## UOB presents festive shopping trends of the season



Consumers are reining in spend for Christmas gifts



Christmas budget for 2016: \$668, 13% • less than 2015 (\$769)



84% of respondents still frequent shopping centres BUT

More consumers are doing their Christmas shopping online.



71% of respondents are buying gifts online, an increase of 15 percentage points from 2015



74% of consumers are taking advantage of Christmas sales, discounts and deals, an increase of 9 percentage points from 2015

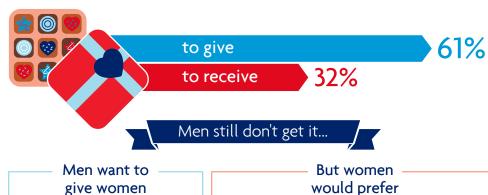


Nearly 7 in 10 consumers look for bargains and discounts from their credit and debit cards

## Top recipients of gifts 47% Spouses or partners Colleagues

## When it comes to presents...

Chocolate takes the cake





26% mobile phone accessories



38% chocolates department store vouchers



toiletries





