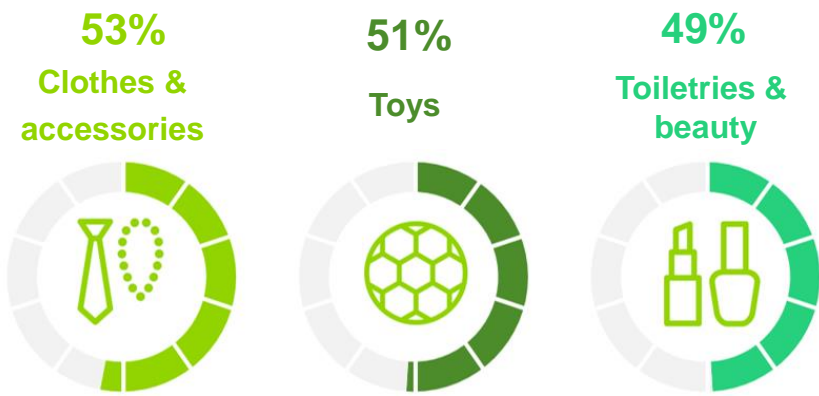
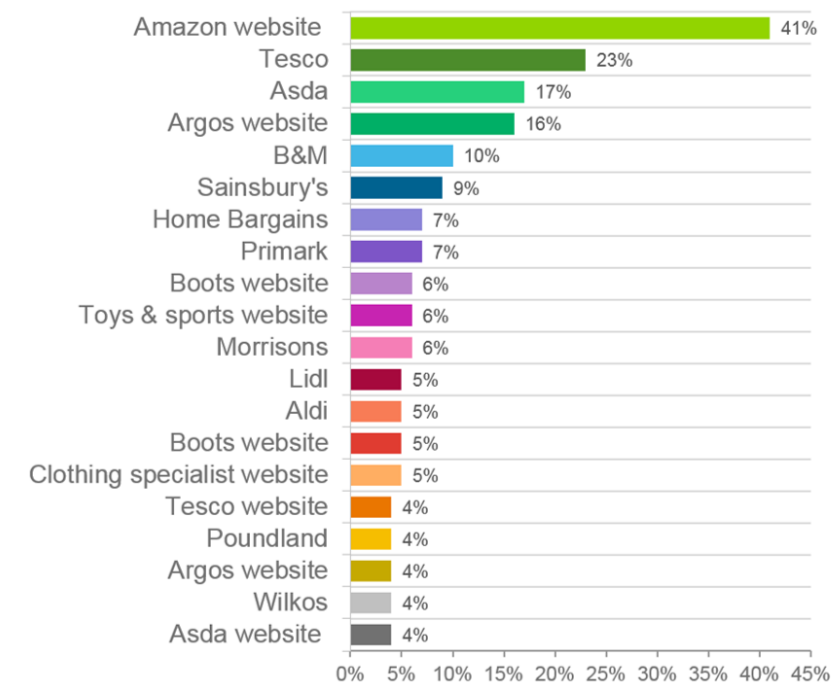


# Gifting trends in the lead-up to Christmas

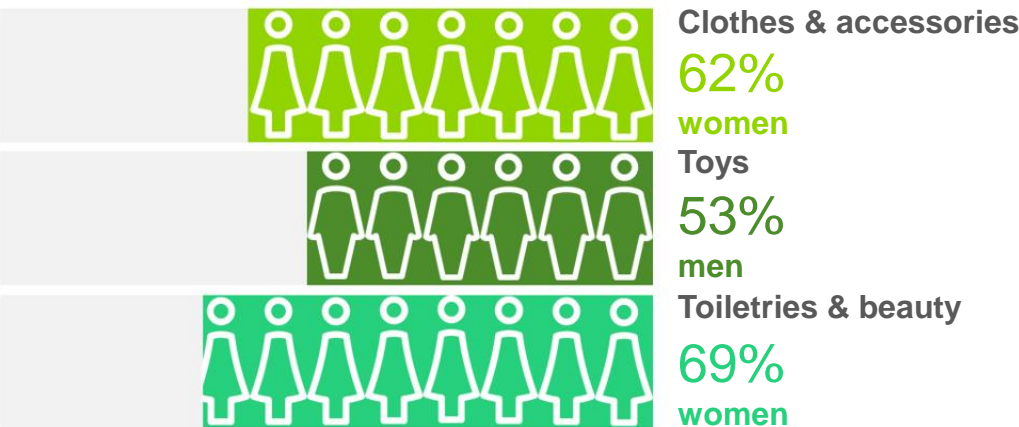
In the run up to Christmas, clothes, toys & toiletries are the most popular gifts



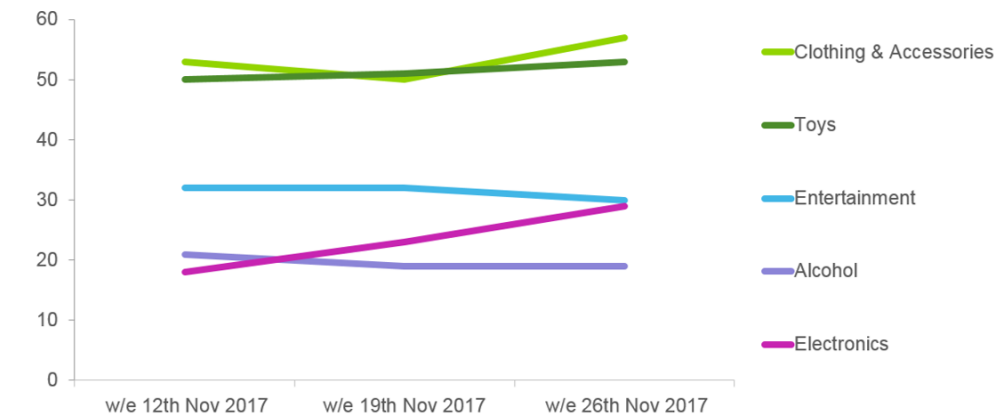
Amazon is the most popular retailer for buying gifts



Boys get more toys & girls get more frills



But what will be the most popular gift? Clothes and electronics see a sharp uplift at the end of Nov (Black Friday)



For more information: please email the Worldpanel Plus Team at [worldpanelplus@kantarkworldpanel.com](mailto:worldpanelplus@kantarkworldpanel.com)