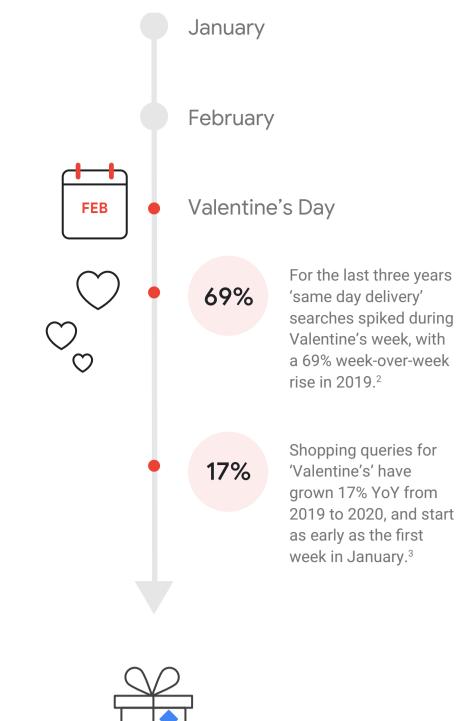
The ultimate seasonal calendar to help plan for the year ahead

pandemic has presented unique challenges to retailers — altering consumer expectations, habits, and purchasing behaviour dramatically. From Valentine's Day, right up to the holiday season, this handy infographic uses the latest consumer

Now more than ever, it's important for retailers to have a roadmap for the year ahead. The coronavirus

trends, industry insights, and digital best practices to lay out the year's key seasonal moments. Utilise this calendar to guide your approach, prioritise your next steps, and create a marketing strategy that meets your evolving business needs.



Valentine's Day Valentine's Day has become one of the biggest

opportunities of the year for digital retailers, with queries like 'same day delivery' and 'romantic dinner showing

massive growth. Types of retailers Gift and greetings, florists, fashion and apparel, as well as personalisation services.

Consumer insight Searches for 'romantic dinner at home were up 121% on 2019, as consumers looked to have a special meal while

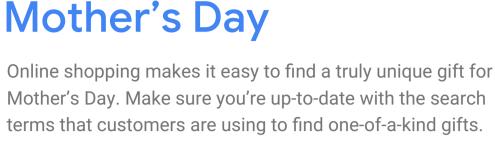
staying at home..¹

Audiences Reach (new) customers who are celebrating Valentine's Day and are actively shopping during this moment, which you

can do through in-market audiences. This covers gifts and

occasions categories – from flowers and chocolates to jewellery.

March



Types of retailers Home and garden, gift and greeting, florists, and fashion

and apparel. Consumer insight

communications as well as online shopping, with 26% of

has increased since the coronavirus outbreak. Ensure your

site is optimised for a positive e-commerce experience. Audiences Be sure to cover a range of in-market audience categories to

such as through Mother's Day shopping, flowers, and

greeting cards categories. Combine this with remarketing to re-engage with customers who are likely to convert.

