

For Immediate release
23 December 2004

BRC'S FESTIVE FACTS

With Christmas soon approaching, the BRC has compiled a special Christmas Fact Sheet on how much we spend, what we buy, when we spend, what's selling well - and what Christmas really means to retailers:

1. An extra £10 billion is spent in December, compared to any other month
2. The Christmas period can account for 40-60% of a larger retailers turn over
3. Approximately £29.3 billion was spent in the month of December (2003)
4. £13.1 billion was spent in the last two weeks of December (2003) - 6.4 billion in the final week
5. Approximately £4.7 billion was spent in the first week of the January Sales (2004)
6. The mince pie market is worth £45 million.
7. £305 million will be spent on turkeys this Christmas.
8. Over 70% of pet owners will spend an average of £8.50 on their pet this Christmas
9. On average, each household spends £23 on Christmas decorations.
10. In the UK, on average, each person will eat 14 sprouts over the Christmas period.

What's selling well?

David Southwell, BRC Director of Communications, said:

"2004 seems to have been the year of the comeback of the traditional present with champagne, chocolate, jewellery and fragrances for both men and women all performing well. Even the humble slipper seems to have had a good Christmas this year with retailers reporting much stronger demand than has been seen during the last five years. The nostalgic and retro feel in Christmas presents has also extended to the toy market where board games, Tamagotchi, Transformers and even Cabbage Patch Kids all making a strong showing.

"On the technology front iPods and other MP3 players, DAB radios and Freeview boxes have all performed well with reported shortages on some of the most popular models."

Note to Editors:

Please contact the press office for further information:

Kate Ison BRC Press Officer, 020 854 8920

kate.ison@brc.org.uk <mailto:kate.ison@brc.org.uk>

David Southwell BRC Director of Communications 0207 854 8924

press@brc.org.uk <mailto:press@brc.org.uk>

The BRC/KPMG Retail Sales Monitor covering the month of December will be issued on Monday 10 January - UNDER STRICT EMBARGO UNTIL TUESDAY 11 JANUARY 00.01 HOURS.

The British Retail Consortium is the lead trade association representing the whole range of retailers, from the large multiples and department stores through to independents, selling a wide selection of products through centre of town, out of town, rural and virtual stores.