



Christmas Global Survey 2021

How will 2021 Christmas look like

in: All countries

SURVEY RESULTS INFOGRAPHIC

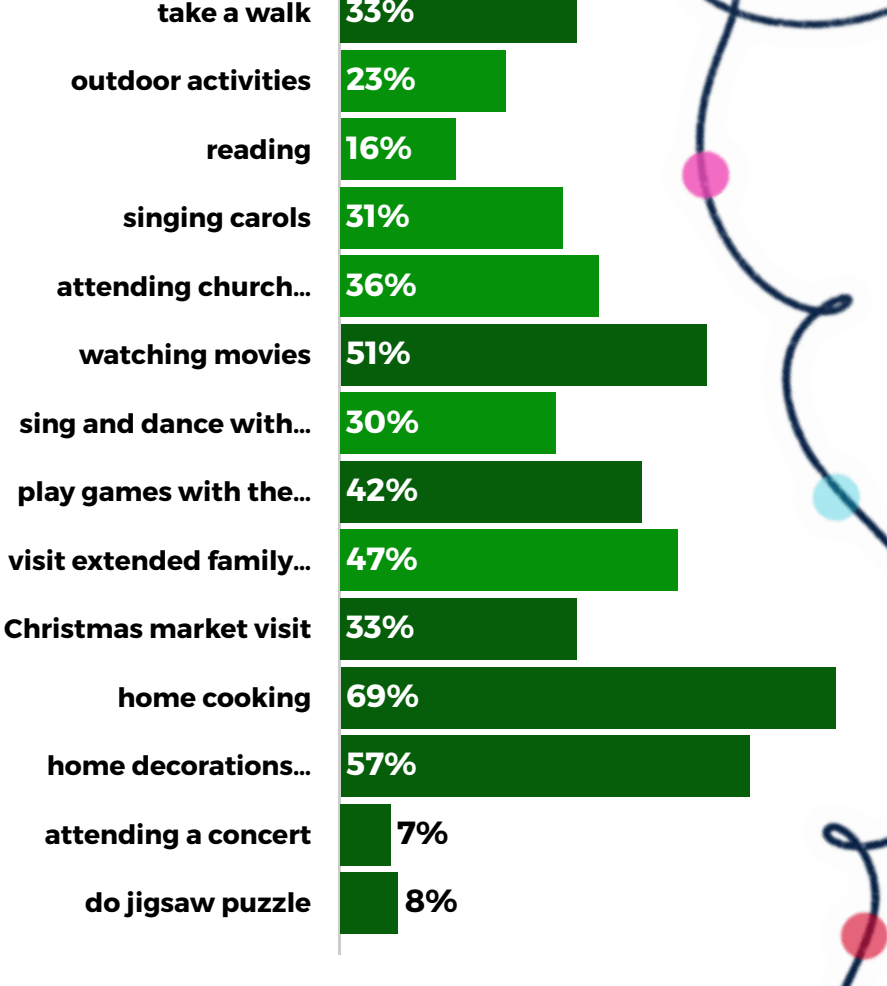
As Christmas of 2021 is around the corner, no one could argue that the whole world has lost a great deal over nearly two years of the coronavirus pandemic. This year, there is much to be grateful for, compared to last year. We can finally partake in many of the rituals and get-togethers that we look forward to all year long.



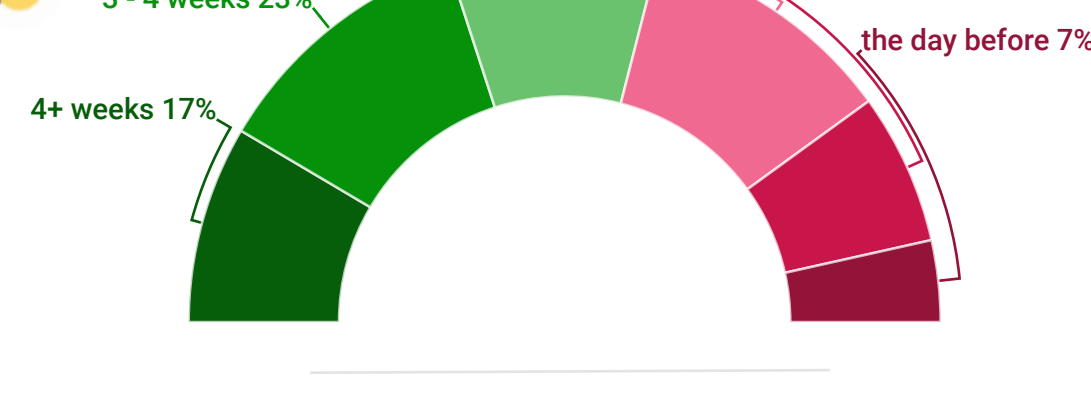
CHRISTMAS CELEBRATION

in: All countries

Which Christmas activities are you going to have in your household?



