

# Waiting for Santa Claus...

Will your Christmas gifts  arrive on time?

Insights into consumer confidence in e-retail during the festive season

**22%**

of online shoppers have experienced late Christmas gift deliveries

A QUESTION OF TOLERANCE

## Turned up late again?

No presents under the Christmas tree



have been put off doing their Christmas shopping online by the risk of unreliable deliveries



## Changing expectations...

Millennials demand higher service standards

**38%**

of 16-34 year-olds have been put off online Christmas shopping by the risk of unreliable deliveries

But only

**26%**

of 35-64 year-olds

Shunning the digital high street

**24%**

of shoppers have never bought Christmas gifts online

Be prepared!

**1 in 3**

shoppers plan to order goods five weeks or more in advance of Christmas Day



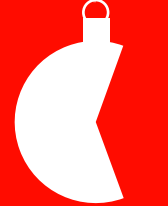
17% Netherlands



45% UK



28% Germany



39% France

29% of online shoppers plan to order goods 3-4 weeks before Christmas

12% of online shoppers plan to order goods 1-2 weeks before Christmas

## Biggest fears?

What are customers' concerns when buying Christmas gifts online?



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This study was conducted in Great Britain, France, Germany and Netherlands via TNS Ncompass, an internet omnibus survey. A sample of 3095 adults was interviewed. Interviewing was conducted by online self-completion from October 15 to 19, 2015. The sample has been weighted to represent the adult population of each country. 1016 GB adults, 1050 Germany, 520 France adults and 509 Netherlands adults aged 16-64 were interviewed.