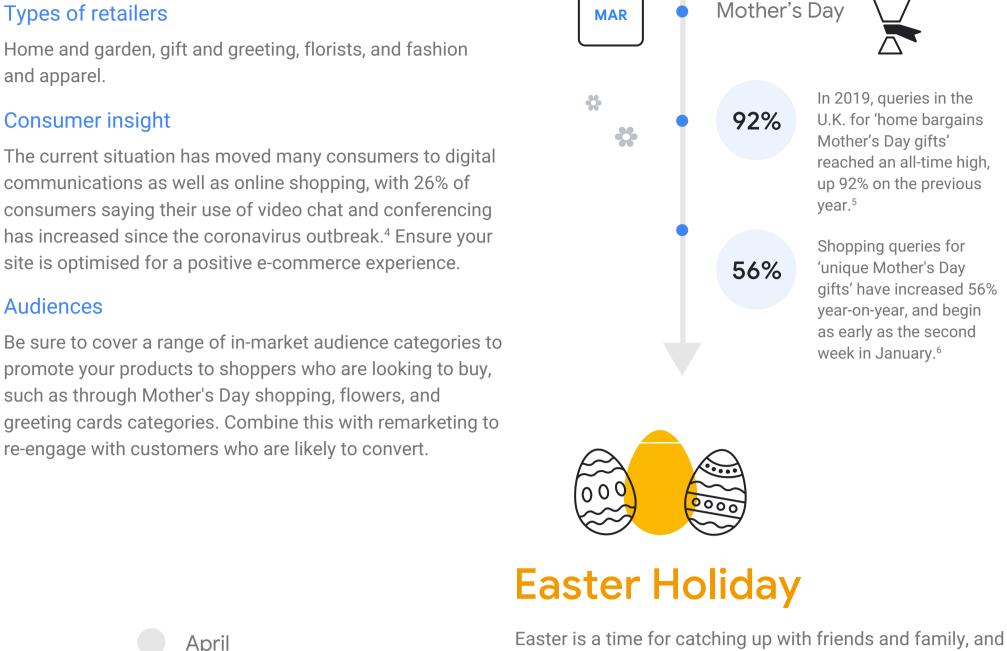
APRIL

April

Easter

76%

102%



Food and grocery, home furnishing, home and garden, and fashion and apparel. In 2020, U.K. searches for treats such as Consumer insight 'chocolate' grew by In April 2020, searches for 'groceries delivery slots' grew 76%, as many turned to

comfort eating during

Searches for 'Easter

garden ideas' were

also up, showing a 102% increase

between 2018 and

2019.9

the event..8

consumers are actively looking for ways to celebrate special moments from home this year, be transparent by providing clear and specific information about how and where they can get what they need.

globally by over 300% in the first week of the month.7 As

sprucing up homes and gardens. Search queries reflect this,

with table decor, recipes, and gifts making it a magical time.

Audiences Some of the most receptive audiences during Easter include those who enjoy celebrations with family, home decor

JUNE

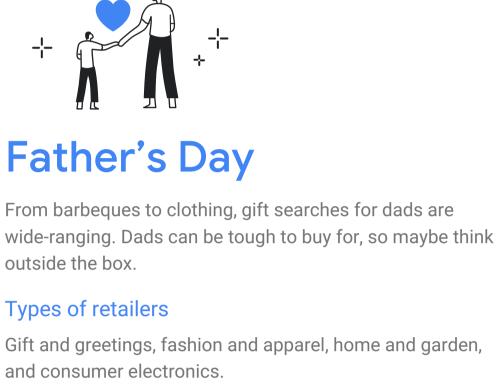
Types of retailers

June

Father's Day

Shopping queries for

enthusiasts, cooking enthusiasts, and foodies.



consumers are turning to YouTube to learn new skills. Global watch time of how-to videos that include 'for beginners' or 'step by step' in the title saw a 65% increase in watch time year-on-year.¹⁰ Consider creating video content to re-engage

