

Christmas Trends 2020

Presented by Amazon



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Welcome to the Christmas 2020 Trends Report, commissioned by Amazon. 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.

Overview

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.

Christmas has always been a time to connect with friends and family and that will remain the case for 2020 but with many of the typical gatherings moving online, continuing the boom in digital connectivity we've seen this year. To maintain strong bonds and a feeling of togetherness, there will be a **resurgence in traditional forms of handwritten communication**

as people seek out a personal and physical connection.

With the nation eating at home, festive food traditions provide comfort and joy. For Brits enjoying these meals with colleagues, friends and family digitally, we look at the **tabletop displays** that will stand out on screen and the trend for "above-the-keyboard" dressing-up.

Nothing says Christmas like bringing people together over a game. From **nostalgic board games** to online multiplayer, we have become a nation of gamers and this report takes a look at the products which are set to be household favourites.

For those that prefer to pass the time offline, we look at the craft projects and creative gifts that are likely to be popular.

As we embark on a Christmas like no other, themes of **kindness, wellness and giving** are top of mind as we come together as a nation to look after those around us, as well as ourselves.

The trend forecasting was undertaken by WGSN, an Ascential company.

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Cherished *Connections*

This year, many gatherings will move online, creating new types of meaningful connections and opportunity for digital creativity.

Virtual events will boost morale this Christmas as video calls become part of daily life. The number of adults making video calls in the UK has doubled¹ this year - seven in ten² are now doing so at least weekly, with particular take up amongst the over 50s - 75% now using video-calls more often.³

Innovation will be at the heart of many celebrations, whether small intimate gatherings like themed dinners or digital experiences such as livestreamed artist performances. Creativity will help bring people together this festive season.

DREAMING OF A DIGITAL CHRISTMAS

This year many people have taken part in virtual after-work drinks to keep up with their social lives. This trend

is set to continue as we predict Brits will invent new ways to keep social gatherings alive via livestreaming.

Small businesses such as restaurants and bars will offer curated at-home packs for different tastes and price points with individual portion sizes that help recreate the restaurant feeling at home, as well as bespoke cocktail kits.



Research has shown that consumers spend 25% of their festive budget on decor, and this year, digitally-impactful options will be sought after more than ever.⁴ We expect bright and bold tableware will be popular choices to make the dinner table 'pop' on screen and social media.

THE PERSONAL TOUCH

Investing in meaningful communication will see a rise in old-school methods of staying in touch, such as letter-writing. In the UK, 34% of children say that writing letters makes them feel happy, and 31% say it helps them express their feelings.⁵

Physical Christmas cards will be boosted as people appreciate the "personal touch" more than ever this year.



¹ Ofcom's Online Nation, April, 2020

² Ofcom's Online Nation, April, 2020

³ Ageing Better, The Experience of People Approaching Later Life in Lockdown

⁴ "Experiences trump gifts for the holidays", 2019

⁵ National Literacy Trust, Children and young people's letter writing, 2018

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Curious Kids & *Edu-Tainment*



Despite disruption, children remain resilient, curious, and eager to learn. Greer Hughes, WGSN Mindset Consultant Director, explains:

“**Parents will continue to seek new ways to engage with their kids through creative educational games and learning tools. We’re seeing interactive and immersive ‘edu-tainment’ resources such as LEGO Education, become a staple in homes as well as at reopened schools.**”

GET IN THE CREATIVE ZONE

Just as parents try to carve out a space at home to help maximise concentration and productivity, we anticipate that people will also increasingly adapt their homes with new ‘kid-zones’ such as ‘Creation Stations’ or ‘Study Spaces’ where kids’ imaginations can run away with them. Inspiration and fun will infuse education, with home decor like white boards and wall hangings becoming popular and personalised through collaging, scrapbooking and upcycling.

