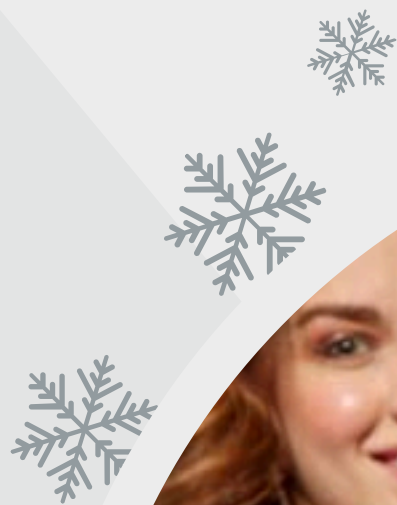




XMAS 2024

CONSUMER REPORT

Based on HGEM consumer survey
2024 in comparison to 2023



Introduction

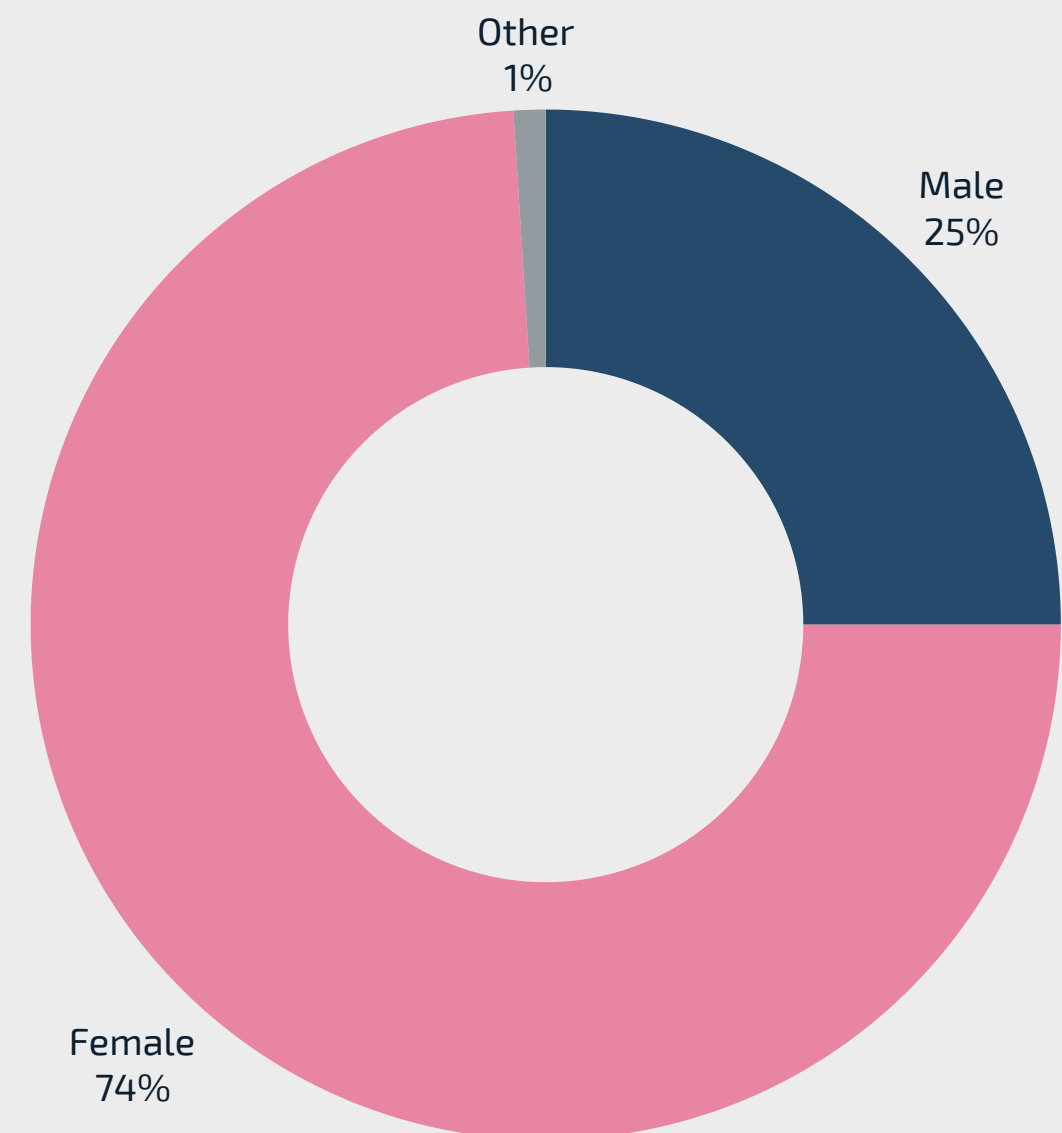
With Xmas fast approaching, it's more important than ever for businesses to understand what your customers are planning for Christmas. This report dives into how customers plan on celebrating Xmas this year, including where they go, what they order and how much they spend and more. By looking at customer preferences and trends, we can gain valuable insights into what matters most to them during the festive break.