with consumers and showcase your products in action as

With an increasing amount of time spent at home,

they look for new ways to entertain themselves. Audiences

Consumer insight

Summer Sales

83%

Searches for 'garden

plants for sale' also peaked in April, up

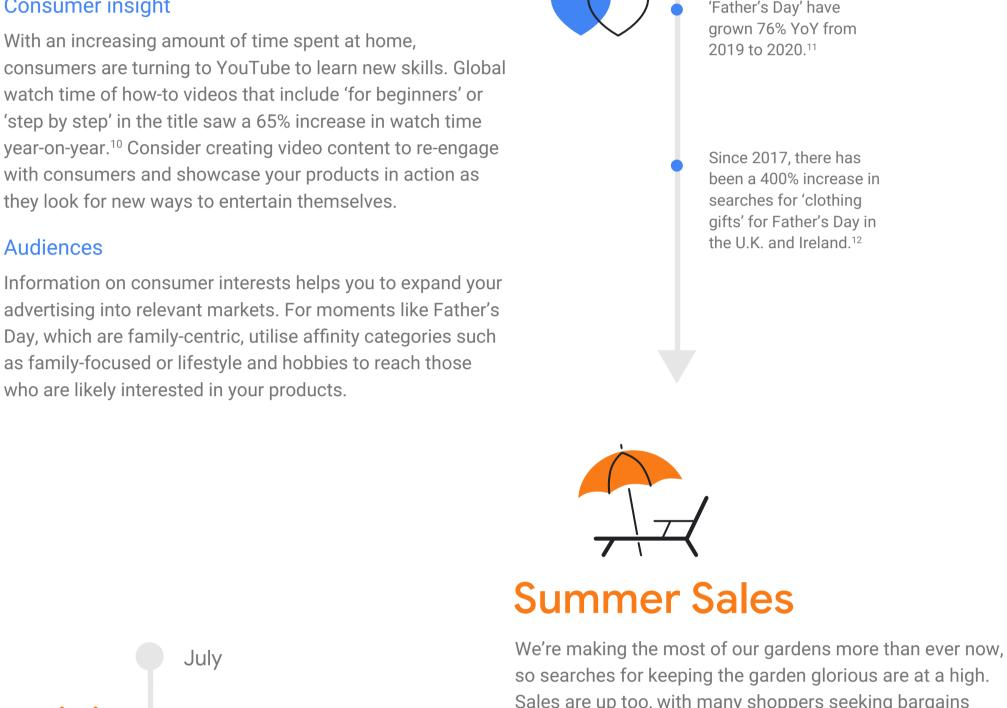
83% from the same

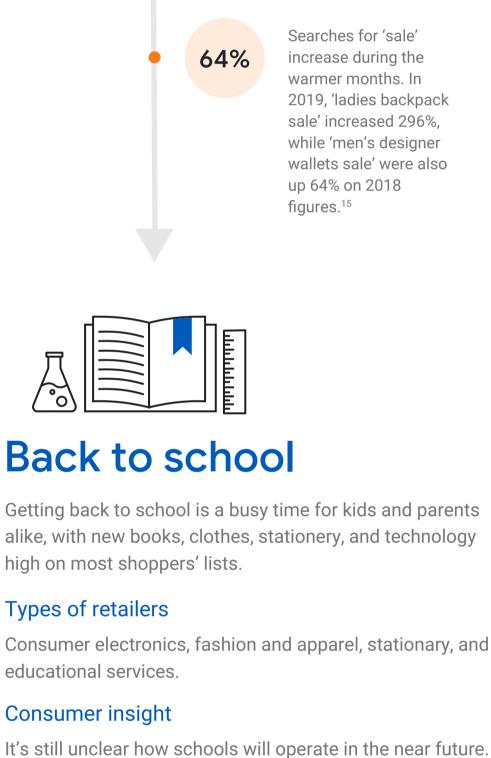
week in 2019.14

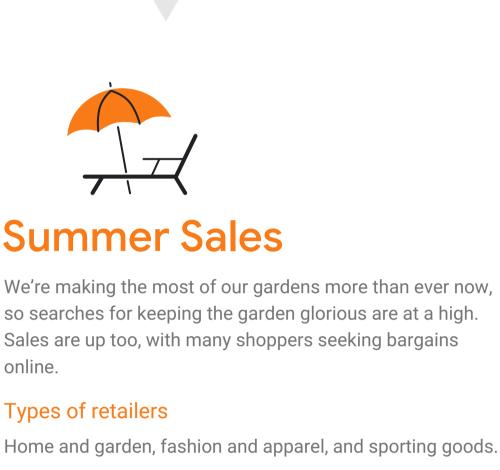
July

as family-focused or lifestyle and hobbies to reach those

who are likely interested in your products.







themselves this summer. **Audiences**

Consumer insight

For summer sales, use a mix of audience strategies, from activating key audiences such as bargain hunters, to those searching for the trending categories at this time of year. This includes home and garden, outdoor items, sports and

fitness, and outdoor recreational equipment.

People accept that holidaying abroad will probably not be a

viable option this summer, instead they're looking for ways

to enjoy summer from home. In the first week of April 2020,

2018, up 38% on the previous year. 13 Stay up-to-date with the

latest Google Search trends as consumers look to entertain

searches for 'garden furniture' were at their highest since

September Back to school **SEPT** In 2019, U.K. searches

90%

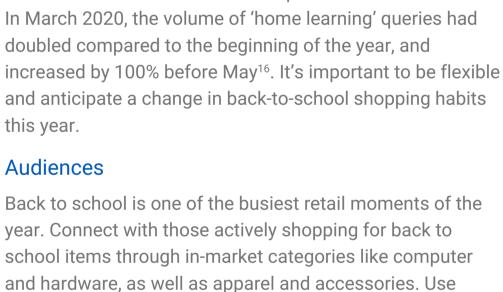
for 'back-to-school items' increased by

90% compared to

2018's figures, with searches starting as

early as the second

week in August.¹⁷



as parents, teachers, and students.

