

TGM Research Discovers COVID Still Impacting Christmas Celebrations Globally in 2021

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Christmas is the biggest holiday and shopping season worldwide. It is celebrated throughout the world by most people, and it is the most awaited time for consumers in the Western hemisphere. Since the COVID-19 outbreak, the concept of Christmas "togetherness" has changed, and economic constraints have impacted households' spending power. The TGM Christmas Global Survey 2021 aims to better understand how retail customers behave during one of the most significant festive weeks in the world.

TGM Research is an international technology-driven market research agency, which uses innovative digital ways to conduct surveys. Its global team of consultants blends people expertise and technology experience to build insight solutions that help drive their clients' incremental growth. They deliver large-scale global projects across all business and consumer audiences.

The goal of this study was to understand and capture the unique behavior preceding Christmas and its impact. TGM's report shares detailed insights from consumers across five continents and how companies and marketers can connect during this time. The survey included 17 countries with an average country representative sample of 800. The total sample size was 14,250, representing over 1 billion consumers worldwide.

The majority of respondents (87 percent) said Christmas is their most awaited season of the year because of the opportunity to spend time with family. However, gatherings will remain small in 2021, with an average of seven people, and most people have chosen to travel locally by car. Seventy-three percent said that Christmas has been worse during the pandemic, and one out of five said restrictions would get in the way of the ideal Christmas celebration.

Two out of three respondents do not consider Christmas a religious holiday.

Eating is the most widespread custom globally, and women will handle the majority of preparations. After a couple of years of living in a pandemic, people have grown more conscious and don't want to take chances against Covid. More than half will play it safe this year and limit socializing. Online shopping outlets will be the place to go for 32 percent of shoppers this year.

Commenting on the survey results, Greg Laski, CEO of TGM Research, said, "The pandemic has changed a lot. However, during this festive season, we gain the opportunity to re-connect and reconsider our

priorities globally. We commissioned our TGM Christmas Global Survey to gain a better understanding of how consumers worldwide tackle this new reality and what the prospects are for 2022."

More detailed information about the survey results:

<https://tgmresearch.com/christmas2021-global-survey.html>

ABOUT TGM

TGM Research is a data and insights company underpinned by technology. We help businesses like yours identify, connect and engage with the people who matter. By capturing declared, first-party data, we help to understand, segment, target and engage with your target audiences globally through research that moves at the speed of culture.

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