

For UK Christmas shoppers, crowds draw more concern than delivery times

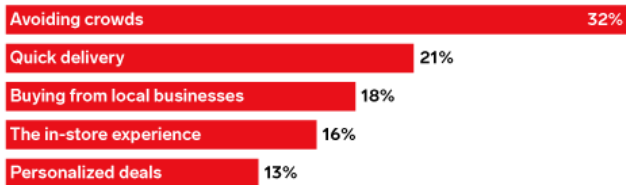
Article

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When it comes to Christmas shopping, the biggest priority among UK consumers is avoiding crowds, cited by **32%** of those 18 and older. After that, the top concerns are quick delivery (**21%**) and buying from local businesses (**18%**). In contrast to the crowd-avoiders, **16%** said they value the in-store experience the most.

What Do UK Adults Value Most When Christmas Shopping?

% of respondents, Sep 2021



Note: ages 18+
Source: LoopMe, "Understanding Consumer Retail Preferences and Purchase Intent," Oct 21, 2021

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