NOV

+

season.

services.

Types of retailers

detailed demographics to engage with key audiences such

November

Single's Day

new packaging.²²

In 2019, sales from

Last year, the typical discount

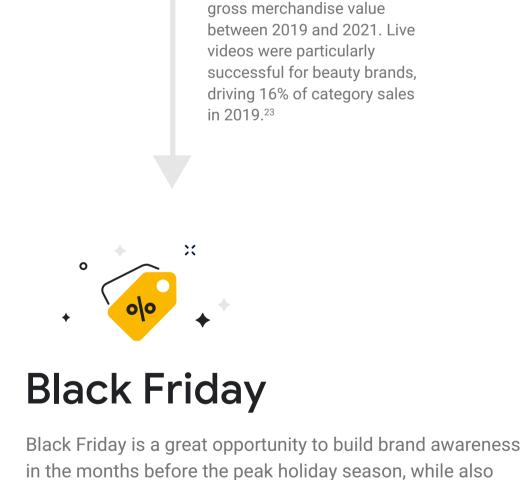
on Singles' Day ranged from 20% to 40%, and products

were distinctive because of

livestreaming accounted for

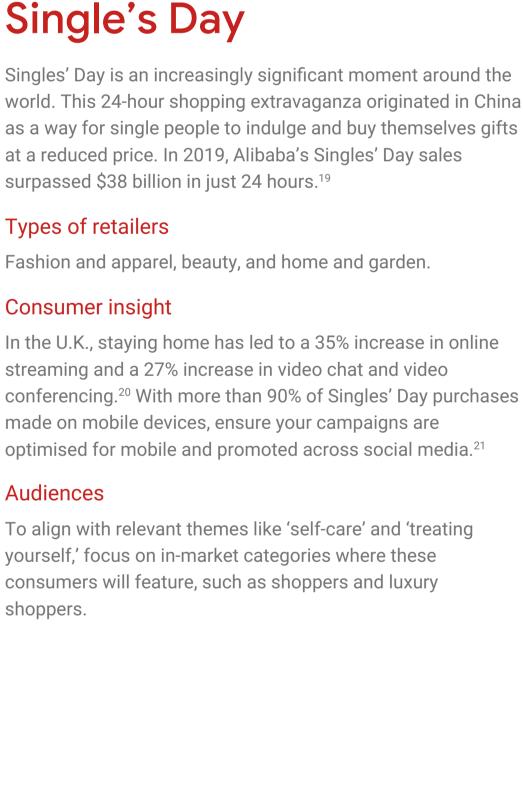
\$3 billion and is predicted to

contribute to at least \$70bn in



testing new tactics and growth opportunities. Get an early start, and set your campaigns up for success this holiday

Consumer electronics, fashion and apparel, and educational

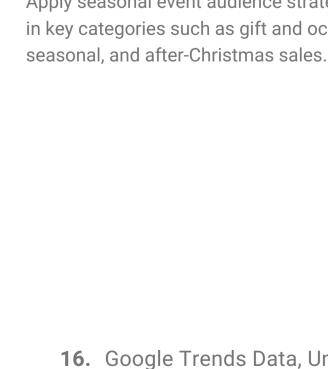


Consumer insight In 2019, searches for 'Black Friday laptop deals UK' were up 139% compared to 2018. Similarly, 'Black Friday TV deals UK' increased by 115% and 'smart watch' Black Friday' by 197%.²⁴ **Audiences** Combine multiple audience strategies to make the most of Black Friday. Reach certain demographics like technology enthusiasts and bargain hunters, while also creating a remarketing list of previous visitors, and optimise your shopping bids to re-engage your most valuable customers.