How long before Christmas will you start preparations?



Is Christmas during the Covid19 pandemic worse than in normal times?



64% of people think their Christmas celebration will be affected by the COVID pandemic

Source: TGM Christmas Global Survey, Sample Size: N=14250



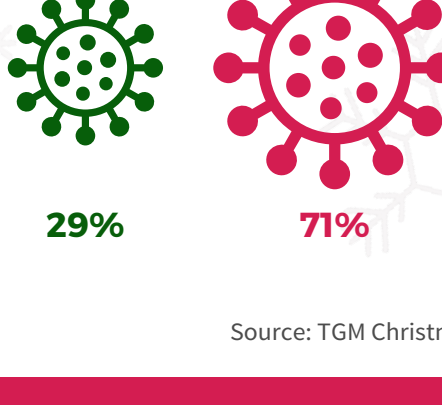
CHRISTMAS TRAVELS

in: All countries

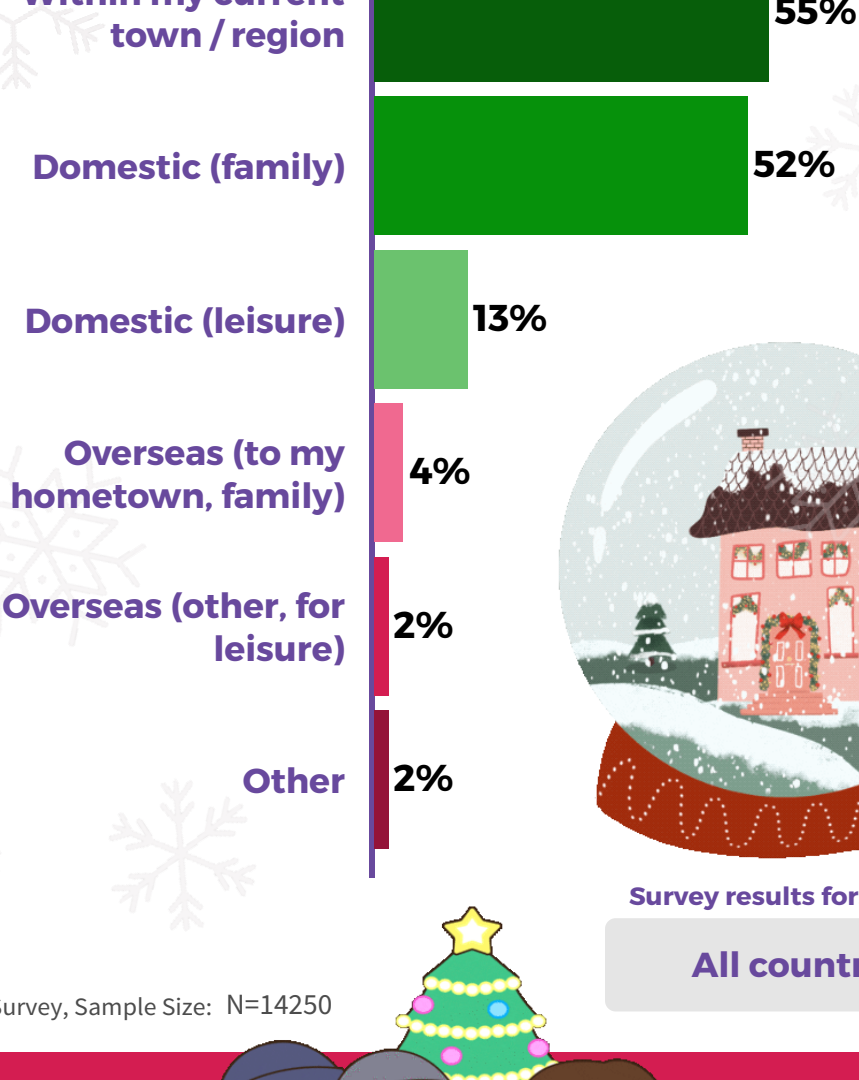
Are you planning to travel during Christmas?



