# The ultimate U.K. seasonal retail calendar to help plan for the year ahead

To drive growth in these transformational times, it's never been more important for retailers to plan ahead.

pace with people's changing needs around key shopping moments, retailers will be better placed to capture changing demand.

<u>Inflationary pressures</u> might be squeezing businesses and consumers from all sides, but by keeping

From back-to-school to the post-Christmas sales, this infographic details the latest consumer trends, industry insights, and digital best practices to explain how this year's seasonal shopping moments can work for you.

Use it to help guide your approach, prioritise your next steps, and create a marketing strategy that meets your evolving business needs.



## Back-to-school

Academic life is returning to some semblance of normality after a period of unprecedented disruption. But buying habits of parents, carers, and students remain significantly changed, as people head online to shop and find lower prices.

### Types of retailers

Consumer electronics, fashion and apparel, stationery, and educational

### Consumer insight

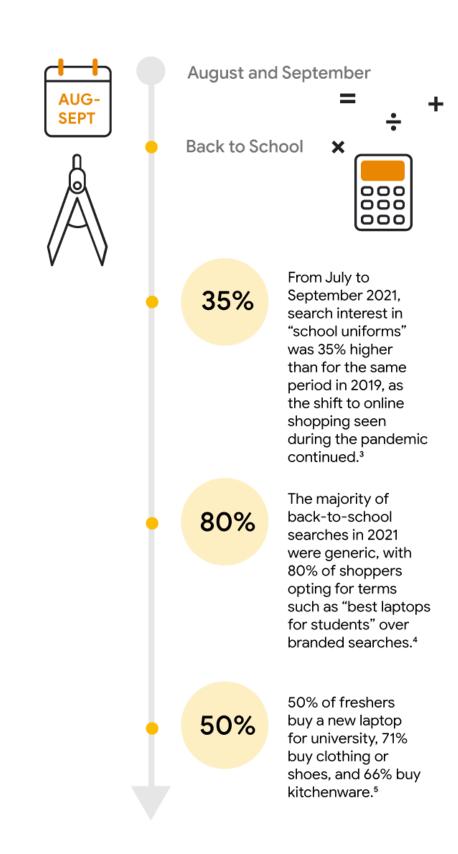
With inflationary pressures mounting, shoppers are increasingly willing to shift loyalties as they go in search of value for money.

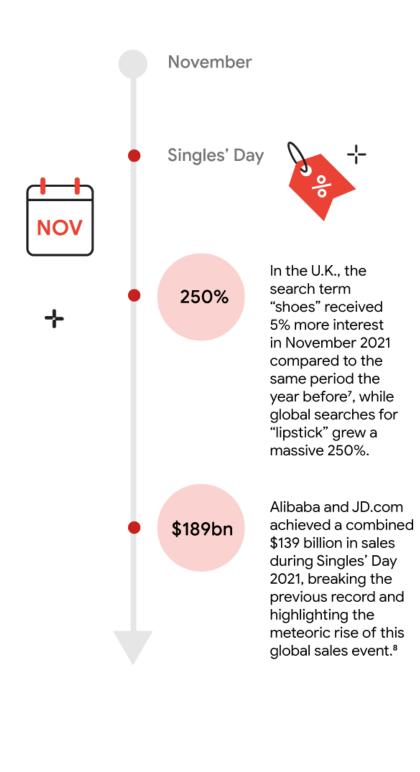
The number of people saying they used supermarkets and clothing stores for back-to-school purchases decreased by 9% and 13%, respectively, in 2021, as more consumers switched to online retailers and discount outlets.1

However, demand for educational-related products remains high, especially among university students, with admissions up 12% in 2021 vs 2019.<sup>2</sup>

### Marketing tip

Highlighting offers, for example in Shopping ads on Search, and ensuring online availability of products in demand will be the key differentiators for retailers.







## Since its inception some 30 years ago in China, Singles' Day has

transformed into one of the largest shopping events in the world. No longer just for single people, it has grown into a multi-day shopping extravaganza, where consumers look for products at reduced prices.

### Fashion and apparel, beauty, and home and garden.

Types of retailers

### Singles' Day lands in a period when shoppers' interest in finding

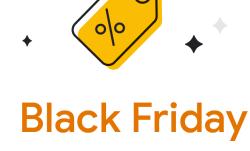
Consumer insight

a good deal intensifies as they seek to take advantage of offers from brands and retailers. In the U.K. last year, search interest in Singles' Day reached an all-time peak and was up 170% on 2019.6 Marketing tip

#### To align with relevant themes, such as "self-care" and "treating yourself", monitor rising areas of consumer interest with Google

Trends — and ensure you have keyword coverage on relevant terms in your Search ad campaigns.