IMMERSIVE ‘EDU-TAINMENT’

With education increasingly becoming a family activity, strategy and logic-based family games and activities offer perfect solutions to mix learning and leisure. The emphasis will be on fun and togetherness with games like “Ticket to Ride” where children and parents work collaboratively while they learn. The board game “Pandemic” has ominous parallels with the world’s current situation, and we predict this will be a popular choice for family fun, while also helping children and teens process the events of the year.

MAKING ‘FIT’ FUN

Physical education is just as important as other subjects. Over the colder months when people feel less motivated to keep fit, products that promote fun ways for the family to pull together and break a sweat indoors will surge in popularity. Games like “Stack 52” which gets players moving with different weight exercises and reps for each card will likely feature under many Christmas trees this year, whilst classics such as “Musical Chairs” will also be in demand. Meanwhile, for video-game fanatics, dance mats and Nintendo’s Ring Fit will be popular ways for kids to game whilst staying fit.

A Crafted Christmas

The popularity of arts and crafts has shot up this year as people found new ways to pass the time indoors and to help relieve stress. In the UK, 73% of UK adults bought a craft-based item in 2019, with the figure set to be even higher this Christmas thanks to new hobbies discovered this year.⁶

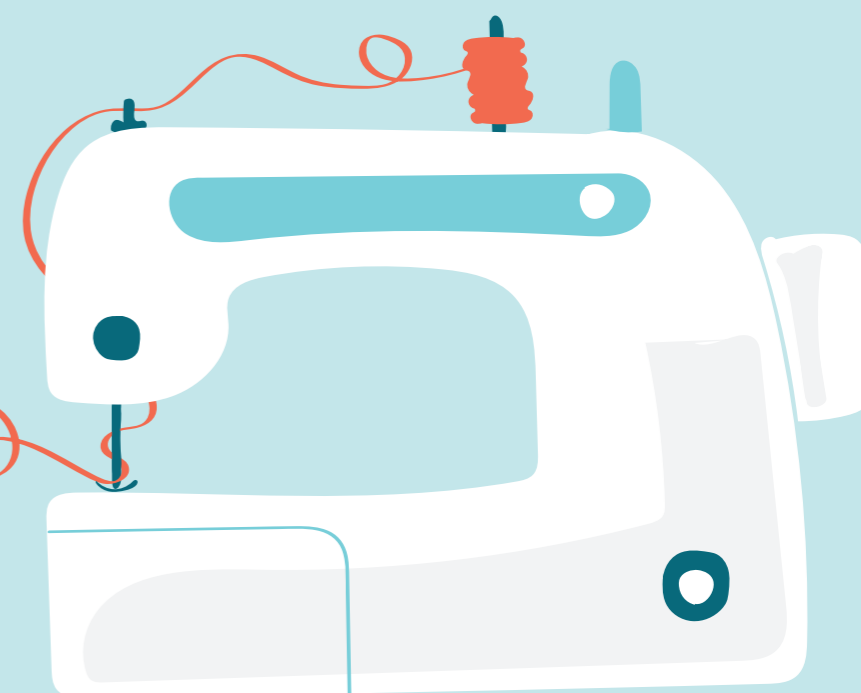
This Christmas, expect further growth in sewing, knitting, and scrapbooking, as well as interest in more ambitious craft projects like amigurumi, the Japanese knitting and crocheting toy-making technique, and calligraphy.

CONSCIOUS CRAFTING

Resourcefulness and ingenuity will flow this winter, through low-cost and environmentally low-impact activities creating meaningful and sustainable homemade decorations, Christmas ornaments and holiday arrangements. Allyson Rees, WGSN Lifestyle & Interiors Senior Editor, explains: "Nature is a strong inspiration this holiday season, as consumers have spent much of the year cooped up indoors, so we're anticipating handcrafted and foraged designs. This year, we are likely to see the holiday season festooned in earthy colours inspiring cosiness and comfort, crafted using natural dyes such as turmeric and beetroot."