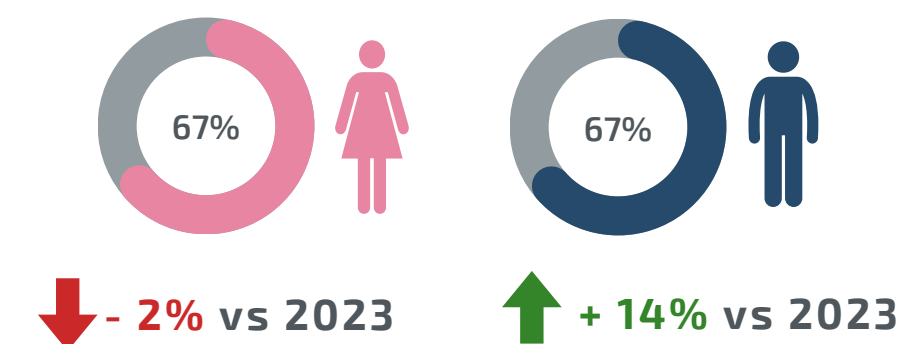
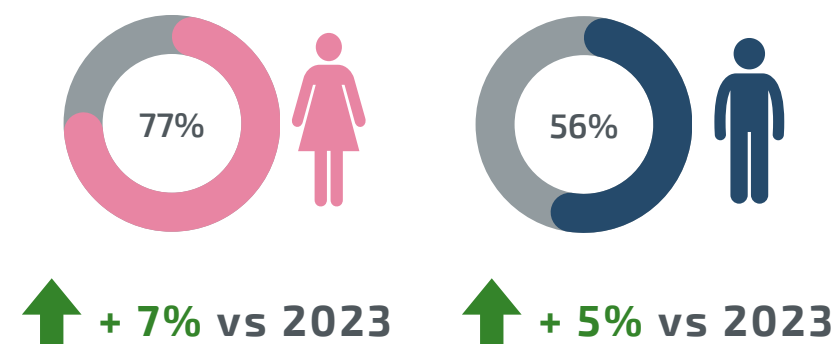
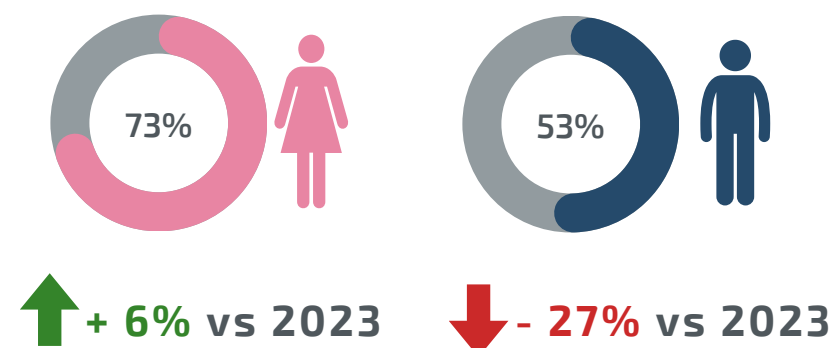
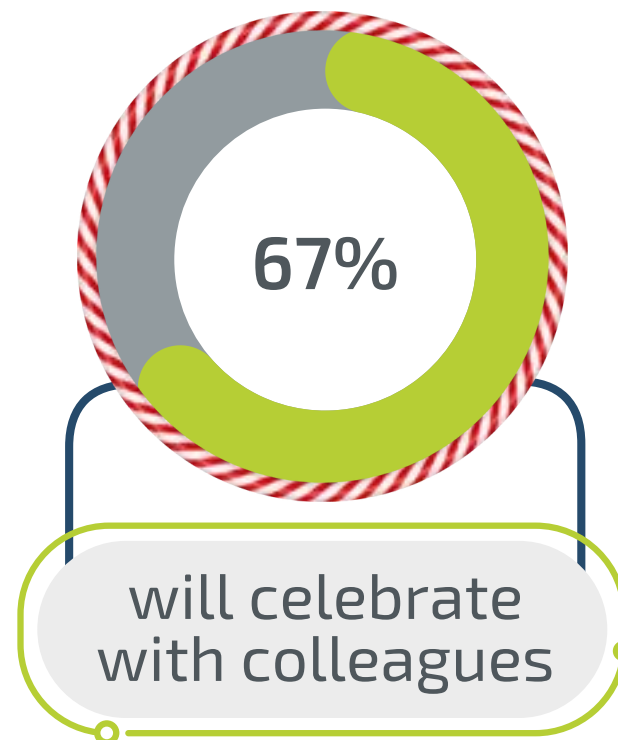
Based on feedback from HGEM's bank of mystery guests