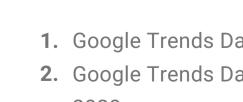
December Christmas DEC In 2019, U.K. queries for 'next-day delivery' during 18% the week of Christmas grew 18% since 2018, and started rising two weeks before the actual holiday.²⁸ * 55% of U.K. consumers use shopping apps to aid their Christmas shopping, and downloading is common especially late in the season with downloads peaking at 49% post-christmas.²⁹

To align with relevant themes like 'self-care' and 'treating November Black Friday **NOV** Last year, U.K. 31% shopping searches on Black Friday grew 31% on 2019 figures, and marks the peak of search interest for retail over the holiday season..25 IThe importance of the 51% days around Black Friday have also grown as 51% of shoppers seek to spread out purchases over multiple days, including the week before Black

Friday.²⁶



2019



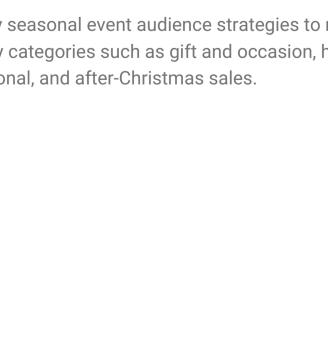
Source list

- 1. Google Trends Data, United Kingdom, 2019 2. Google Trends Data, United Kingdom, 2019 vs 2020 3. Google Trends Data, United Kingdom, 2019 18. Google Internal Data, United Kingdom, 2018 vs
 - 19. McKinsey China Digital Consumer Trends 2019 Kingdom Consumer Pulse Survey 20. McKinsey & Company COVID-19 U.K. Consumer 4/30-5/3/2020, n = 1,003, sampled and Pulse Survey 4/16-4/19/2020, n = 998, weighted to match the U.K.'s general

population 18+ years +39 +37 +34 +33 +30 +26

- 6. Google Trends Data, United Kingdom, 2019 7. Google Data, Global English, April 4 to the week 2020
- 8. Google Trends Data, United Kingdom, 2019 9. Google Trends Data, United Kingdom, 2019 10. Global YouTube Data, year on year 3/1/20 -
 - 3/31/20 compared to 3/1/19 3/31/19 11. Google Trends Data, United Kingdom, 2019 vs 2020 12. Google Trends Data, United Kingdom, 2017 -
- 2020 13. Google Internal Data, United Kingdom 2018-2020

Audiences yourself,' focus on in-market categories where these consumers will feature, such as shoppers and luxury shoppers.



4. McKinsey & Company COVID-19 United

- +25 +14 -1 -18 -25 5. Google Trends Data, United Kingdom, 2019
- of April 11, 2020, vs. March 29, 2020-April 4,
- 14. Google Internal Data, United Kingdom 2019 -2020

15. Google Internal Data, United Kingdom, 2019

In 2019, queries for 134% 'boys school shoes sale' increased by 134% compared to the previous year.18

online purchases to grow even further this holiday season. Audiences Apply seasonal event audience strategies to reach those in key categories such as gift and occasion, holiday and

Holiday Season

predict, but the move to digital is assured.

Fashion and apparel, toys and games, and beauty.

Types of retailers

Consumer insight

The Christmas holiday period is the busiest moment of the

place either side of Christmas Day, as people buy gifts for loved ones and then take advantage of the post-Christmas

sales. Any long-term changes in this behaviour are hard to

Last year, 50% of British Christmas shoppers bought from

new retailers and 73% said they were open to purchasing

from retailers they haven't bought from before.27 Given the

shift to online we have witnessed this year, be prepared for

year for most retailers. The majority of spending takes

16. Google Trends Data, United Kingdom, Jan 2020 - May 2020 17. Google Trends Data, United Kingdom, 2019

- sampled and weighted to match U.K.'s general population 18+ years 21. McKinsey & Company 2018 22. McKinsey China Digital Consumer Trends 2019
- 23. McKinsey China Digital Consumer Trends 2019 **24.** Google Internal Data, United Kingdom 2018 vs. 2019
- **25.** Google Internal Data, United Kingdom 2018 vs. 2019 26. Smart Shopper Research Kantar/Google 2019
- 27. Google/Ipsos, Christmas Shopping Study, Nov 2019 - Jan 2020, Online survey, Britons 18+ who conducted Christmas shopping activities in past two days (n=3,151)
- 28. Google Trends Data, United Kingdom, 2019 2019 - Jan 2020, Online survey, Britons 18+
- 29. Google/Ipsos, Christmas Shopping Study, Nov who conducted Christmas shopping activities in past two days (n=3,151)