REPURPOSE, REUSE, UPCYCLE

Rees goes on to say: "For styling and decor, it will be all about products that can be reusable year after year or even kept out in the home throughout the winter season." Pitching in and working together on Christmas-themed craft projects will spark ideas for new festive traditions, and future family heirlooms. Products with timeless design that can be passed down between generations will be popular like knitted quilts, Christmas baubles, and photo albums.



The Conscious Kitchen

With over 50% of European consumers now cooking at home more,⁷ festive food will be transformed through inventive, health-conscious lifestyle habits and new recipes. Searches for immunity-boosting products like elderberry, probiotics, and rosemary grew throughout Europe this year as people looked for exciting new ingredients to put in their home cooking for a healthy boost.⁸

RISE OF THE FLEXITARIANS

Vegan diets have grown in popularity in the UK over the past six months, with 12% of consumers saying the diet is more appealing⁹ and more consumers are predicted to start eating a plant-based diet. Jennifer Creevy, Head of WGSN Food and Drink, notes that Europeans are moving towards a healthier lifestyle which will mean more plant-based options on the Christmas dinner menu: "Plant-based diets have

escalated globally during the pandemic and many consumers will choose to have a meat-free Christmas. Plant-based centrepieces that pair well with traditional sides and classic desserts made vegan will also win favour."

DINNER WITH A DIFFERENCE

Families living under one roof will have the opportunity to enjoy and share festive food in a tactile way after months of restrictions, so traditional sharing dishes like fondue and the King Cake, already popular in France and Spain, will feel even more special. Priorities around health and hygiene will likely inspire creative table and stocking gifts such as name-tags for glasses, cutlery and plates.

HOLIDAY HEALTH KICK

With a strong focus on health and wellbeing, we are anticipating many households will consider offering alternative festive menus. In addition to traditionally popular festive drinks such as Bucks Fizz, low and no-alcohol cocktails will continue to grow in popularity as a healthy alternative for cocktail hour, after a 32.5% uplift in the category this Spring.¹⁰

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⁷ Nielsen via FoodBev. "Top Three No and Low-Alcohol Beverage Trends for 2020". June 2020.

⁸ Kerry. Europe Food and Beverage Trends during Covid-19. 2020

⁹ Mintel via Food Manufacture UK. Vegan Diet UK. 2020

Gaming Galore

Video games, puzzles, playing cards, board games and chess that are often only played by the whole family around the festive period are now firm fixtures in many households. This trend is expected to see a strong seasonal resurgence as people crave the togetherness and nostalgia associated with family classics during the winter months. For digital natives, the pandemic has also accelerated the need for imaginative, immersive escapes, and as a result, gaming culture has boomed and will continue to inspire fun family moments and conversations throughout Christmas 2020.

GENERATION GAME

Keeping minds sharp is clearly a focus as games like Candy Crush, Angry Birds and Spider Solitaire have increased in popularity by 12% in the past year.¹¹ Gaming is also a community sport across Europe as almost 1 in

5 gamers played more video games with friends, family or other gamers during lockdown, particularly in the UK (26%).¹²

As we see the gaming craze continuing to spread through the generations, we can expect a higher demand for multiplayer games and equipment for Christmas.

In a twist on the multiplayer experience, watching people play video games online is now more popular than watching sports among 18-25 year olds.¹³ Using videos as a way to teach other family members how to play will be a fun activity over the holidays.

NOSTALGIC NOEL

This Christmas will be about celebrating the small moments through nostalgic, childhood games and rituals. "It will be important this year for consumers to celebrate the little things, like daily rituals and countdowns," explains Allyson Rees, WGSN Lifestyle & Interiors Senior Editor. "Products for Hanukkah, like numbered gifts, or Christmas advent calendars that can be coloured to create a final completed picture on Christmas Eve, will be ideal for getting children excited."