Audience Demographics



Who is celebrating xmas by going out?



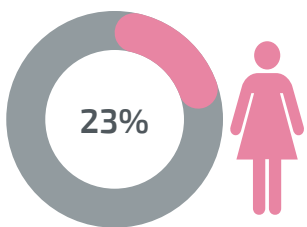
Who's having an office party this year?



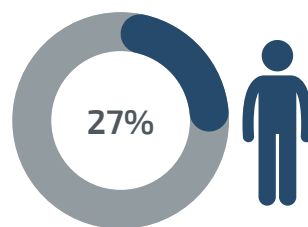
24%

Are not having an office Xmas party

↑ + 5% vs 2023



↑ + 2% vs 2023

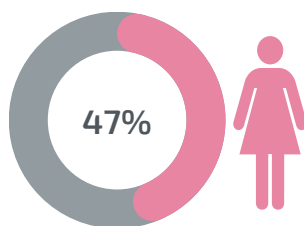


↑ + 11% vs 2023

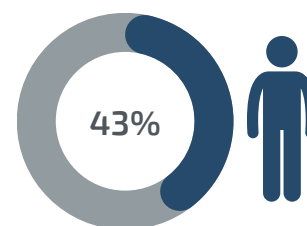
46%

Are having an office Xmas party

↓ - 3% vs 2023



↓ - 5% vs 2023

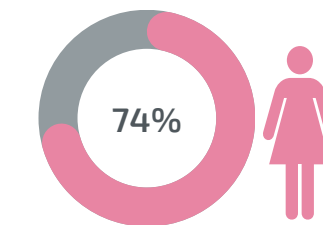


↑ + 3% vs 2023

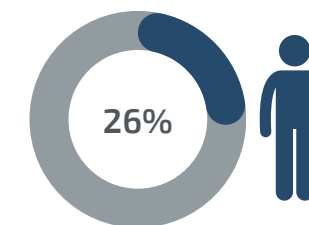
50%

Would likely return in Jan / Feb if they had a great time

↑ + 1% vs 2023



↑ + 1% vs 2023



↓ - 2% vs 2023

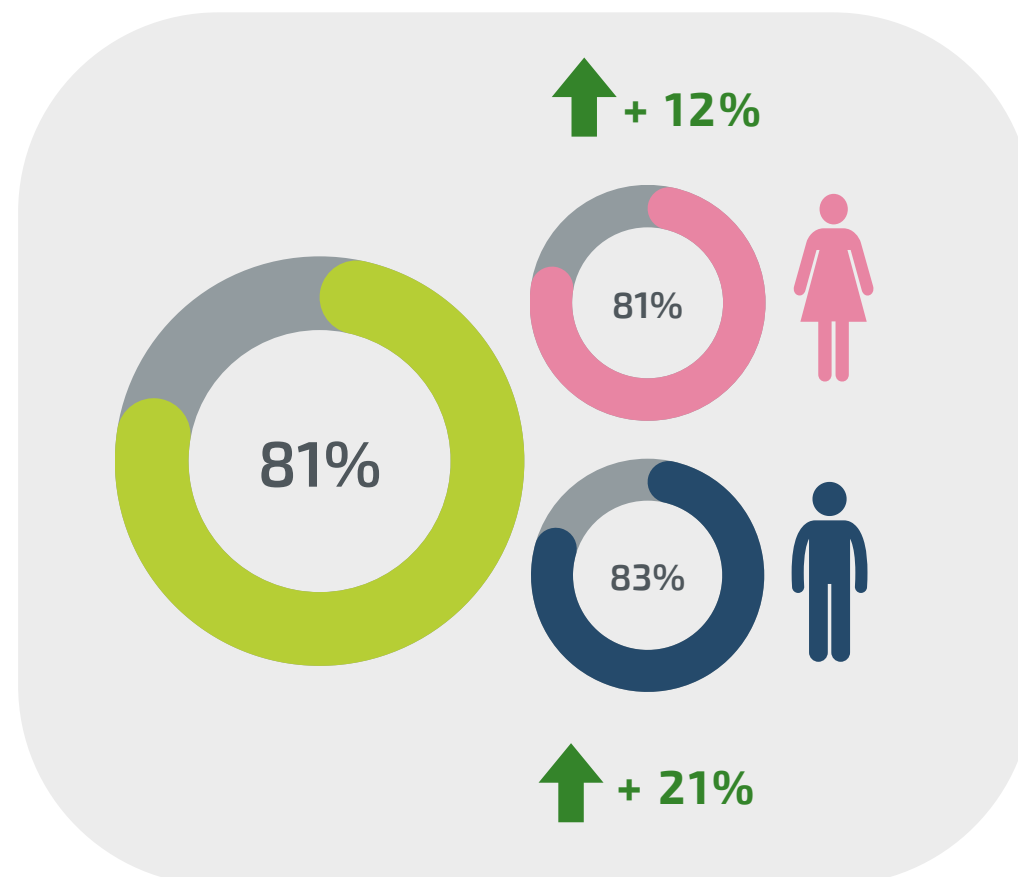


Top factors when choosing an Xmas venue

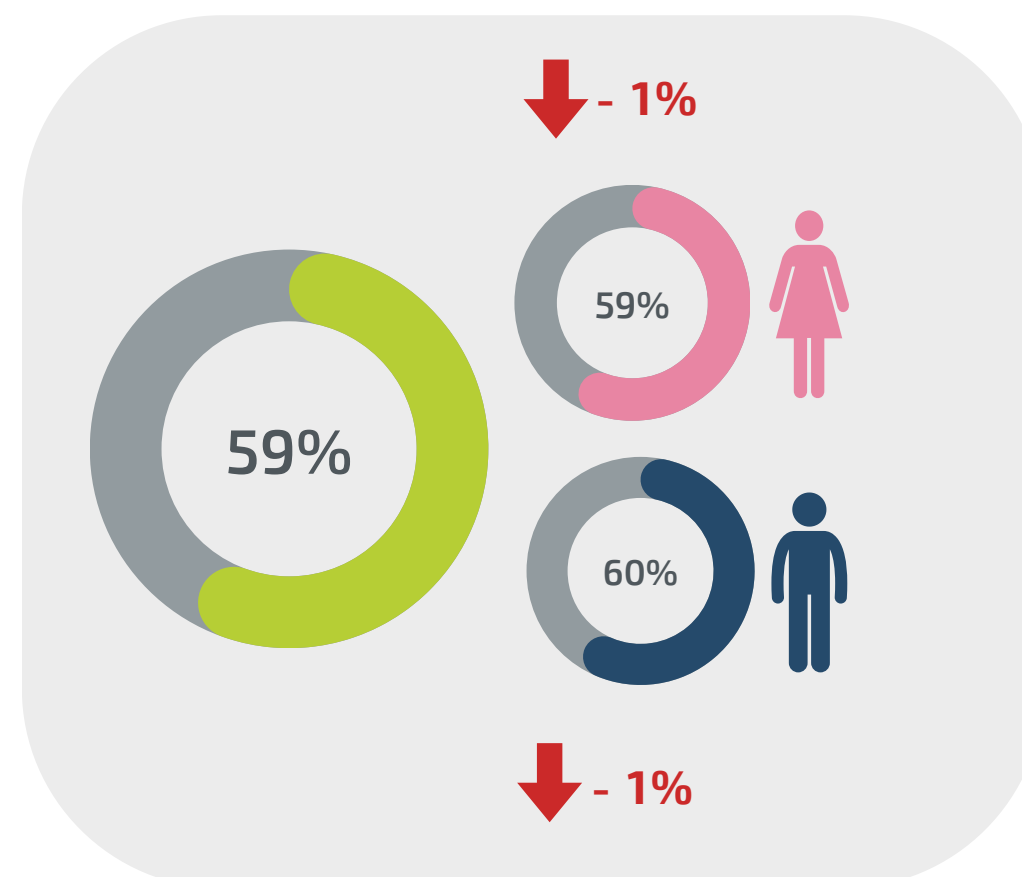


How do consumers find venues?

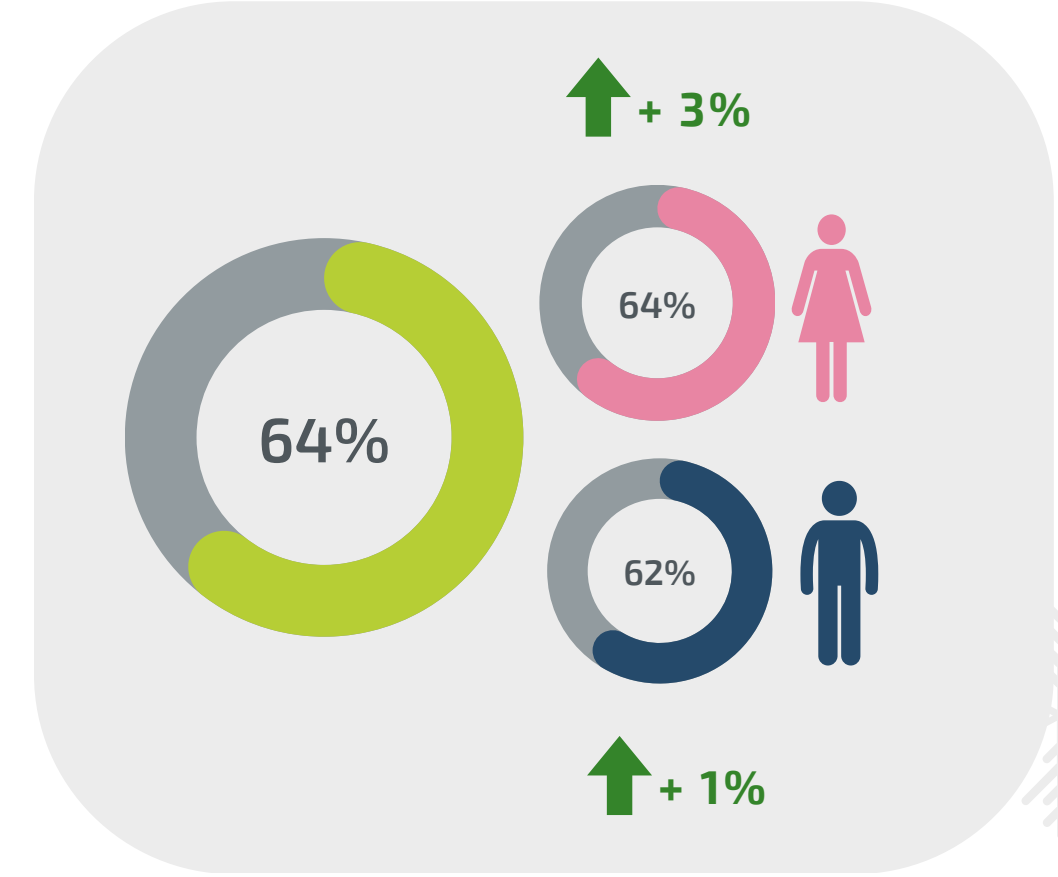
Would choose a venue because of a **recommendation**



Would use **Google** or other search



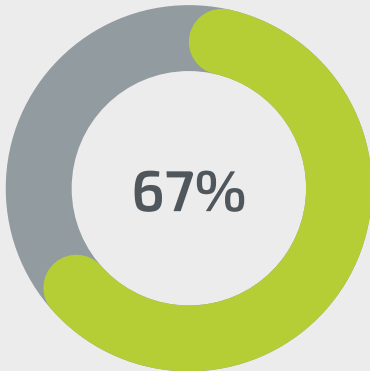
Would trust a **tried and tested** venue