Is your travel choice pandemic related?



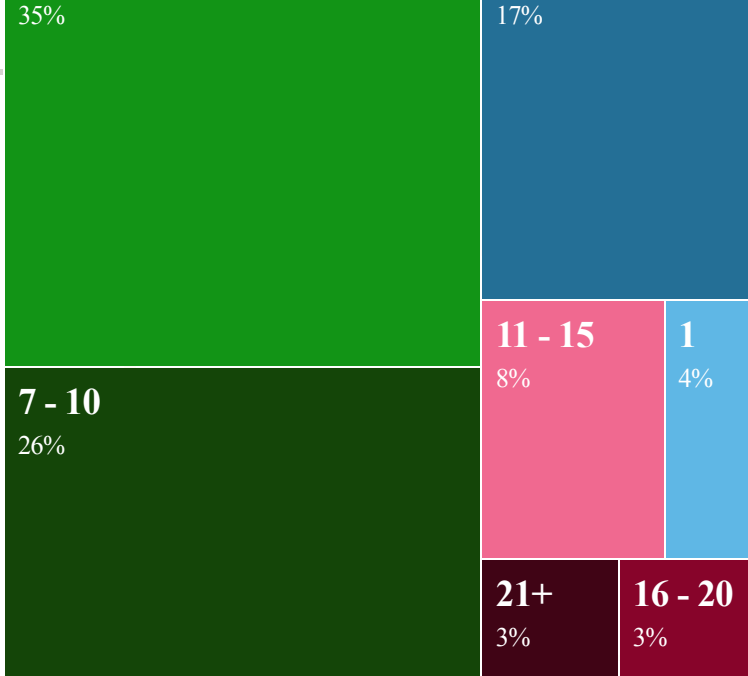
Where will you head for your Christmas celebration?



Source: TGM Christmas Global Survey, Sample Size: N=14250

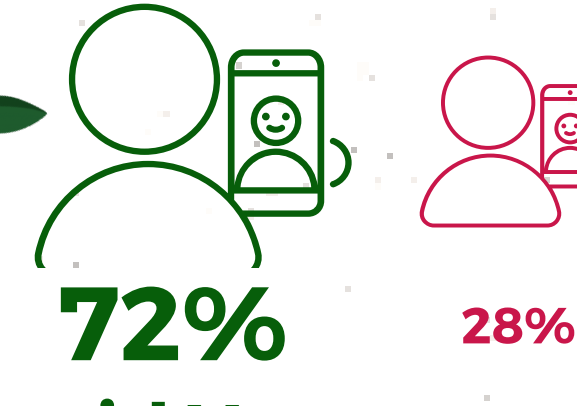
CHRISTMAS MEETINGS

With how many people will you spend your holidays?

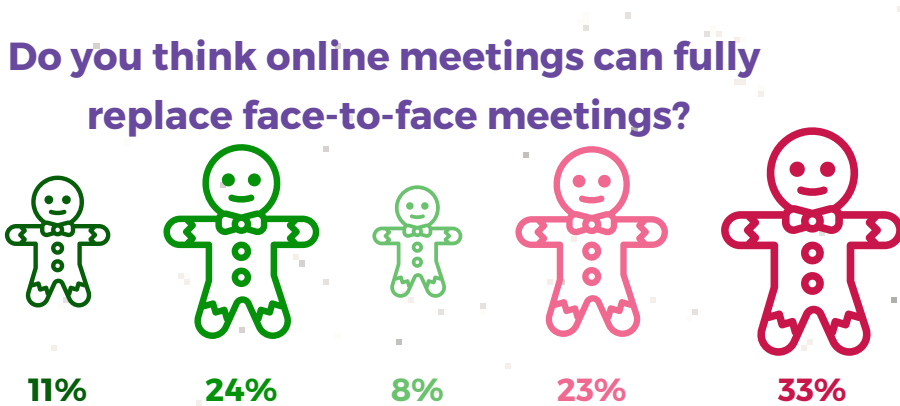


On average with 7.3 people

Will you use video-conferencing during this Christmas holidays?



Do you think online meetings can fully replace face-to-face meetings?