¹⁰ Nielsen via FoodRev, "Top Three No and Low-Alcohol Beverage Trends for 2020", June 2020

¹¹ Limelight, "The State of Online Gaming, 2020"

¹² Ipsos Mori, "Gaming during lockdown", September 2020

¹³ Limelight, "The State of Online Gaming, 2020"

Fitness *Everywhere*



2020 has inspired new and inventive ways to keep up with exercise routines and stay in shape. In the UK, 100-year old veteran Captain Sir Thomas Moore, captured the hearts of the nation by walking 100 laps of his garden to raise money for the NHS. He raised over £32 million and has been recognised by the Queen with a Knighthood for his achievements. This festive season, fitness will be about Brits celebrating their wins and taking joy in these moments. Laura Yiannakou, WGSN Fashion Senior Strategist, says: "Consumers have developed new lockdown rituals which will continue into 2021, from home fitness regimes to outdoor pursuits, so will be looking to feel good about these positive lifestyle shifts. They'll want to capitalise

on newfound interests, investing in weatherproof accessories such as waterproof hats and thermal sock sets."

HEALTHY COMPETITION

A good social life is important for mental health, and many consumers have been discovering fun online forums and virtual clubs to replace gym communities. Sharing physical activity outcomes and progress to app communities like Fitbit, Garmin, Strava and social media provides helpful encouragement for people to follow their exercise regime more routinely.¹⁴ This Christmas will be a milestone for many consumers as they look back on their year and their achievements. These virtual hubs will be full of activity with more people signing up for 2021,

as people share their fitness journeys and goals for the year ahead.

ADAPTED LIFESTYLES

Technology has empowered the growing cohort of fitness enthusiasts to adapt to new routines through online content, fitness apps, home gym equipment, and wearables. Smart 'hearables' were a big hit at this year's Consumer Electronics Show (CES), with wireless headphones now being developed to include smart features and artificial intelligence.

The Smart hearables market grew by 33% year-on-year and accounted for 60% of all wearables¹⁵ as consumers enjoy the versatility of these gadgets for working and exercising.

¹⁴ Flinders University, "Social connection boosts fitness app appeal", 2020

¹⁵ IDC, Earwear and Wristbands Tracker, 2020

Rest & *Reflect*

Stay-at-home lifestyles have increased demand for products that can aid relaxation. As we near the end of 2020, Brits are embracing self-care rituals to stay on top of their emotional and physical wellbeing. Greer Hughes, WGSN Mindset Consultant Director explains:

“A growing 360-degree approach to health means that gut health and quality sleep are now taken seriously with people viewing their bodies as ecosystems that need constant care, both inside and out.”

SLEEP EASY

On the flipside of all the fitness focus, ways to boost sleep health will also be a key part of embracing a healthy lifestyle, with older people (aged 65 to 74 years) having the highest sleep quality because of less screen-exposure, with some of the best sleep quality globally found in the United Kingdom.¹⁶ Screen-free time as well as anticipated new trend items like

blue-light blockers will become more popular to help switch off, along with natural sleep remedies and noise-reducing headphones, setting people up for successful sleeping in 2021.

MULTI-SENSORY & MOOD-ALTERING

As the role of the home evolves to become a multi-faceted hub for

exercising, socialising and working, everyday rituals such as skincare routines, bathing and showering will become important moments of reflection. People will invest more into their skincare routines, with 47% of consumers now using night cream and 55% using skin cleanser.¹⁷ Immersive, multi-sensory experiences that tap into the mind and body with mood-enhancing sound, scent and colour, will be a fresh trend for 2021. Multifunctional products such as aromatherapy capsules, bath bombs and body washes that combine mood-altering scents and sensorial textures with cleanliness, will be must-haves for Christmas.

WELLNESS AUDIO

As home rituals change, reflecting the changing mood of consumers, in-home audio tastes are moving from party playlists to music, meditation and wellness content. Familiar with creating connections through distance gatherings, music and audio will continue to provide consumers with a sense of escapism, but as we move into 2021 we expect this to become more focussed on the self. Headphones and devices which offer a personalised and immersive sonic experience will boost in popularity this festive season.

