

2018 Christmas survey



This year Belgians will spend

€ 441

on year-end activities.

On average, Belgians expect to spend

29%

of their budget online.

30%

30% of Christmas shopping will happen after December 15th

When will retailers see the most Christmas sales? (proportion of Christmas spending by time period)



Belgians spend their money on:

- € 36 Socialising
- € 55 Traveling
- € 144 Food and drinks
- € 197 Gifts

The most preferred gift:

- 1 Money
- 2 Books
- 3 Gift vouchers
- 4 Restaurants
- 5 Travel

