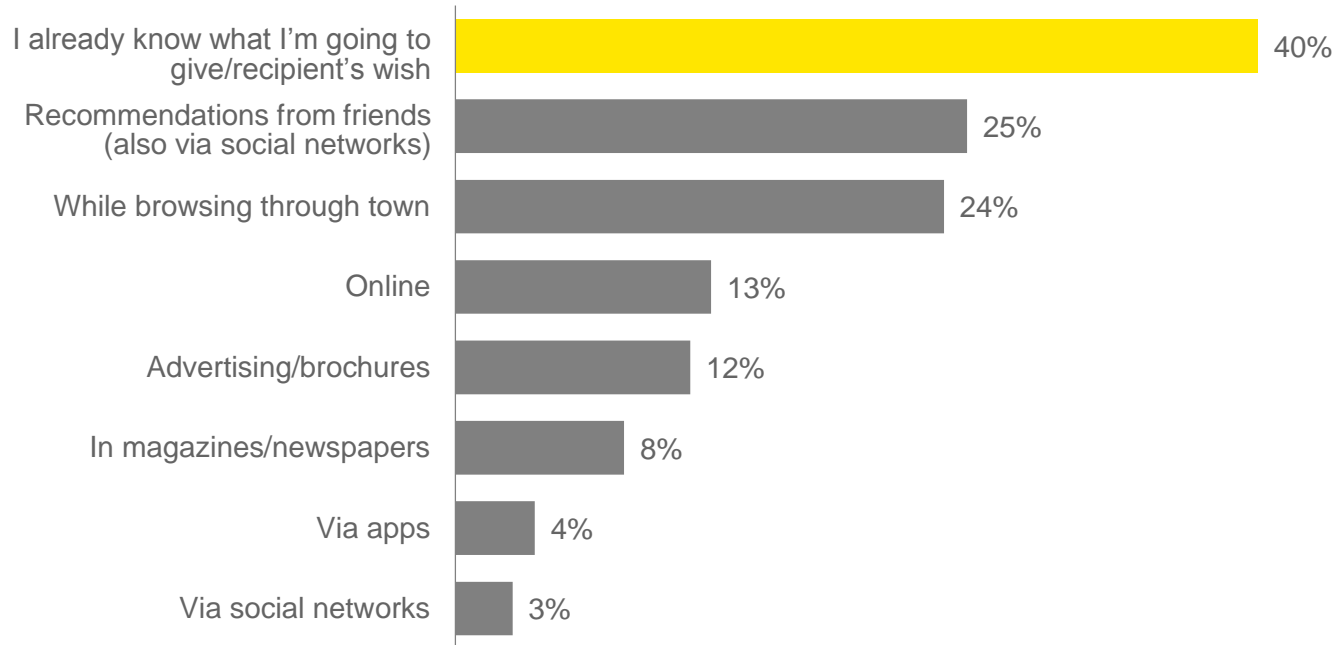


Almost one in every two respondents aged up to 35 (52%) consider events in the run-up to Christmas and Christmas markets in city centers or shopping centers to be an additional incentive for a shopping trip, compared to 39% of consumers in the age category of 56 to 65 years. In the age group of those over 65, only 22% of those surveyed see such events as a reason to go on a shopping trip.

Most consumers have a mental list of presents to buy — friends also a source of ideas



Where do you get your ideas for Christmas presents?



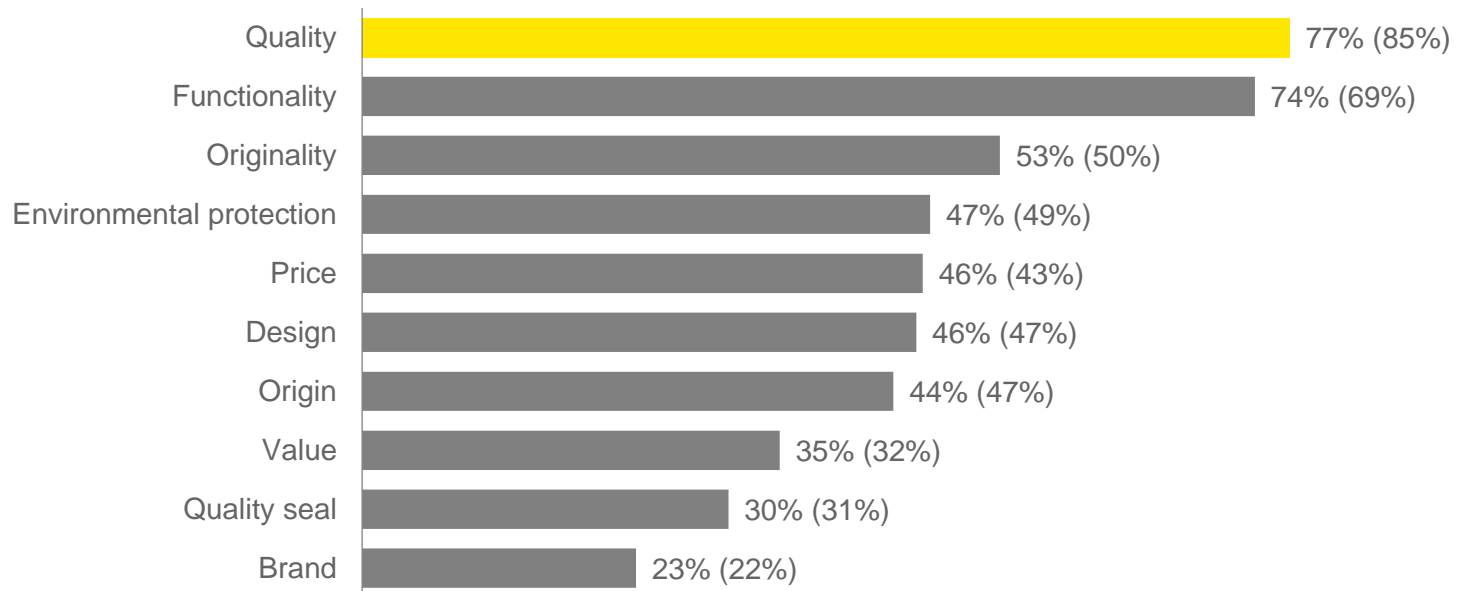
Two out of every five consumers know in advance what they want to give. One in every four follows the recommendation of friends, while 24% of those surveyed seek inspiration while browsing through the shops.

Fewer than one in seven consumers seek ideas for Christmas presents online. This means that the internet as a source of ideas ranks only narrowly ahead of traditional advertising brochures.

Quality still comes first — closely followed by functionality



What importance do you attach to the following criteria when choosing presents? (share “great importance”)



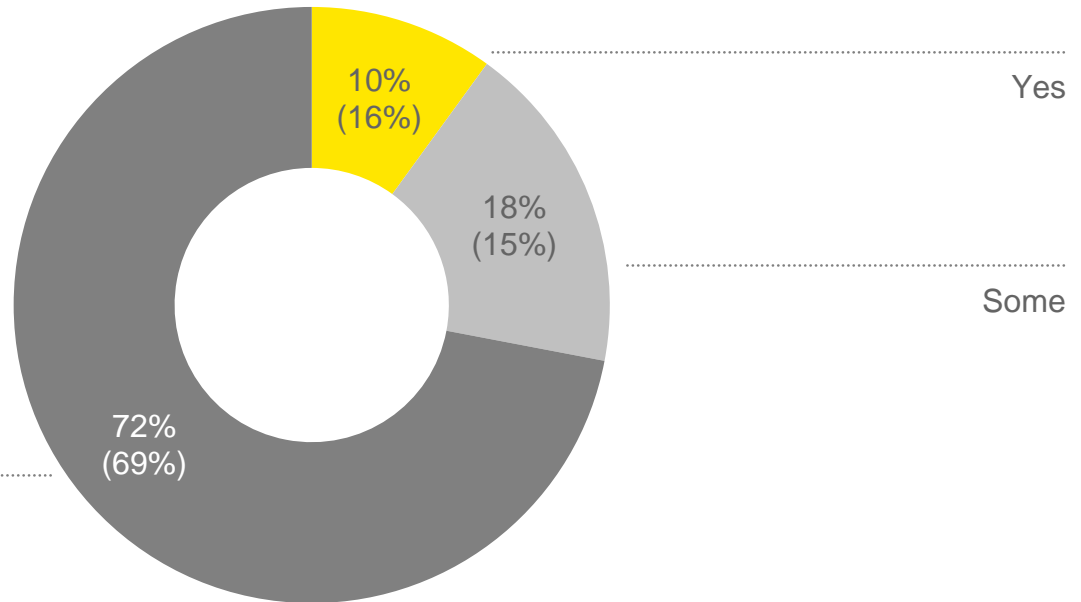
As in the previous year, consumers look mainly for quality and functionality when choosing presents. The criteria originality and environmental protection also play an important role, whereas image criteria such as brand, value and design are less important for consumers.

In brackets: 2016 results

More than one in four consumers also buys their presents outside Switzerland



Do you intend to buy Christmas presents in a neighboring country, e.g. Germany?



More than seven out of every ten consumers in Switzerland buy all of their Christmas presents in their own country. But 28% of respondents go on a Christmas shopping spree outside Switzerland for all or some of their Christmas presents.

In brackets: 2016 results

Majority don't buy their Christmas presents until December

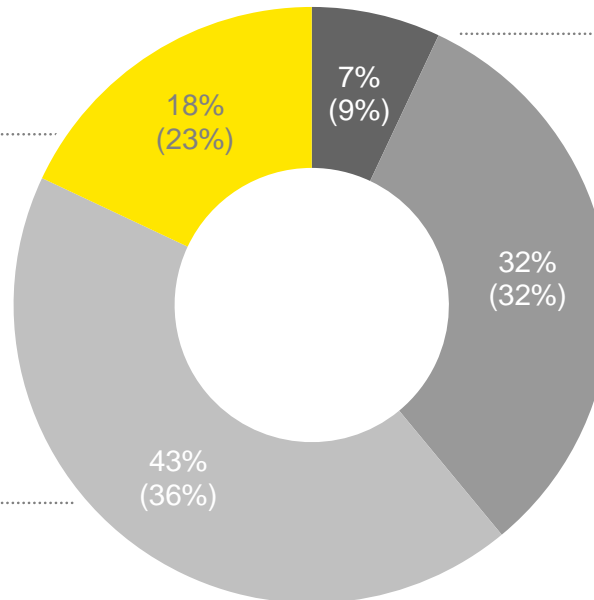


When are you planning to make the most of your Christmas purchases?



In the two weeks before Christmas

In the first two weeks of December



Already bought

In November

Most consumers in Switzerland (61%) buy their Christmas presents at relatively short notice in December – almost one in six of those surveyed (18%) even wait until the last two weeks before Christmas.

Still, almost two in every five consumers (39%) buy their presents in November or even earlier.

In brackets: 2016 results

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