Budgets: meal, excluding drinks

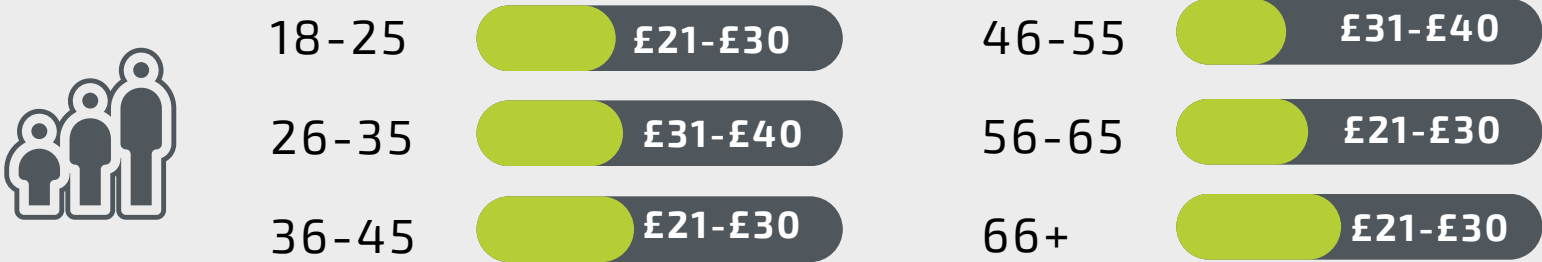
£21-£30

Is the average budget per person for a Xmas meal

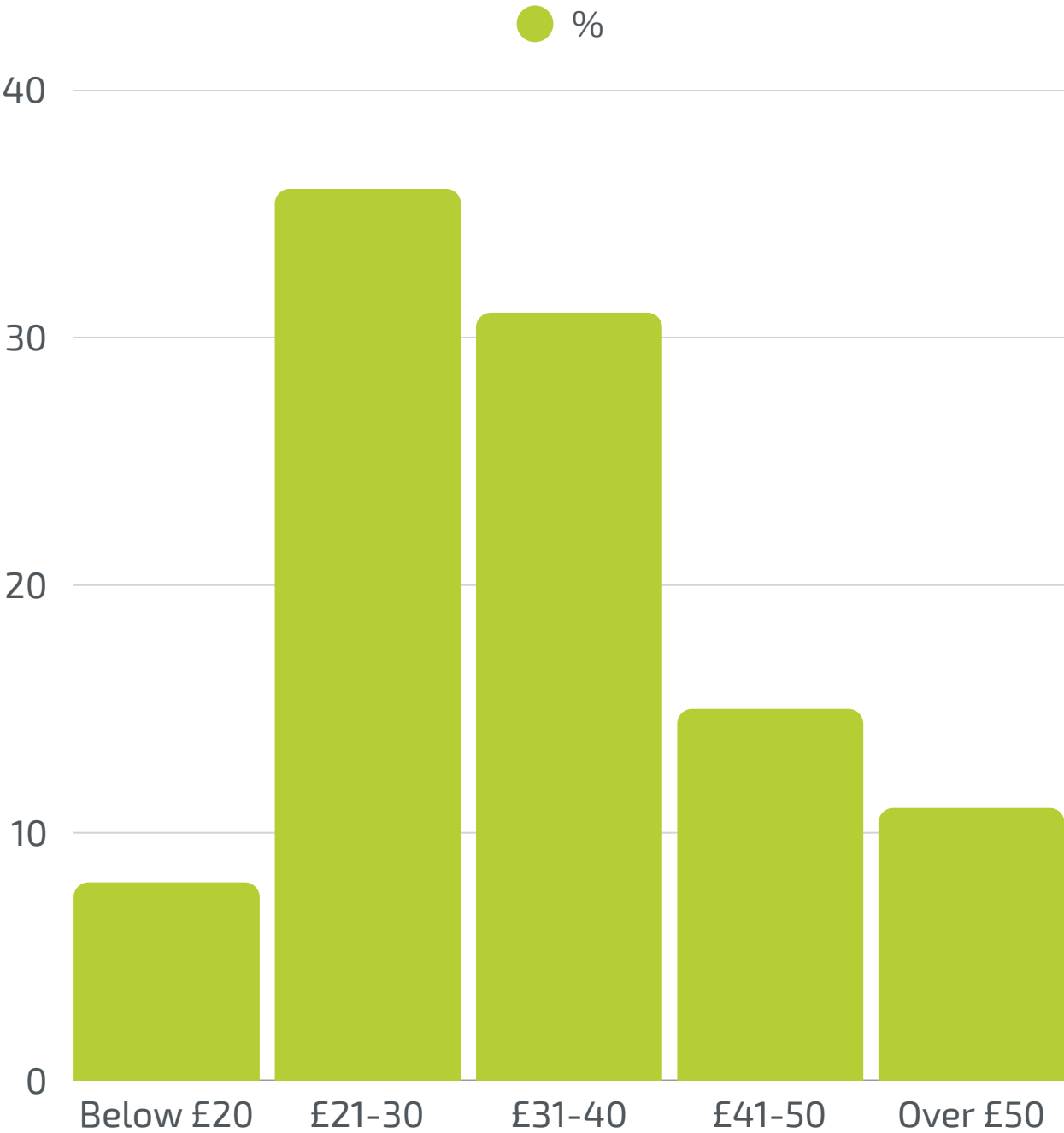


Of customers have a Xmas meal budget ranging from £21 to £40

Most popular budget by age group (age 46-55 is higher than 2023):