NOV



0

#### Black Friday is a great opportunity to build brand awareness in the months before the peak holiday season, while also testing new tactics and growth opportunities. Get an early start, and set your campaigns

up for success this holiday season. Types of retailers Consumer electronics, fashion and apparel, toys, games and

## educational services.

Consumer insight

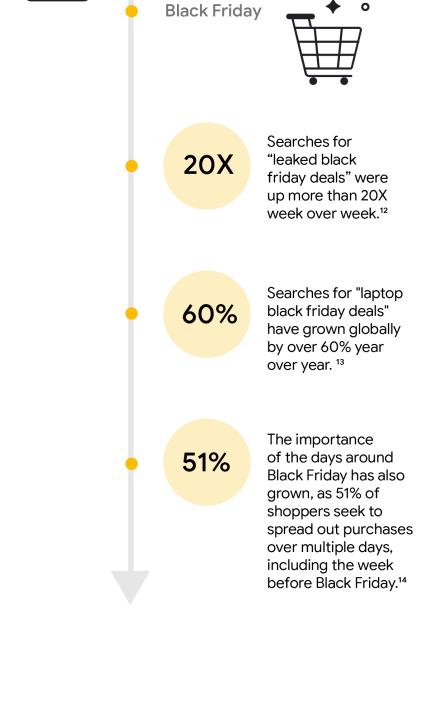
re-engage your most valuable customers.

was up 30% year-on-year<sup>10</sup>. Globally, the term received twice the number of searches as "coffee maker" in the same period". Researching different terms on Google Trends can help retailers to promote and stock the products showing high demand. Marketing tip

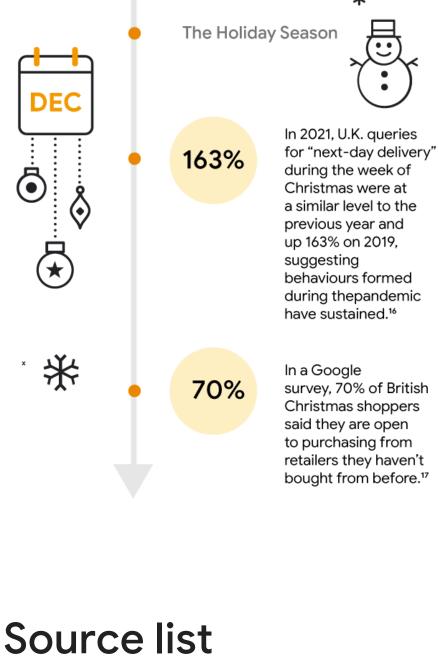
Combine multiple audience strategies to make the most of Black Friday. Reach technology enthusiasts and bargain hunters while also creating a

remarketing list of previous visitors, and optimise your shopping bids to

In November 2021, search interest for the term "air fryer" in the U.K.



November



December



#### and grab a bargain in the sales. And this year it's even busier, with the World Cup taking place in November and December. Shoppers' behaviours might be difficult to predict, especially in the current

climate, but the move to digital is assured.

Types of retailers Fashion and apparel, toys and games, and beauty. Consumer insight

#### With the World Cup landing in the middle of the festive period, cutting through with consumers will be especially competitive this year. Retailers can reach a broader audience with the help of digital video. Since Euro 2020, we've seen football-related searches

after-Christmas sales.

on YouTube increase 80%.15

Marketing tip

- 1. Kantar Profiles/Mintel, U.K. Seasonal Shopping, Christmas in the past two days, Nov. 2020–Jan. Base: internet users aged 16+ who are parents of 2021. children aged 4-17 and who have bought
- back-to-school items: 391 in 2019; 364 in 2020; 409 in 2021, Oct. 2019-2021.

2. Statista Higher Education Statistics Agency,

- U.K., University Enrollment Numbers, 2009-2021. 3. Google internal data, U.K., July 2021-Sep. 2021. 4. Google internal data, U.K., Oct. 2020-Sep. 2021.
- 5. UCAS, Add region here, Freshers Report, Student spends and trends, 2022.
- **6.** Google Trends, U.K., 2019 vs 2021. **7.** Google Trends, U.K., Nov. 2020 vs Nov 2021.
- 8. Google Trends, Worldwide, Nov. 2020 vs Nov. 2021.

focus on 'social responsibility 11 Nov. 2021.

9. CNBC report, Worldwide, 'Alibaba, JD smash Singles Day record with \$139 billion of sales and

Apply seasonal event audience strategies to reach those in key

categories such as gift and occasion, holiday and seasonal, and

2021.

- **10.** Google Trends, U.K., Nov. 2021. 11. Google Trends, Worldwide, Nov. 2021.
- 12. Google Trends, Worldwide, 16 Oct. 2021–22 Oct. 2021 vs. 23 Oct. 2021-29 Oct. 2021.
- 13. Google Trends, Worldwide, 16 Oct. 2021–22 Oct. 2021 vs. 23 Oct. 2021-29 Oct. 2021.
- **14.** Kantar/Google, Add region here, Smart Shopper Research, 2019.
- 15. Google Trends, "Football" (Topic), YouTube searches, UK, 2017-2022.
- 16. Google Trends, United Kingdom, Jan. 1, 2019-Dec. 31, 2021. 17. Google/Ipsos, UK, Holiday Shopping Study, n=3,150, online Britons 18+ who shopped for Christmas in the past two days, Nov. 2020–Jan.