



## **Christmas Trends 2020 Presented by Amazon**

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In association with WGSN, Amazon has identified key trends across ten different categories to show what we can expect Brits will do to bring festive cheer to loved ones and what new trends are emerging for the season of goodwill and giving. The report reflects on what has been an unprecedented year, looking at shifts in behaviour and how the nation will be making a conscious effort to celebrate and make this Christmas one to remember. Download the full report [here](#).