KANTAR WORLDPANEL

Dear Santa,

This year we have been very good – busy recording and explaining everything about consumers and shoppers. Hopefully we're on the nice list! For Christmas, please could you help us with our all-important shopping?

Based on what the Great British public felt was essential for Christmas last year, we've made you a list:

A turkey crown, obviously

Pigs in blankets

Did you know that shoppers who buy pre-prepared pigs in blankets spend twice as much on turkey than those who buy bacon and sausages separately?

A Christmas pudding

Last christmas **82%** of christmas puddings were cooked in the microwave.

82%

GIN

To survive the in-laws

11.6m

Pre-prepared sprouts, carrots and parsnips

43% of us clearly decided life is too short for peeling

Prosecco

we still love bubbles!

Lots of chocolate

After all, we do spend over **£600 million** on the stuff each Christmas

2015 2015

Red, white & rosé wine

Last year, we spent a staggering

£1.2 billion

on still wine at Christmas

We'd also love your help with finding some presents:

For the women in our lives

A toiletries gift set, and one of the top five fashion gifts last year:

1. Socks
2. A scarf
3. Nightwear
4. Lingerie
5. Knitted jumper or cardigan

For the men

Men's socks were more expensive than women's last Christmas

£2.02 Mens socks

£1.95 Womens socks

Hopefully this price difference doesn't give shoppers cold feet

A new iPhone would be great!

35%

of our phones are iPhones but a shiny iPhone 7 is definitely on the wish list

The new FIFA game?

We love gifting games at Christmas, and spent a whopping **£160m** on them last year, which makes sense as **11m** of us had new generation consoles to play on!

£70m

A new album

Last Christmas we spent **£70m**, including our favourites Adele and Now 92

With love from,

Everyone at Kantar Worldpanel

(PS Our data also shows that Thursday 22nd and Friday 23rd is when everyone will be doing their big shop, so you might want to get to the supermarket slightly early!)

THU 22 FRI 23