Source: TGM Christmas Global Survey, Sample Size: N=14250

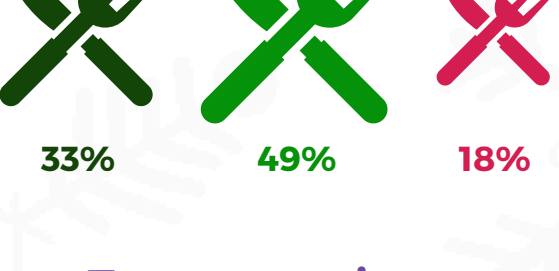
CHRISTMAS EXPENSES

What will be the expense for the Christmas period this year? Will you spend more this year compared to 2020 on?

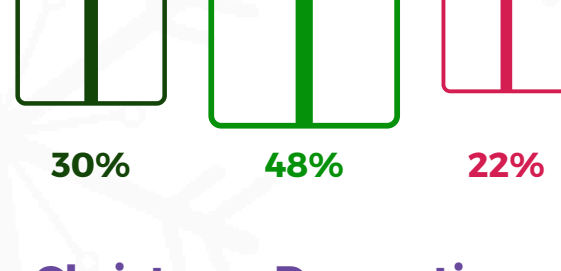
Survey results for: All countries

For upcoming Christmas 2021 I will spend: more than last year, about the same as last year, less than last year