¹⁶ Sleep Cycle Study, Sleep & Mental Health Amidst the 2020 Coronavirus Pandemic, July 2020

¹⁷ Mintel via Professional Beauty, 2020

The Home *Hub*

Our relationship with the home has changed, from a place where many people spent less time during the day, to the main hub of daily life. People are feeling the urge to improve their surroundings and maximise their space, as the home is now a hybrid, flexible environment that must now also function as an office, a gym, a restaurant and an area for relaxation and socialising.

CURATE YOUR SPACE

Video-conferences have led to more house-proud Brits who are welcoming people into their homes via the screen. This will likely lead to an uptick in DIY, home decor and artwork to brighten

up and personalise backgrounds this festive season. Accessorising the working “zone” at home will be a focus this festive season and into 2021 and as many consumers will be working from home for the first time this Christmas, we expect smart desk accessories with fun festive themes will brighten things up and make the working day fly by in time for (digital) cocktail hour.

ABOVE-THE-KEYBOARD ATTIRE

As online-only interactions have become the go-to for office workers, **the ‘above the keyboard’ dressing-up trend has taken off, encouraging**

people to get creative from the waist up. Consumers are favouring bold, digital-friendly colours, interesting details and comfortable materials.

The “lipstick effect” was first seen in retail sales during the 2008 recession - people increasingly buy smaller ‘treats’ like lipstick and accessories instead of more expensive luxury goods. Yiannakou explains versatility is also part of the appeal. “Recessionary spending mode for some consumers will cause greater need for versatile and adaptable apparel, so we anticipate accessories will be leveraged to add versatility.”

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Local *Love*

People are feeling the love towards their communities this Christmas and want to show their appreciation to the neighbours and small local businesses they've got to know this year. There is a strong consumer affinity with home-grown businesses, as the coronavirus (COVID-19) crisis has bolstered neighbourhood connections.

CULTURAL KEEPSAKES

Shoppers want to feel connected to their heritage and local areas. To make people feel part of the local fabric, smaller businesses will offer curated collections of regional and national goods that tap into the history

and culture of the area. Food, drink, souvenirs, crafts, sustainably-sourced beauty products and decorations are just some of the categories that locals can pick, choose and curate their selection from.

COMMUNITY SPIRIT

A heightened sense of community and new optimism will reach its peak during the festive season. This will see consumers displaying Christmas decorations for all to see as a way to send a positive message, along with households getting involved with neighbourhood schemes like food banks and digitised Christmas light events.

Tens of thousands of UK-based small and medium-sized businesses sell their products in Amazon's stores across the world and Amazon provides practical support and services to help them grow. More than 60% of UK businesses selling on Amazon export to customers all over the world.



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Giving *Back*

Acts of kindness and giving are an even more important part of the 2020 festive season. People feel grateful, humbled and appreciative after the events this year and want to help those around them. Giving back to the community and making donations is high on the priority list, with the opportunity to support charities that champion topical causes, such as donations to children in need and digital accessibility for viewers and gamers with disabilities.

PAY IT FORWARD

2020 has seen outpourings of affection and appreciation for emergency services and key workers who have gone the extra mile for their community. In the UK, the #ClapForCarers weekly celebration for NHS staff swept the nation, with news channels interrupting scheduled programmes every Thursday at 8pm to encourage people to clap out of their window and doors, bringing the country together. Looking to the festive period and the New Year, consumers are likely to include donations of money or volunteering time in their celebrations.

A COMMUNITY-FOCUSSED CHRISTMAS

To honour inter-community relationships and bonds made during the toughest points of the year, shoppers will be looking to give back with care packages and Christmas hampers, making gifting easier and taking the stress out of shopping.

Presents that promote acts of mindfulness and self-care, such as crafting, cooking, meditation, gardening or candles for relaxation, will be highly appreciated at this busy time of year.





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