


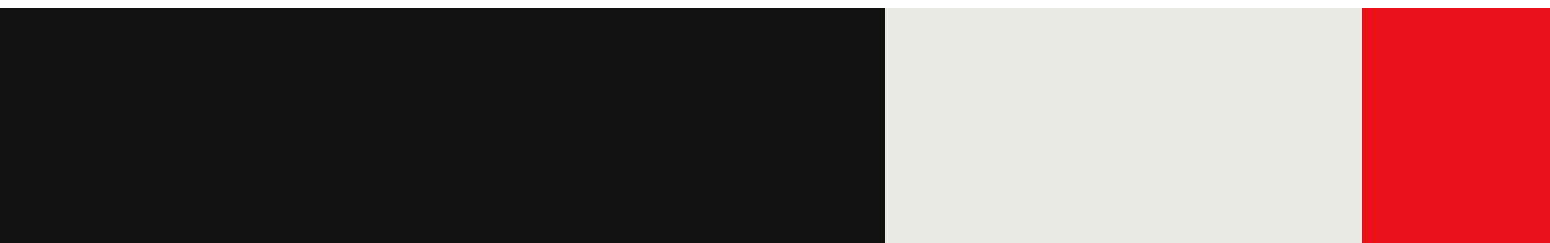
UK holiday 2021 spending is forecast to look more like 2019 than 2020

Article



The forecast: Holiday sales in the UK this year will grow by **8.1%** from last year, with ecommerce sales growth rates stabilizing after spiking in 2020.

Overall holiday sales are forecast to be largely **concentrated in November and December**, as stores don't have the inventory for sales earlier in the season.



Dive deeper:

- **Supply chain issues** will continue to affect consumers into the holiday season, from **trucker shortages** worsened by Brexit to **pandemic worries** and a **fuel shortage**.
- Holiday shopping is likely to be done in more brick-and-mortars than in 2020. The share of Q4 ecommerce sales will drop slightly to **74.8%** from **75.0%** last year, as shoppers go back into stores.
- Consumers should **expect shipping delays** for items purchased online.