Budget distribution:



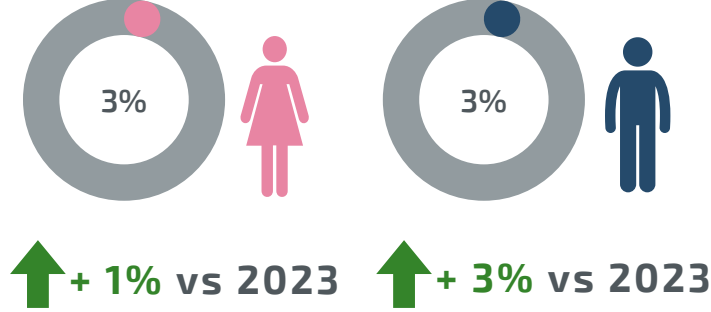
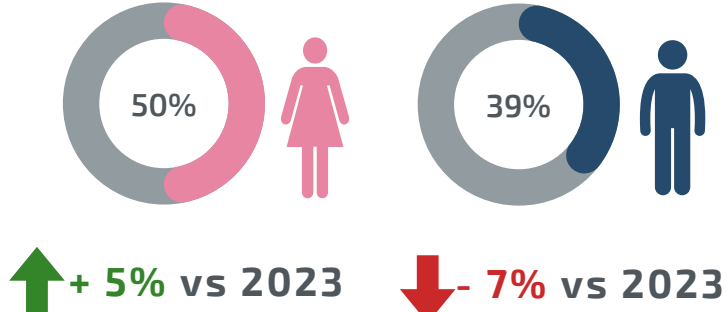
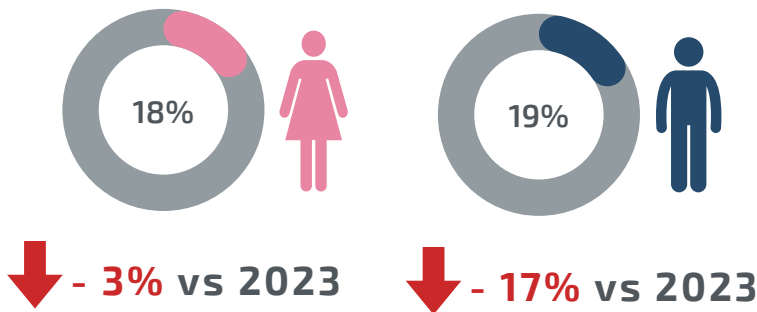
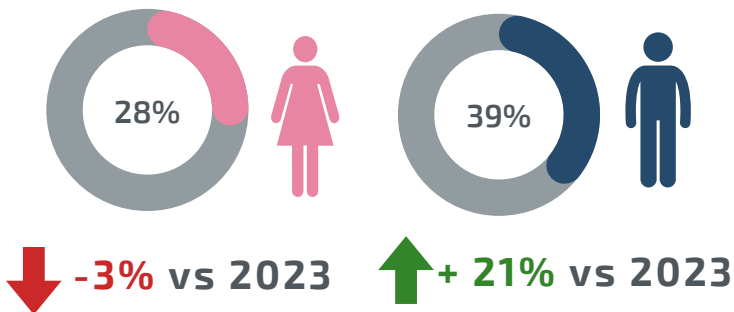
Pre-order preferences



66% Prefer a set menu



34% Prefer to order off the menu



Dietary Restrictions

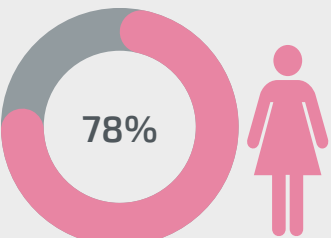
↑ + 13% vs 2023

59%

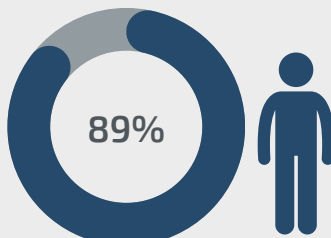
Of consumers reported dietary restrictions which is 13% more than in 2023