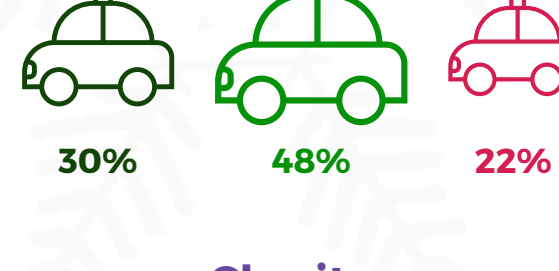
Food & Drinks



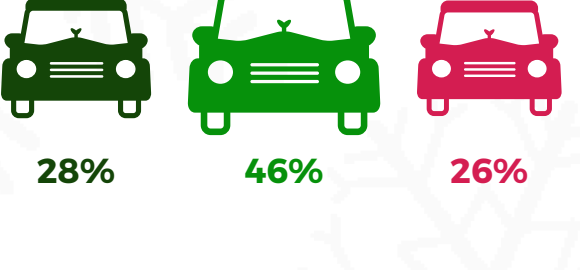
Gifts



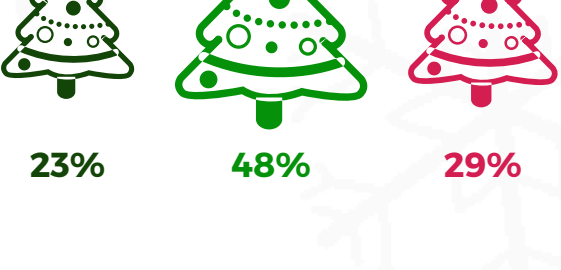
Children's Gifts



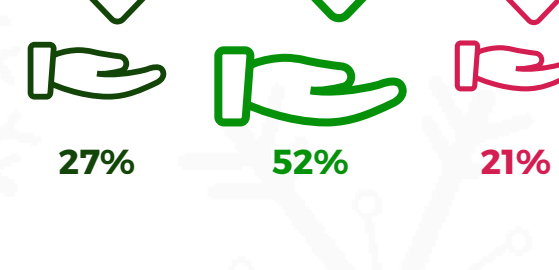
Transportation



Christmas Decoration

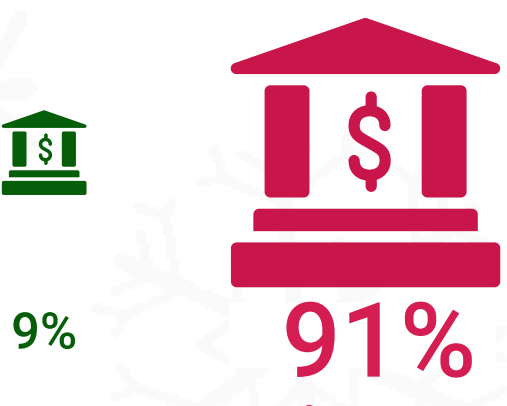


Charity

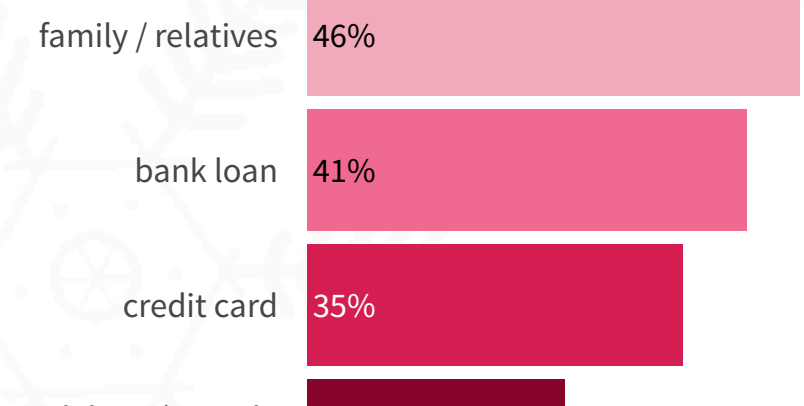


Source: TGM Christmas Global Survey, Sample Size: N=14250

Are you planning to take a loan this year to cover Christmas expenses?



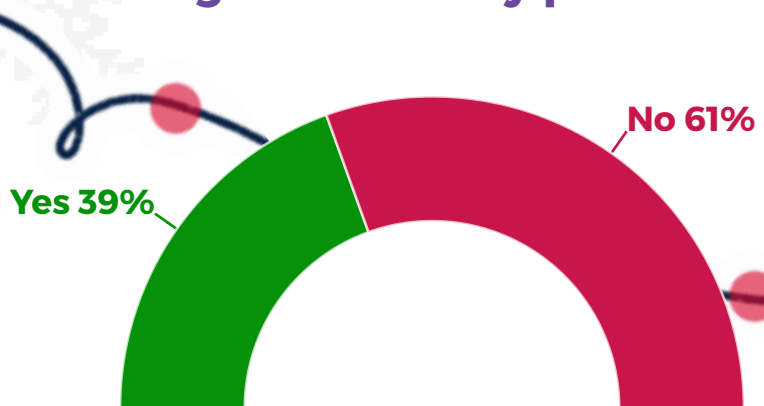
Where will you borrow money for Christmas from?



How much will you spend in the upcoming Christmas compared to the previous Christmas in general?

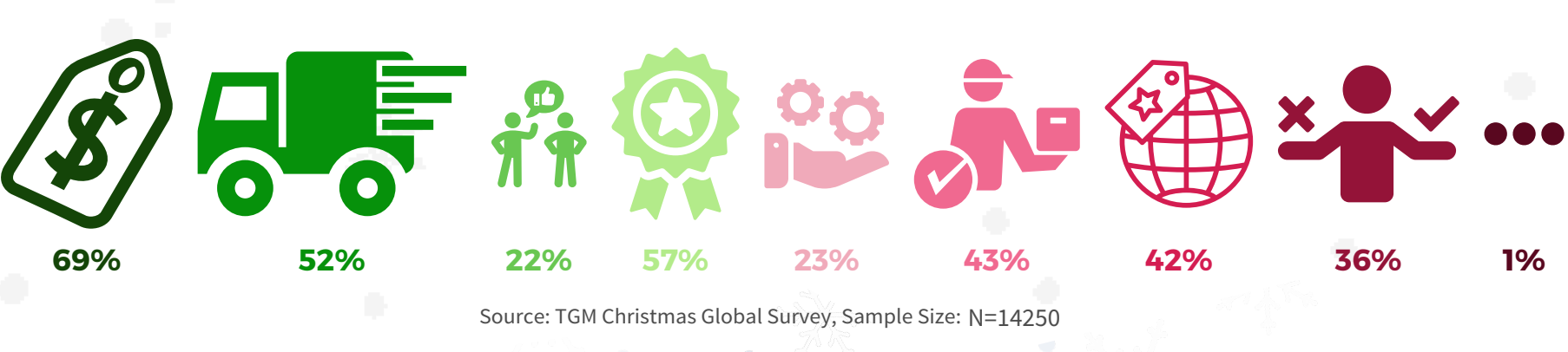


Have you bought a Christmas gift during Black Friday promotions?



Survey results for: All countries

Which of the factors are impacting the gift purchase online?



Source: TGM Christmas Global Survey, Sample Size: N=14250

How would you rate year 2021 in general?



What do you feel while thinking about the upcoming year 2022?



Do you think 2022 will be better, worse, or the same as 2021?



61% say it will be better and we wish you so!

MERRY CHRISTMAS!