

THE 12 GUIDES OF Christmas

Your timeline guide to the Christmas run-up 2019

10%
October
10% of Christmas shoppers get started before October

Only 14% of Christmas shoppers in our survey started their Christmas shopping during October

14%

Thursday 31st October
Halloween 🎃

Christmas Card orders at Solopress rise ten-fold between mid October and the first week of December

November

17% of Christmas shoppers in our survey started their Christmas shopping in the first half of November

17%

Wednesday 6th November
Christmas Lights 💡

Christmas lights are scheduled to be switched on at London's Oxford Street - the official starting pistol for Christmas on the High Street

Sunday 10th November
Remembrance Sunday

Remembrance Sunday. Watch out for inappropriate content or imagery in your marketing around this time, such as guns or explosions

Friday 29th November
Black Friday 🇺🇸

41% of those we surveyed agreed that Black Friday was a significant opportunity to grab a bargain

41%

23% of shoppers who started their Christmas shopping in the second half of November

23%

Saturday 30th November
Buy nothing? 🛒

International Buy Nothing Day. This movement has yet to register a big impact on sales, but with the backing of Greenpeace and a rise in anti-consumerist sentiment - if you experience a dip today, this might be why

December

Sunday 1st December
Sofa Sunday 🛋️

This is the latest Christmas shopping day to be christened. Sofa Sunday refers to the day when shoppers are most likely to relax with their devices and shop online

Did you know: A recent US poll showed that 71% of shoppers researched their Cyber Monday purchases on Sofa Sunday, with 66% spending more time shopping online on Sofa Sunday than on Cyber Monday itself



Monday 2nd December
Cyber Monday 📱

In the early days of eCommerce, it was originally the day that pre-Christmas online spending was thought to peak. More recently however, Cyber Monday has been well and truly adopted by online sellers as a "Black Friday" style selling opportunity. It's now a day to take advantage of the buying frenzy and offer your very best discount deals.

27% of Christmas shoppers in our survey started their Christmas shopping in the first half of December

27%

Saturday 7th December
Free Delivery Day 📦

An increasing number of retailers are jumping on this opportunity to offer free delivery on this day. At Solopress of course, every day is free delivery day!



Thursday 5th December
Christmas Cards 📧

Solopress' biggest day for Christmas card orders in 2018. Don't leave it too late to create your bespoke cards

Tuesday 17th December
Calendars galore 📅

4th quarter orders for Calendars from Solopress peaked here in 2018 - make sure you have your 2020 Calendar ready to go



Wednesday 18th December
Post reminders 📧

Final posting date for Royal Mail 2nd Class and 2nd Class Signed For

Just 9% of Christmas shoppers in our survey started their Christmas shopping in the second half of December

9%

Friday 20th December
Final Posting Date! 📧🕒

Final posting date for Royal Mail 1st Class, 1st Class Signed For and Royal Mail Tracked 48

Saturday 21st December
Super Saturday 🛍️

Super Saturday is thought to be the busiest and most lucrative shopping day of the year. It's also predicted to be the busiest day on the UK's roads in the lead up to Christmas



Tuesday 24th December
The night before 🎄

Did you know that 8% of January sales shoppers start hunting for deals on Christmas Eve?

24% of people in our survey finish Christmas shopping on this day!

24%



Merry Christmas from everyone at Solopress

Friday 27th December

Between the 27th and New Year's Eve is the most popular time to start hunting for January Sales deals among respondents to our survey, with 34% of those interested in January sales starting at this time

New Year's Day 2020

In our survey, 31% of those interested in January sales waited until after New Year to start hunting for bargains

Let the Sales begin!

31% of shoppers completed their January Sales shopping between the 1st and 31st. It's been a busy quarter but keep looking ahead. Chinese New Year, Valentine's and Mother's Day are coming up.