80%

Feel that their dietary restrictions were well-catered to last year



↑ + 13% vs 2023



↑ + 2% vs 2023

Gluten free

Vegan

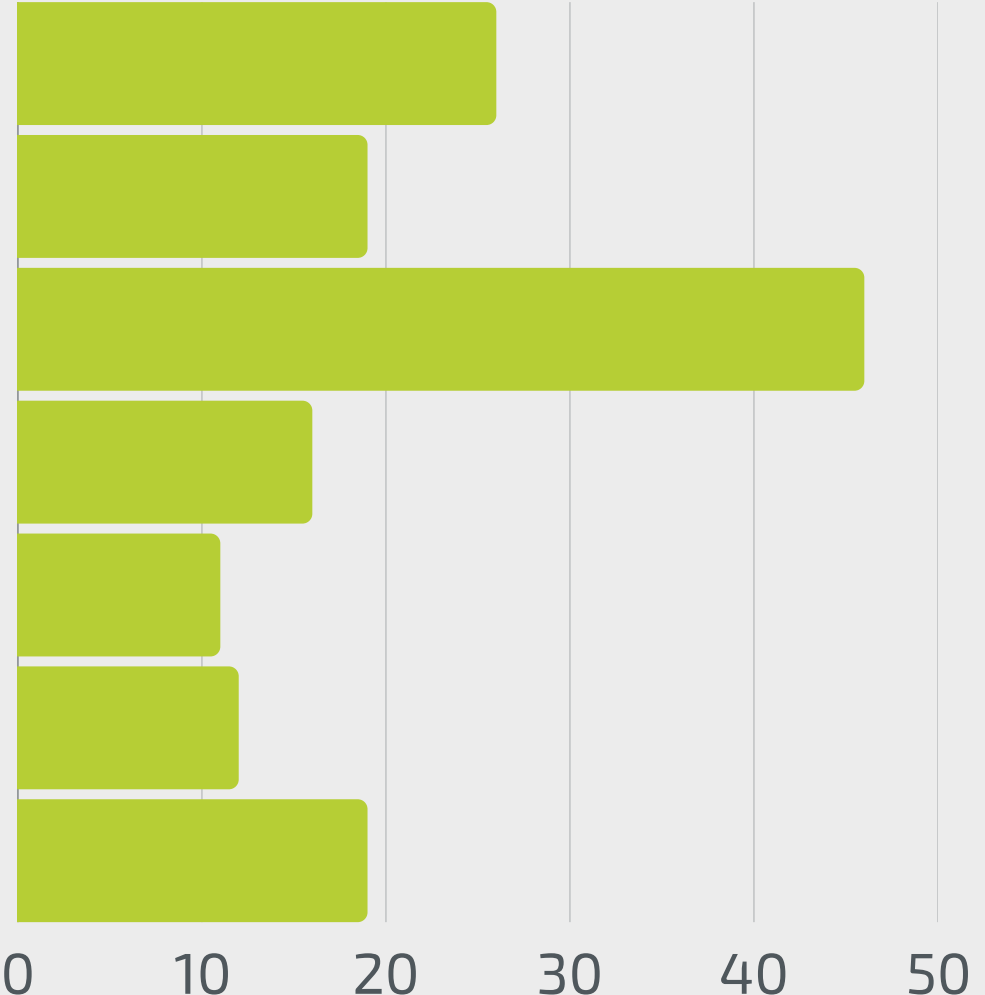
Vegetarian

Pescatarian

Dairy free

Nut Allergy

Other



Key takeaways

Shining a light on the biggest changes between Xmas 2023 and 2024



-27%

Only half of the men we surveyed will be celebrating Xmas with colleagues. That's down from three-quarters in 2023.



+13%

81% would choose a venue because of a recommendation, a jump of 13% from 2023.



+13%

An extra 13% of women feel as though their dietary requirements are well catered for this year.



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Steven Pike | MD HGEM



There were a couple of surprises in this year's results. Perhaps most stark is that significantly fewer men are expecting to celebrate Christmas with colleagues, preferring instead to do so with family and friends. We thought this was curious, so looked into it a little deeper - it seems that workplaces with a higher proportion of men are less likely to have a Christmas party this year, and that this was more pronounced in older generations. Could this say something about the state of family finances, or is it a cultural shift? We also noticed that men have become less keen on pre-ordering, perhaps preferring smaller, more spontaneous celebrations.

Meanwhile, women have tended to be more particular than men about dietary preferences. But it seems this gap is closing, with a much larger proportion this year saying their needs are well catered for. Vegetarian is more than twice as important as vegan.

There has been no change in the influence of Google, which is now an established part of our decision-making process, but there was a significant increase in the likely impact of personal recommendations. The statistics on satisfied guests returning to the same venue in the New Year have barely moved, and a large gender gap remains.

So it's all to play for again this year. Here's to a happy and prosperous festive season!