

24 November

CHRISTMAS SHOPPERS PLAN TO GET WRAPPED EARLY THIS YEAR REVEALS M&S CREDIT CARD RESEARCH

- However, a third still admit to leaving their shopping to the last minute
- 54 per cent collect vouchers and rewards throughout the year, just to spend on Christmas

More than a quarter of Brits have all their Christmas shopping wrapped up by the start of December - but over a third admit leaving it to the last minute.

The research, on behalf of M&S Credit Cards¹, found a sixth of the 'super organised' start early because they 'just can't wait' to begin their festive purchasing. And a third stated they simply enjoy buying presents and will average at least five Christmas shopping trips before the big day.

M&S has already seen signs of early festive shopping with its Beauty Advent Calendar now sold out online, and its Light Up Snow Globe Gin Liqueurs selling one every three seconds.

The study of 2,000 adults found that when it comes to planning ahead, as many as 54 per cent keep a note of what they are planning to buy people for Christmas throughout the year to make things easier when they do their present shopping. More than a third of people say they have even been known to start buying Christmas gifts in the January sales.

But 50 per cent plan to leave their wrapping to the third week of December.

However, while four in 10 people try to get all their presents bought and wrapped by the end of November, most fail to actually do this.

Paul Stokes, M&S Credit Cards, said: "There is nothing like a bit of Christmas shopping to get you in the festive spirit. Buying presents for loved ones brings so much joy to millions of Brits, it's no wonder people love to get out and about shopping early.

"There's nothing better than a thoughtful gift, so it's endearing to see so many take notes of present ideas throughout the year and really put that extra thought into what they intend to buy."

The study went on to reveal 28 per cent intend to wait for Black Friday and Cyber Monday sales to start before they begin their purchasing, which is when the average Brit will buy up to 20 per cent of their presents.

As many as 54 per cent collect vouchers and rewards throughout the year, just to spend on Christmas, with one sixth saying the majority of their shopping will be purchased with these rewards. Although the average Brit is still expecting to spend £446 on Christmas presents and £256 on Christmas food, which is £167 more than last year.

A reason for this additional spending is 44 per cent want to make up for last year's festive season and 37 per cent want this Christmas to be extra special, according to the study.

Furthermore, 41 per cent are likely to set a budget but exceed it, with children being allocated the largest gifting budget – an average of £91.

Paul Stokes, M&S Credit Card, continued: “It’s great to see that more than half of shoppers are saving up rewards points and vouchers they have earned on their spending throughout the year, such as though a rewards-based credit card, to help make their Christmas that extra bit special, and make their festive spending go that little bit further, especially after last year’s unprecedented Christmas period.”

M&S Credit Cards:

With a choice of introductory offers available, M&S Credit Card customers can earn Rewards Points whenever and wherever they shop - one point for every £1 spent in M&S and one point for every £5 spent elsewhere. With points automatically converted into M&S vouchers and sent to customers each quarter, customers using their M&S Credit Card this Christmas will receive Rewards Points for their festive spend in the New Year.

- **M&S Credit Card Rewards Offer** – Double M&S points on all M&S shopping for the first 12 months (2 points per £1 for first 12 months, then 1 point per £1 thereafter), 0% on shopping for 12 months and 0% on balance transfers for 12 months, available for 90 days from account opening (2.9% fee applies, minimum £5). Representative APR 19.9% variable.
- **M&S Credit Card Transfer Plus Offer** – 0% on balance transfers for 29 months, available for 90 days from account opening (2.75% fee applies, minimum £5) and 0% on shopping for three months. Representative APR 21.9% variable.
- **M&S Credit Card Shopping Plus Offer** – 0% on purchases for 22 months and 0% on balance transfers for 22 months, available for 90 days from account opening (2.9% fee applies, minimum £5). Representative APR 21.9% variable.

Club Rewards:

To make Christmas shopping even more rewarding, M&S Credit Card customers also have the option of joining the recently launched rewards membership, Club Rewards², which offers an enhanced range of M&S treats and rewards.

The M&S shopping vouchers (worth almost £80) and M&S hot drinks vouchers (worth c. £88 per year) provide customers with a combined £168 to spend in M&S – plus free next-day online delivery for M&S purchases³ - and three M&S points for every £1 spent on M&S shopping⁴ and on overseas spend using the M&S Credit Card - all for a fee of £10 per month. Customers who sign up to Club Rewards before the end of November will receive their first £20 M&S voucher in their welcome pack to put towards their Christmas shopping.

Club Rewards benefits include:

- Unlimited free next day delivery on M&S.com (exclusions apply)
- 3 x £15 Clothing & Home Vouchers
- 1 x £20 Christmas Clothing & Home Voucher
- 3 Rewards Points for every £1 spent at M&S
- 1 Reward Point for every £5 spent anywhere else
- A Birthday Treat (£12 M&S food voucher)
- 32 Hot Drinks Vouchers – worth c.£88
- 3 Rewards Points for every £1 spend abroad on purchases made in the local currency using the M&S Credit Card

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Notes to editor:

¹The research was conducted by OnePoll between Thursday 4th November to Tuesday 9th November 2021. It polled a nationally representative sample of 2,000 adults in the UK

²M&S Club Rewards is exclusively available to any M&S Credit Cardholder. If customers do not hold an M&S Credit Card, they will need to successfully apply for one before they open M&S Club Rewards.

³For purchases made online at marksandspencer.com customers will be eligible for next day delivery at no extra cost. This will not apply to food, hampers, wine, flowers, furniture and items described as on sale. Customers will need to have a marksandspencer.com account, set up in their name, to enjoy this benefit. Terms and conditions apply.

⁴With M&S Club Rewards, you'll earn an extra 2 Rewards Points per £1 spent in M&S (a total of 3 Rewards Points per £1, or 4 if you're a Rewards Offer customer within your introductory period). M&S Rewards Points can't be earned on M&S Travel Money or M&S gift cards or vouchers, Loyalty Scheme T&Cs apply.

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About M&S Bank

M&S Bank (the trading name of Marks & Spencer Financial Services plc) launched in 2012 on the foundations of M&S Money, which was established in 1985 as the financial services division of Marks and Spencer plc. In November 2004, HSBC bought 100 per cent of the share capital of Marks and Spencer Retail Financial Services Holdings Limited.

Today, M&S Bank operates as a joint venture arrangement between HSBC and Marks & Spencer, however, M&S Bank has its own banking licence and its own Board.

M&S Bank offers a broad range of financial products, including the M&S Credit Card, and a range of loans, savings and general insurance products, while its travel money offering boasts one of the widest ranges of currencies available on the high street.

HSBC UK

HSBC UK serves around 15 million customers across the UK, supported by 26,000 colleagues. HSBC UK offers a complete range of retail banking and wealth management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates.