Year-end spending survey 2015: Slovenia

Higher consumer confidence drives increase in gifts spendings
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Foreword

• This is an overview of the 18th annual Christmas Survey conducted by Deloitte’s Consumer Business teams to determine European consumers’ intentions for 2015 year-end holiday spending.
• This year the survey covered 14 countries in western and eastern Europe as well as South Africa.
• Over the last week of September and the two first weeks of October 2015, we surveyed a representative sample of 14,065 consumers in different European countries about their spending intentions with regard to gifts, extra holiday food and outings.
• Adverse factors such as the remaining global economic difficulties and uncertainties may affect the way consumers will actually behave versus what they said in September & October.
• These potential limitations should, of course, be taken into account by our readers.
Summary
The majority are last minute shoppers: 50% of consumers buy the majority of their gifts after 15th December.

Slovene households spend almost as much on food as on gifts:

- Chocolates are the most offered gift, followed by gift vouchers and books.

Summary:
- Share of budget still mostly spent on offline shopping:
  - 32% (37 EUR)
  - 88% (284 EUR)
- A third of Slovene consumers have already used a smartphone for shopping:
  - 32%
The growth of the Slovene economy has had a pronounced impact on consumer confidence; the majority of Slovenes feel confident about the future economy as well as their own spending power. This is reflected in their year-end spending plans: more than half intend to use less family loans and/or consumer credit to finance spendings, and they plan to buy more expensive gifts, for more people and at more expensive stores.

The average sentiment in Europe is more negative: consumers are more worried about the future state of the economy and their own spending power, which is likewise reflected in their year-end spending plans - they are more likely to prepare a budget this year and shop less expensive gifts and at less expensive stores.

Slovene consumers like to get ideas and advice and compare products online, but they still purchase most goods in physical stores. Yet if the product they are looking for online is unavailable, they will rarely go to a physical store to look for an alternative. Both suggest retailers in Slovenia are not fully utilizing their online presence to sell products to customers.

Slovenians like having the freedom to choose their own gift: the most preferred gift is money, followed by travel and gift vouchers. The most offered gifts are somewhat different: chocolates, followed by gift vouchers and books. This discrepancy can be explained by the average cost of each good: the average cost of a voucher is twice as high (28 EUR) as the cost of a non-monetary gift, which may explain why people like to receive it but are less eager on offering it themselves. Time and effort of gift-giving, however, may push the value of non-monetary gifts above monetary ones.

That 75% of Slovenes purchase the majority of their gifts between 1\textsuperscript{st} and 24\textsuperscript{th} December does not only suggest they are last minute shoppers, but also that St Nicholas Day (Dec 6) and Grandfather Frost (Dec 31) are increasingly losing their place as the gift-giving holiday in favour of Christmas.
Inside Consumer Mindset
Perception of the current state of the economy …in Slovenia

How do you rate the current state of the economy?

**Slovenia**

- **Positive:** 36%
- **Neutral:** 43%
- **Negative:** 8%
- **I don’t know:** 12%

**Gender**

- **Average:**
  - Positive: 43%
  - Neutral: 8%
  - Negative: 12%
  - I don’t know: 11%

- **Male:**
  - Positive: 41%
  - Neutral: 11%
  - Negative: 7%
  - I don’t know: 13%

- **Female:**
  - Positive: 31%
  - Neutral: 10%
  - Negative: 13%
  - I don’t know: 8%

**Age**

- **Average:**
  - Positive: 43%
  - Neutral: 38%
  - Negative: 37%
  - I don’t know: 10%

- **18-24:**
  - Positive: 38%
  - Neutral: 16%
  - Negative: 12%
  - I don’t know: 6%

- **25-34:**
  - Positive: 43%
  - Neutral: 34%
  - Negative: 10%
  - I don’t know: 6%

- **35-44:**
  - Positive: 46%
  - Neutral: 37%
  - Negative: 11%
  - I don’t know: 5%

- **45-54:**
  - Positive: 47%
  - Neutral: 37%
  - Negative: 6%
  - I don’t know: 5%

- **55-64:**
  - Positive: 42%
  - Neutral: 37%
  - Negative: 15%
  - I don’t know: 5%

- **Positive**
- **Neutral**
- **Negative**
- **I don’t know**

• Slovenes are generally positive about the current state of the economy: 36% consider Slovenia’s economy to be positive, while 8% consider it to be negative. This is likely a reflection of the actual growth of the economy in 2015 – GDP grew year-on-year by 2.9% in Q1 2015 and 2.5% in Q2 – and the wide recognition in media this fact has received.

• Men in Slovenia are on average more positive about the economy than women: 41% of men think positively compared to 31% of women. This phenomenon is equally present in other European countries and may reflect the fact that the economic crisis had a more negative labour market impact on women.

• The 25-34 age group has the most negative feelings with 12% of respondents worrying about the current state of the economy. This follows a wider European trend caused by difficulties in entering the labour market. In Slovenia, where students graduate later than in other countries, this issue is more pressing for that particular age group than for younger age groups, where 8% of respondents have a negative perception of the current state of the economy.
Perception of the current state of the economy

...in Europe

How do you rate the current state of the economy?

Index between positive and negative answers

- A downward trend
- An upward trend

- With an index of 28%, Slovenians have the most positive perception of the current state of the economy, followed by Denmark (16%), Germany (12%) and the Netherlands (10%).

- France (-46%), Greece (-80%), Russia (-48%) and South Africa (-54%) are the most negative of the countries surveyed but French consumers are on an upward trend.

- Europeans feel globally more confident than last year, with a global upward trend except for Greece (-10 p.p), Russia (-32 p.p) and South Africa (-9 p.p) where the opinion is getting worse.

- Bar Greece and South Africa, which witnessed positive GDP growth rates in 2015, the trends are a reflection of the actual movements in the health of the economy. Yet consumers are not quick to trust – despite somewhat positive growth rates in most countries already in 2013, far more people have a negative opinion of the current state of the economy than a positive one.

Deloitte – 2015 Christmas survey
Perception of the expected state of the economy
...in Slovenia

How do you rate the expected state of the economy?

Slovenes are generally optimistic for 2016: 54% of respondents share a positive opinion about the expected state of the economy, which may be a consequence of the positive economic outlook for future years, as predicted by OECD.

The perceived improvement is a general shared opinion. However, on average, men are slightly more optimistic than women: 57% of men think positively about the evolution of the economy, in comparison to 51% of women.

The trend observed for the current state of the economy can also be noticed for 2016: the 25-34 age group continues to have the most negative feelings with 16% of respondents stating that their expectations are negative. The latter is still a consequence of difficulties of entering into the labour market. Younger age groups continue to have the most positive outlook, with 57% of respondents feeling positive and only 9% with negative perceptions.

Deloitte – 2015 Christmas survey
Perception of the expected state of the economy
...in Slovenia and Europe

How do you rate the expected state of the economy?

Index between positive and negative answers

- < -40%: A downward trend
- -40% à 0%: An upward trend
- ≥ 0%: An upward trend

- Slovenes continue to have the most positive perceptions about future state of the economy with an index of 42%, followed by Denmark (27%) and the Netherlands (19%).
- Greece (-54%), France (-31%) and Belgium (-25%) are feeling most negative of all the countries surveyed, whereas German perceptions have fallen the most.
- Interestingly, more countries are pessimistic about the future than negative about the present; the UK, Germany and Poland all exhibit a downward trend with regards to future state of the economy, but an upward trend regarding the perception of the current state of the economy.

Deloitte – 2015 Christmas survey
Perception of the current and future state of the economy

...in Slovenia and Europe

How do you rate the current and expected state of the economy?

- After a drop in concern about the economy in 2011, the global European opinion on the economy has been improving for 4 consecutive years, even though it remains negative. Moreover, for the fifth consecutive year, the consumers’ perception of the current state of the economy is relatively close to their perception of the future state of the economy. European consumers keep more positive about their future than about the present state of the economy, but remain quite cautious about the future.

- Slovenes have a very positive perception about both, current and expected, state of the economy and is one of the nations with the most positive outlook. More citizens expect the future state of the economy to be even better than the current state. A comparison with previous years is not possible as, so far, Slovenia only participated in the 2015 survey.

Deloitte – 2015 Christmas survey
Even though the current opinion remains mainly negative, Europeans seem to have a better opinion of the expected state of the economy than of the current one. Germany stands out, as for the last two years, citizens expect the future to be worse than the present, although they rate positively the current economy. Slovenia is the most optimistic country (entering the study in 2015).

Compared with 2014, Europeans are less pessimistic. The impact of the crisis is still persistent as a majority of Europeans still have a negative opinion of the economy, but an upward trend is appearing.

United Kingdom, Denmark and Slovenia are the only countries, where the perceptions of the economy have been more positive than negative in both years.
Perception of current spending power
...in Slovenia

How would you describe your spending power today compared to last year?

- **Slovenia**
  - 48%: You have more to spend
  - 32%: You have the same amount to spend
  - 19%: You have less to spend

- **Gender**
  - Average: 48% (more), 32% (same), 19% (less)
  - Male: 51% (more), 27% (same), 17% (less)
  - Female: 45% (more), 38% (same), 19% (less)

- **Age**
  - Average: 48% (more), 32% (same), 19% (less)
  - 18-24: 47% (more), 18% (same), 25% (less)
  - 25-34: 51% (more), 18% (same), 34% (less)
  - 35-44: 49% (more), 34% (same), 15% (less)
  - 45-54: 44% (more), 41% (same), 7% (less)
  - 55-64: 51% (more), 12% (same), 19% (less)

- In 2015, Slovenes on average thought that their spending power has remained the same compared to previous year (48%), whereas quite a few shared the perception that their spending power has decreased (32%).

- Women in Slovenia on average have more negative feelings about their spending power progress, as 38% of them stated that their spending power has decreased, compared to only 27% of men sharing the same thought.

- People in the age group of 55-64 share most negative feelings about the evolution of their spending power: 42% of them stated that it has decreased, followed by the age group 45-54, where 41% of respondents think the same. Younger generations, aged 18-24, stated that their spending power has in fact increased (35%), which is quite surprising, considering difficulties they experience when entering into the labour market. The perception of increased spending power might be attributed to the occasional work this age group performs in their spare time.
Perception of current spending power
...in Slovenia and Europe

*How would you describe your spending power today compared to last year?*

Index between positive and negative answers

- **< -40%**
  - A downward trend
- **-40% à 0%**
- **≥ 0%**
  - An upward trend

- The main opinion in Europe is that spending power decreased in 2015.
- Yet the trend shows a significant improvement of consumer feeling compared to last year, when 4 countries had a highly negative opinion (with an index less than 40%); compared with 2015 when only Russian, and Greek consumers think this way.
- As last year, only British consumers think their spending power is better than in 2014.
- Greece, Germany and Russia are the only countries where there are more people than last year thinking their spending power decreased. In 2015, these three countries appear as exceptions, but last year, the downward trend was predominant in Europe.
Perception of current spending power
…in Slovenia and Europe

How would you describe your spending power today compared to last year?

Index based on the sum of positive and negative answers

- For five consecutive years, consumers in all countries have been experiencing a reduction of their spending power. It can be observed that Southern Europeans countries are more affected by this feeling than Northern European countries.

- With an index of -66%, Greeks have the most negative feelings about the evolution of their spending power, followed by Russia (-46%). The evolution of spending power in Russia is in fact quite singular: starting from a high positive feeling about spending power in 2011, it radically dropped, becoming negative in 2014 and continuing its fall in 2015.

- Slovenia has been surveyed for the first time in 2015 and thus no trend can be identified. In 2015, the index amounted to -13%, which is generally more positive compared to other surveyed countries.
Perception of expected spending power

...in Slovenia

How do you think your spending power will develop in 2016?

- Slovenes are moderately optimistic about their spending power in 2016, as on average, 34% of them expect a stable spending power. 29% of the respondents expect increased spending power, whereas 24% of them have negative expectations. A generally positive outlook on the evolution of spending power in 2016 is consistent with the positivity Slovenes share about the expected state of the economy.

- On average, men are more optimistic about the evolution of their spending power than women. The age group 18-24 is the most optimistic one – 37% of the respondents in this age group believe that their spending power will improve in 2016. By contrast, respondents in the age group 55-64 share the most negative feelings, as 36% of them indicated a perception of a deteriorated spending power.
Perception of expected spending power
...in Slovenia and Europe

Q34 How do you think your spending power will develop in 2016?

Index between positive and negative answers

- < -40%  
- -40% à 0%  
- ≥ 0%  

A downward trend
An upward trend

• For 2016, Europeans are moderately optimistic, expecting mainly a stable spending power (40% of them). Moreover, 20% of respondents are expecting an improvement in their spending power.

• Out of 14 countries, consumers in 7 countries have a negative feeling about the expected spending power: France, Belgium, The Netherlands, Germany, Italy, Greece and Russia. In 2014, they were 10 (Portugal, Spain, France, Belgium, The Netherlands, Germany, Italy, Greece, Ukraine, Finland)

• 6 countries display a downward trend, which means that there are fewer optimistic people in the country this year than last year: South Africa, the UK, Denmark, Germany, Greece and Russia.
Perception of expected spending power …in Slovenia and Europe

How do you think your spending power will develop in 2016?

Index based on the sum of positive and negative answers

- In Europe, the global expected spending power remains negative over time but an upward trend is emerging.
- Portugal and Spain stand out: consumers have a positive outlook on their spending power in 2016. They are following the Polish trend, which is positive since 2013.
- The UK, Denmark, Slovenia and South Africa historically have a positive opinion, but a negative trend is apparent.
- France, Italy, Belgium and Greece are, historically, less confident about their future spending power, though Italy’s feeling has greatly improved this year. In Greece the expected spending power dropped radically compared to last year, during which an upward trend was observed.
- Russia’s specific profile is coherent with the current spending power evolution, with, for the first year, a strong anticipated negative effect.

Deloitte – 2015 Christmas survey
Perception of spending power
...in Slovenia and Europe

How would you describe your spending power today compared to last year?
How do you think your spending power will develop in 2016?

When it comes to current spending power, 2015 marks an improvement; indeed, from 2012 to 2014, Europeans felt a constant decrease in their current spending power. Consumers still consider their spending power decreased (-22%) compared with last year but in a lesser proportion. Europeans are more optimistic about their expected spending power, which comes back to the 2012 level.

Slovenes also note a decrease in the current spending power, compared to last year, however the decrease is relatively small (-13%). Nevertheless, they have more positive expectations towards their future spending power than average Europeans, as the outlook for Slovenian economy seems brighter in the future years.

Deloitte – 2015 Christmas survey
Perception of spending power
...in Slovenia and Europe

How would you describe your spending power today compared to last year?
How do you think your spending power will develop in 2016?

Index based on the sum of positive and negative answers

- In Europe, consumers still share the opinion that their spending power has decreased, but this trend tends to weaken.
- In 2014, all countries, except the UK, declare having less spending power than last year. However, half of them are expecting a positive development of their spending power for 2016: Portugal, Spain and Slovenia are joining Denmark, Poland and South Africa. Only two countries think they will have less spending power in the future: France and Belgium.
- Russia, which expected a positive development of its spending power in 2015, declares to have in fact less spending power than in 2014. Moreover, they now foresee a negative evolution.

Deloitte – 2015 Christmas survey
Inside Consumer Mindset
…regarding spending evolution

Thinking about what you spend your money on now versus a year ago, are you spending less, the same or more on the following:

**Slovenia**
- Irregular spending (furniture, do it yourself)
  - Less: 35%
  - About the same: 45%
  - More: 16%
  - I don't know: 4%
- Entertainment/leisure (eating-out, gym)
  - Less: 34%
  - About the same: 50%
  - More: 16%
  - I don't know: 1%
- Holidays
  - Less: 28%
  - About the same: 50%
  - More: 21%
  - I don't know: 1%
- Clothing/footwear
  - Less: 29%
  - About the same: 54%
  - More: 16%
  - I don't know: 1%
- Day to day spending (lunch, travel)
  - Less: 25%
  - About the same: 56%
  - More: 17%
  - I don't know: 1%
- Digital/electronic spending (TV, broadband)
  - Less: 14%
  - About the same: 64%
  - More: 21%
  - I don't know: 1%
- Financial services (insurance, pensions)
  - Less: 20%
  - About the same: 64%
  - More: 13%
  - I don't know: 1%
- Education (school fees, private school, tutoring)
  - Less: 22%
  - About the same: 51%
  - More: 16%
  - I don't know: 1%
- Health (doctor, health insurance)
  - Less: 8%
  - About the same: 75%
  - More: 15%
  - I don't know: 1%
- Essentials such as groceries and energy bills
  - Less: 5%
  - About the same: 73%
  - More: 20%
  - I don't know: 1%
- Housing (rent, mortgage)
  - Less: 13%
  - About the same: 70%
  - More: 12%
  - I don't know: 1%
- Taxes (income taxes, property taxes.)
  - Less: 11%
  - About the same: 62%
  - More: 24%
  - I don't know: 4%

**Europe**
- Irregular spending (furniture, do it yourself)
  - Less: 33%
  - About the same: 42%
  - More: 18%
  - I don't know: 3%
- Entertainment/leisure (eating-out, gym)
  - Less: 32%
  - About the same: 43%
  - More: 20%
  - I don't know: 3%
- Holidays
  - Less: 31%
  - About the same: 42%
  - More: 21%
  - I don't know: 3%
- Clothing/footwear
  - Less: 29%
  - About the same: 48%
  - More: 20%
  - I don't know: 3%
- Day to day spending (lunch, travel)
  - Less: 21%
  - About the same: 51%
  - More: 26%
  - I don't know: 2%
- Digital/electronic spending (TV, broadband)
  - Less: 21%
  - About the same: 54%
  - More: 22%
  - I don't know: 3%
- Financial services (insurance, pensions)
  - Less: 17%
  - About the same: 56%
  - More: 20%
  - I don't know: 2%
- Education (school fees, private school, tutoring)
  - Less: 16%
  - About the same: 43%
  - More: 22%
  - I don't know: 2%
- Health (doctor, health insurance)
  - Less: 11%
  - About the same: 56%
  - More: 27%
  - I don't know: 2%
- Essentials such as groceries and energy bills
  - Less: 10%
  - About the same: 60%
  - More: 28%
  - I don't know: 2%
- Housing (rent, mortgage)
  - Less: 10%
  - About the same: 61%
  - More: 23%
  - I don't know: 3%
- Taxes (income taxes, property taxes.)
  - Less: 8%
  - About the same: 50%
  - More: 35%
  - I don't know: 7%

• Roughly one European out of 3 makes trade-offs against irregular spendings, entertainment, holidays and clothings and preserves basic necessities such as groceries and energy, health and day-to-day spending.
• In comparison to last year, Europeans feel they suffer from tax pressure: 35% of them think they spent more on taxes this year than in 2014.
• Slovenes share the same perceptions about their spending evolution as average Europeans, with a slight variation in proportions. Namely, Slovenes are less negatively affected by housing expenses and taxes, as only 12% of respondents stated that they pay more for housing (compared to 23% in Europe) and only 24% to pay more for taxes (compared to 35% in Europe).
Inside Consumer Mindset

...regarding tradeoffs in spending

In the future, if needed, which of the following areas would you be prepared to cut back spending on?

### Slovenia

<table>
<thead>
<tr>
<th>Category</th>
<th>Not prepared to cut back on</th>
<th>Prepared to cut back on</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irregular spending (furniture, do it yourself,…)</td>
<td>-68%</td>
<td>25%</td>
</tr>
<tr>
<td>Entertainment/leisure (eating-out, gym,…</td>
<td>-62%</td>
<td>35%</td>
</tr>
<tr>
<td>Clothing/footwear</td>
<td>-51%</td>
<td>40%</td>
</tr>
<tr>
<td>Holidays</td>
<td>-48%</td>
<td>46%</td>
</tr>
<tr>
<td>Digital/electronic spending (TV, broadband,…</td>
<td>-45%</td>
<td>47%</td>
</tr>
<tr>
<td>Day to day spending (Lunch, travel,…</td>
<td>-41%</td>
<td>50%</td>
</tr>
<tr>
<td>Financial services (insurance, pensions)</td>
<td>-40%</td>
<td>51%</td>
</tr>
<tr>
<td>Taxes (income taxes, property taxes…)</td>
<td>-38%</td>
<td>56%</td>
</tr>
<tr>
<td>Education (school fees, private school, tutoring)</td>
<td>-36%</td>
<td>59%</td>
</tr>
<tr>
<td>Housing (rent, mortgage)</td>
<td>-34%</td>
<td>64%</td>
</tr>
<tr>
<td>Essentials such as groceries and energy bills</td>
<td>-32%</td>
<td>67%</td>
</tr>
<tr>
<td>Health (doctor, health insurance)</td>
<td>-24%</td>
<td>76%</td>
</tr>
</tbody>
</table>

### Europe

<table>
<thead>
<tr>
<th>Category</th>
<th>Not prepared to cut back on</th>
<th>Prepared to cut back on</th>
</tr>
</thead>
<tbody>
<tr>
<td>Irregular spending (furniture, do it yourself,…)</td>
<td>-19%</td>
<td>81%</td>
</tr>
<tr>
<td>Entertainment/leisure (eating-out, gym,…</td>
<td>-19%</td>
<td>75%</td>
</tr>
<tr>
<td>Clothing/footwear</td>
<td>-36%</td>
<td>70%</td>
</tr>
<tr>
<td>Holidays</td>
<td>-33%</td>
<td>67%</td>
</tr>
<tr>
<td>Digital/electronic spending (TV, broadband,…</td>
<td>-33%</td>
<td>67%</td>
</tr>
<tr>
<td>Day to day spending (Lunch, travel,…</td>
<td>-37%</td>
<td>63%</td>
</tr>
<tr>
<td>Financial services (insurance, pensions)</td>
<td>-49%</td>
<td>51%</td>
</tr>
<tr>
<td>Taxes (income taxes, property taxes…)</td>
<td>-50%</td>
<td>50%</td>
</tr>
<tr>
<td>Education (school fees, private school, tutoring)</td>
<td>-59%</td>
<td>41%</td>
</tr>
<tr>
<td>Housing (rent, mortgage)</td>
<td>-65%</td>
<td>35%</td>
</tr>
<tr>
<td>Essentials such as groceries and energy bills</td>
<td>-69%</td>
<td>31%</td>
</tr>
<tr>
<td>Health (doctor, health insurance)</td>
<td>-73%</td>
<td>27%</td>
</tr>
</tbody>
</table>

- Following the trend already observed in current spendings, Europeans are willing to spend less on entertainment, leisure, and holidays, as in previous years, in case of a fall in their spending power.
- Moreover, digital and electronic spendings come just after the basic necessities (health, housing, groceries); these items could even be considered as necessary today, as internet has a growing importance in our day-to-day life.
- Slovenes share similar opinion as Europeans, as they are most willing to cut back on irregular spending (76%), entertainment (64%) and clothing (59%). Difference can be noted in willingness to cut back on holiday spending, as only 49% of Slovenes would be prepared to do so, compared to 67% of Europeans.
Inside Consumer Mindset

…regarding reasons to spend less

What are the reasons driving your decision to spend less during year-end festivities?

Slovenia

- The economic downturn continues and I believe it will get worse 27%
- My revenues after tax have decreased 56%
- Other reason 10%
- I’d rather save money because I’m afraid of losing my job 26%
- I am in debt 18%
- I have to save money because I lost my job 17%

Europe

- The economic downturn continues and I believe it will get worse 43%
- My revenues after tax have decreased 34%
- Other reason 21%
- I’d rather save money because I’m afraid of losing my job 18%
- I am in debt 18%
- I have to save money because I lost my job 11%

• Among Slovene consumers who intend to spend less during year-end festivities this year, more than half cite lower disposable income as the driver. Other common reasons include pessimism about the state of the economy and insecurity of future employment. This holds for all categories surveyed: women, men and each age group.

• The reasons to spend less are quite different elsewhere in Europe: the most common reasons cited are fear of an economic downturn and a decline in disposable income.

• Although the economic downturn and a reduction in revenues are the first reasons to spend less, these answers have been less mentioned this year. However, Europeans are more worried about losing their job in 2015, as 18% of them mention this reason for spending less. This percentage has increased every year since 2013 at the expense of “I am in debt”, which does not appear as one of the top four answers.

Deloitte – 2015 Christmas survey
Inside Consumer Mindset

…regarding reasons to spend more

What are the reasons driving your decision to spend more during year-end festivities?

### Slovenia

- I want to enjoy, and avoid thinking about the bad economic situation too much: 29%
- Promotions: 29%
- My revenues after tax have increased: 13%
- The economic situation is more secure: 4%
- There are many innovations that make me spend more money: 4%
- Services and recommendations from retailers may convince me to spend more money: 9%
- The credit terms offered by the retailers are good: 18%
- Consumer reviews and ratings will convince me to spend more money: 6%

### Europe

- I want to enjoy, and avoid thinking about the bad economic situation too much: 39%
- Promotions: 42%
- My revenues after tax have increased: 17%
- The economic situation is more secure: 27%
- There are many innovations that make me spend more money: 16%
- Services and recommendations from retailers may convince me to spend more money: 14%
- The credit terms offered by the retailers are good: 11%
- Consumer reviews and ratings will convince me to spend more money: 7%

### Analysis

- Among those consumers in Slovenia who intend to spend more on year-end festivities this year, 65% cite an increase in disposable income as the main reason. Various promotions and price deals are the next most common reason, followed by a desire to enjoy.

- Elsewhere in Europe other reasons to spend more are more popular: the leading driver is a desire to enjoy and avoid thinking about the economic situation. Two drivers connected with spending power influence consumers to spend more: promotions and revenues increase. 37% of European consumers think they could spend more because of promotions and 27% due to increase in their revenues.

- Innovation as a reason to spend more is only quoted by 14% of respondents this year (-2%). Enjoying festivities and promotions are the two main reasons for spending more, and are nearly equal for European consumers. Increased after tax revenues and improved economic situation come after in 3rd and 4th place.
2015 year-end budget
2015 year-end budget

...In all countries

How much did your household approximately spend on the subjects below for the year end festivities in 2014?

How much do you expect to spend for the year end festivities in 2015 ?

<table>
<thead>
<tr>
<th></th>
<th>Europe</th>
<th>UK</th>
<th>France</th>
<th>Portugal</th>
<th>Spain</th>
<th>Italy</th>
<th>Greece</th>
<th>Germany</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amount</td>
<td>% vs 2014</td>
<td>Amount</td>
<td>% vs 2014</td>
<td>Amount</td>
<td>% vs 2014</td>
<td>Amount</td>
<td>% vs 2014</td>
</tr>
<tr>
<td>Gifts</td>
<td>276</td>
<td>0,25%</td>
<td>468</td>
<td>-3,70%</td>
<td>350</td>
<td>0,62%</td>
<td>143</td>
<td>-11,54%</td>
</tr>
<tr>
<td>Food</td>
<td>172</td>
<td>3,18%</td>
<td>274</td>
<td>12,59%</td>
<td>184</td>
<td>2,61%</td>
<td>118</td>
<td>4,84%</td>
</tr>
<tr>
<td>Socializing</td>
<td>65</td>
<td>-10,27%</td>
<td>141</td>
<td>-4,56%</td>
<td>43</td>
<td>-11,27%</td>
<td>54</td>
<td>-8,93%</td>
</tr>
<tr>
<td>Sub total</td>
<td>513</td>
<td>-0,28%</td>
<td>884</td>
<td>0,68%</td>
<td>577</td>
<td>0,23%</td>
<td>315</td>
<td>-5,55%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Belgium</th>
<th>The Netherlands</th>
<th>Denmark</th>
<th>Poland</th>
<th>Russia</th>
<th>Slovenia</th>
<th>South Africa</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Amount</td>
<td>% vs 2014</td>
<td>Amount</td>
<td>% vs 2014</td>
<td>Amount</td>
<td>% vs 2014</td>
<td>Amount</td>
</tr>
<tr>
<td>Gifts</td>
<td>241</td>
<td>2,99%</td>
<td>114</td>
<td>5,53%</td>
<td>379</td>
<td>1,05%</td>
<td>134</td>
</tr>
<tr>
<td>Food</td>
<td>167</td>
<td>0,86%</td>
<td>106</td>
<td>8,40%</td>
<td>184</td>
<td>16,52%</td>
<td>132</td>
</tr>
<tr>
<td>Socializing</td>
<td>45</td>
<td>-29,58%</td>
<td>25</td>
<td>-29,34%</td>
<td>54</td>
<td>1,05%</td>
<td>35</td>
</tr>
<tr>
<td>Sub total</td>
<td>452</td>
<td>-2,23%</td>
<td>245</td>
<td>1,50%</td>
<td>617</td>
<td>5,21%</td>
<td>302</td>
</tr>
</tbody>
</table>

• Compared to last year, the average budget for European consumers remained quite constant (-0,3%).

• Slovenia is one of the countries that experienced a slight budget cut in 2015 (-1,11%). A Slovenian household on average spends far less than EU average, that is 320 EUR, compared to 513 EUR in Europe.

• The budget in Slovenia is prioritized for gifts (47% of budget) and food (39% of budget), rather than socializing in terms of Christmas spending. The European average is somewhat higher for gifts (54% of budget) and lower for food (34% of budget), which may reflect the higher relative prices of food in Slovenia.

• The biggest overall spenders are Brits, expecting to spend an average of 884 EUR in this year’s holiday season. UK will spend by far most for gifts (468 EUR on average), followed by Denmark (379 EUR on average) and France (350 EUR). The biggest spenders on food are the UK and Spain, both spending more than 200 EUR on average.

Deloitte – 2015 Christmas survey
2015 year-end budget

2015 Trends compared to last year

How much did your household approximately spend on the subjects below for the year end festivities in 2014?
How much do you expect to spend for the year end festivities in 2015?

The downward budget trend will slow down this year:

- Last year, only 2 countries had a rising budget. This year there are 6: Denmark, The Netherlands, Germany, the UK, France and Spain. The biggest increase is for Denmark with 5,2% this year (+6,3 points). Other countries do not exceed a 1,5% increase.

- 4 countries had a budget decrease comprised between 0,7% and 3,1%.

- In 2014, 11 countries had their budget fall by over 5%. In 2015, they are 4: South Africa (-9,9%) Greece (-8,6%), Portugal (-5,6%) and Russia (-7%). Slovenian consumers decreased their holiday budgets for 1.1% compared to last year.
2015 year-end budget

Estimated 2015 budget sharing

How much did your household approximately spend on the subjects below for the year end festivities in 2014? How much do you expect to spend for the year end festivities in 2015?

**Slovenia**

- Almost half of the budget in Slovenia is spent on Gifts (46%), Food comes in second place (39%) and 14% of resources are allocated to Socializing. Consumers do not intend to make trade-offs between spending categories, and “gifts” are still the most important part of celebrating Christmas.

- It can be observed that most of the purchases will be made offline, although gifts are increasingly becoming purchased through internet.

- The recipients of gifts are very similar in Slovenia and Europe – gifts are bought mainly for respondents’ children (29%) and other adults (27%). In Slovenia, we can see the importance of family in the gift-giving process: “yourself”, “your partner” and “your children” represent 76% of the total spending on gifts. The allocation is similar in Europe, however the aforementioned group of people receive 59% of total spending on gifts.

Deloitte – 2015 Christmas survey
Gifts
Gifts

…mostly desired

What types of presents would you like to receive most?

<table>
<thead>
<tr>
<th>Top 10 (1-10)</th>
<th>Average</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money (cash)</td>
<td>1st</td>
<td>50%</td>
</tr>
<tr>
<td>Travel</td>
<td>2nd</td>
<td>46%</td>
</tr>
<tr>
<td>Gift vouchers</td>
<td>3rd</td>
<td>40%</td>
</tr>
<tr>
<td>Books</td>
<td>4th</td>
<td>32%</td>
</tr>
<tr>
<td>Laptop/PC Computer</td>
<td>5th</td>
<td>28%</td>
</tr>
<tr>
<td>Chocolates</td>
<td>6th</td>
<td>27%</td>
</tr>
<tr>
<td>Tablets</td>
<td>7th</td>
<td>26%</td>
</tr>
<tr>
<td>Tickets for theatre/concert/cinema/sports match</td>
<td>8th</td>
<td>25%</td>
</tr>
<tr>
<td>Sportswear</td>
<td>9th</td>
<td>25%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>10th</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>First choice</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>France</td>
<td>Money (cash)</td>
<td>Books</td>
</tr>
<tr>
<td>Portugal</td>
<td>Money (cash)</td>
<td>Money (cash)</td>
</tr>
<tr>
<td>Spain</td>
<td>Money (cash)</td>
<td>Books</td>
</tr>
<tr>
<td>Italy</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Greece</td>
<td>Money (cash)</td>
<td>Travel</td>
</tr>
<tr>
<td>Germany</td>
<td>Money (cash)</td>
<td>Books</td>
</tr>
<tr>
<td>Belgium</td>
<td>Money (cash)</td>
<td>Money (cash)</td>
</tr>
<tr>
<td>Denmark</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Poland</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Russia</td>
<td>Money (cash)</td>
<td>Money (cash)</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Money (cash)</td>
<td>-</td>
</tr>
</tbody>
</table>

• Slovenes chose money as the most desired gift (50%), followed by travel (46%) and gift vouchers (40%).

• In 2015, the first choice in Europe for most desired gift are Money (9 countries on 13). The second choice is Books ranked first in 4 countries. The Top 5 in Europe is the same as last year: Money (45%, +2 points); Books (39%, -1), Travel (32%, the same), Clothes (31%, +1) and Cosmetics (26%, +1).

• Last year, Books held the 1st place in many more countries, this year it is true only for the UK, Italy, Denmark and Poland. Travel is not present anymore in the list of first choices. Gift vouchers (6th) gained 4 ranks. Laptop and Smartphone are out of the Top 10 in favor of Chocolates (8th) and Tickets for theatre (10th).
Gifts

…mostly desired

What types of presents would you like to receive most?

<table>
<thead>
<tr>
<th>Top 10 (1-10) Men</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money (cash)</td>
<td>48%</td>
</tr>
<tr>
<td>Travel</td>
<td>46%</td>
</tr>
<tr>
<td>Laptop/PC Computer</td>
<td>35%</td>
</tr>
<tr>
<td>Gift vouchers</td>
<td>33%</td>
</tr>
<tr>
<td>Tablets</td>
<td>31%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>28%</td>
</tr>
<tr>
<td>Sportswear</td>
<td>26%</td>
</tr>
<tr>
<td>Chocolates</td>
<td>25%</td>
</tr>
<tr>
<td>Books</td>
<td>25%</td>
</tr>
<tr>
<td>Food &amp; Drink</td>
<td>22%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top 10 (1-10) Women</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money (cash)</td>
<td>52%</td>
</tr>
<tr>
<td>Gift vouchers</td>
<td>48%</td>
</tr>
<tr>
<td>Travel</td>
<td>47%</td>
</tr>
<tr>
<td>Books</td>
<td>40%</td>
</tr>
<tr>
<td>Beauty care, massage, spa treatment</td>
<td>39%</td>
</tr>
<tr>
<td>Cosmetics/Perfumes</td>
<td>35%</td>
</tr>
<tr>
<td>Tickets for theatre/concert/cinema/sports match</td>
<td>32%</td>
</tr>
<tr>
<td>Clothes/shoes</td>
<td>30%</td>
</tr>
<tr>
<td>Chocolates</td>
<td>30%</td>
</tr>
<tr>
<td>Gift cards</td>
<td>27%</td>
</tr>
</tbody>
</table>

• The ranking of desired gifts for men and women shows some differences. Although money (cash) is the most desired gift for both, men and women, the differences are notable for other categories. Namely, gift vouchers (2nd), travel (3rd) and books (4th) are besides money among most desired presents among women, whereas men ranked them on 4th, 2nd and 9th place, respectively.

• Laptop/PC Computer ranked 3rd among men, who are more interested in technology, whereas the latter did not even come into the top 10 most desired gifts among women.
Gifts

...mostly desired

What types of presents would like to receive most?

- The freedom of choice for the gift is most appreciated by the younger half of population, as the 18-44 age group put „money“ as the most appreciated present. „Travel“ comes into the top 3 choices for all generations, with age groups 45-54 and 55-64 choosing it as the first gift of choice.

- All generations put laptop/PC Computer on the top 10 list, with an exception of age group 45-54. People in this age group are part of the labor market and spend quite some time with computers on a daily basis and thus prefer other forms of entertainment and relaxation better - tickets for theatre, concerts and cinemas (28%) and beauty care, massage and spa treatments (25%).

Deloitte – 2015 Christmas survey
## Gifts

...most offered to adults

**Which of the following types of presents do you think you will buy for your friends and family this year (apart from children and teenagers)?**

<table>
<thead>
<tr>
<th>Top 10 (1-10) Average</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chocolates</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; 40%</td>
</tr>
<tr>
<td>Gift vouchers</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; 30%</td>
</tr>
<tr>
<td>Books</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; 28%</td>
</tr>
<tr>
<td>Cosmetics/perfumes</td>
<td>4&lt;sup&gt;th&lt;/sup&gt; 24%</td>
</tr>
<tr>
<td>Food &amp; Drink</td>
<td>5&lt;sup&gt;th&lt;/sup&gt; 24%</td>
</tr>
<tr>
<td>I don't know</td>
<td>6&lt;sup&gt;th&lt;/sup&gt; 17%</td>
</tr>
<tr>
<td>Beauty care, massage, spa treatment</td>
<td>7&lt;sup&gt;th&lt;/sup&gt; 17%</td>
</tr>
<tr>
<td>Money (cash)</td>
<td>8&lt;sup&gt;th&lt;/sup&gt; 16%</td>
</tr>
<tr>
<td>Health products (vitamins &amp; supplements, natural health products, organic foods.)</td>
<td>9&lt;sup&gt;th&lt;/sup&gt; 16%</td>
</tr>
<tr>
<td>Clothes/shoes</td>
<td>10&lt;sup&gt;th&lt;/sup&gt; 16%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>First choice</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>Chocolates</td>
<td>Books</td>
</tr>
<tr>
<td>France</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Portugal</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Spain</td>
<td>Clothes/shoes</td>
<td>Books</td>
</tr>
<tr>
<td>Italy</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Greece</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Germany</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Belgium</td>
<td>Gift vouchers</td>
<td>Books</td>
</tr>
<tr>
<td>Denmark</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Poland</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Russia</td>
<td>Chocolates</td>
<td>Cosmetics/Perfumes</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Chocolates</td>
<td></td>
</tr>
</tbody>
</table>
Gifts

…mostly offered to teenagers

Which of the following types of presents do you think you will buy for a teen between the ages of 12 and 18?

<table>
<thead>
<tr>
<th>Top 10 (1-10) Average</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chocolates</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; 25%</td>
</tr>
<tr>
<td>Money (cash)</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; 18%</td>
</tr>
<tr>
<td>Books</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; 16%</td>
</tr>
<tr>
<td>Games</td>
<td>4&lt;sup&gt;th&lt;/sup&gt; 14%</td>
</tr>
<tr>
<td>Games, role plays, games accessories…</td>
<td>5&lt;sup&gt;th&lt;/sup&gt; 12%</td>
</tr>
<tr>
<td>Gift vouchers</td>
<td>6&lt;sup&gt;th&lt;/sup&gt; 10%</td>
</tr>
<tr>
<td>Model construction toys (building, Lego…)</td>
<td>7&lt;sup&gt;th&lt;/sup&gt; 8%</td>
</tr>
<tr>
<td>Learning and experimenting toys</td>
<td>8&lt;sup&gt;th&lt;/sup&gt; 7%</td>
</tr>
<tr>
<td>Food &amp; Drink</td>
<td>9&lt;sup&gt;th&lt;/sup&gt; 7%</td>
</tr>
<tr>
<td>Clothes/shoes</td>
<td>10&lt;sup&gt;th&lt;/sup&gt; 6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>First choice</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>Games</td>
<td>Games</td>
</tr>
<tr>
<td>France</td>
<td>Games</td>
<td>Games</td>
</tr>
<tr>
<td>Portugal</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Spain</td>
<td>Games</td>
<td>Games</td>
</tr>
<tr>
<td>Italy</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Greece</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Germany</td>
<td>Games</td>
<td>Books</td>
</tr>
<tr>
<td>Belgium</td>
<td>Money (cash)</td>
<td>Money (cash)</td>
</tr>
<tr>
<td>Denmark</td>
<td>Games</td>
<td>Games</td>
</tr>
<tr>
<td>Poland</td>
<td>Books</td>
<td>Books</td>
</tr>
<tr>
<td>Russia</td>
<td>Chocolates</td>
<td>Chocolates</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Chocolates</td>
<td>-</td>
</tr>
</tbody>
</table>

• Slovenia and Russia are the only countries where chocolates are the most commonly offered gift to teenagers. The first offered gifts to teenagers in other countries surveyed are still Games (6 countries vs. 5 last year) and Books (4 vs. 5), this shows that the trend is in favor of Games for teenagers unlike last year.

• Money (cash) is the second most offered gift in Slovenia with 18% of respondents planning to offer it to a teenager this year. Money is the most commonly offered gift only in one country in the sample - Belgium.
Gifts

...mostly offered to children

Which of the following types of presents do you think you will buy for anyone under the age of 12?

<table>
<thead>
<tr>
<th>Top 10 (1-10) Average</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model construction toys</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; 29%</td>
</tr>
<tr>
<td>Arts and crafts, creative design</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; 23%</td>
</tr>
<tr>
<td>Games</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; 22%</td>
</tr>
<tr>
<td>Baby and infant articles</td>
<td>4&lt;sup&gt;th&lt;/sup&gt; 21%</td>
</tr>
<tr>
<td>Clothes / shoes</td>
<td>5&lt;sup&gt;th&lt;/sup&gt; 21%</td>
</tr>
<tr>
<td>Books</td>
<td>6&lt;sup&gt;th&lt;/sup&gt; 17%</td>
</tr>
<tr>
<td>Educational toys</td>
<td>7&lt;sup&gt;th&lt;/sup&gt; 17%</td>
</tr>
<tr>
<td>Dolls &amp; plush</td>
<td>8&lt;sup&gt;th&lt;/sup&gt; 13%</td>
</tr>
<tr>
<td>School articles</td>
<td>9&lt;sup&gt;th&lt;/sup&gt; 12%</td>
</tr>
<tr>
<td>Learning and experimenting</td>
<td>10&lt;sup&gt;th&lt;/sup&gt; 12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>First choice</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>Games</td>
<td>Books</td>
</tr>
<tr>
<td>France</td>
<td>Model construction toys</td>
<td>Model construction toys</td>
</tr>
<tr>
<td>Portugal</td>
<td>Clothes / shoes</td>
<td>Books</td>
</tr>
<tr>
<td>Spain</td>
<td>Educational toys</td>
<td>Model construction toys</td>
</tr>
<tr>
<td>Italy</td>
<td>Baby and infant articles</td>
<td>Baby and infant articles</td>
</tr>
<tr>
<td>Greece</td>
<td>Action toys</td>
<td>Action toys</td>
</tr>
<tr>
<td>Germany</td>
<td>Games</td>
<td>Games</td>
</tr>
<tr>
<td>Belgium</td>
<td>Model construction toys</td>
<td>Model construction toys</td>
</tr>
<tr>
<td>Denmark</td>
<td>Model construction toys</td>
<td>Games</td>
</tr>
<tr>
<td>Poland</td>
<td>Model construction toys</td>
<td>Learning and experimenting</td>
</tr>
<tr>
<td>Russia</td>
<td>Model construction toys</td>
<td>Learning and experimenting</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Model construction toys</td>
<td>-</td>
</tr>
</tbody>
</table>

- Model construction is set as the successful gift for Christmas 2015, it is ranked 1<sup>st</sup> in 6 countries (including Slovenia), but in the European average Top 10 it is ranked 2<sup>nd</sup> (22%) after Educational toys (24%).

- Other popular gifts for children in Slovenia include Arts and craft, Games, Baby and infant articles, and clothes/shoes.

- Except for the exit of Arts and craft (10<sup>th</sup> last year) and the entrance of Educational toys in 1<sup>st</sup> rank, the composition of the Top 10 of most offered gift to anyone under the age of 12 has not changed: Model construction toys (2<sup>nd</sup>) gained 2 ranks at the expense of Books (3<sup>rd</sup>, -1 rank) and Learning and experimenting (8<sup>th</sup>, -5 ranks). Games fell at the 4<sup>th</sup> rank (-3 ranks). Clothes/shoes (5<sup>th</sup>) climbed 2 ranks. This reveals a trend for useful and educative gifts offered to children.
Gifts

Criteria for selecting children gifts

For your selected toys, which criteria do you favor?

Slovenia

-Educative: 59%
-Traditional: 10%
-Green: 7%
-Innovative: 15%
-Trendy: 10%

For Slovenians and other Europeans, the best gifts for children are still those that are educational in nature. In Portugal, Spain and Greece, more than 65% of respondents buy children's gifts for their educational value. In Germany, only 25% do.

The second most favoured gifts in Slovenia are innovative in nature (15%). Innovation is the most important to German parents with almost 1 in 4 naming this as the most important criterion in buying children’s gifts.

10% of Slovenes favour traditional gifts, while in Germany, UK and Denmark more than 20% do. Trendy gifts, also favoured by 10% of Slovenes, are most popular with Danish and Russian parents, where more than 1 in 5 named that as the primary criterion when choosing a child’s gift.
You stated you will be offering gift vouchers/cards, what will the average value of one gift voucher/card will be?

The average value of a gift in Slovenia will be 14 EUR, with the average value of a gift voucher twice that amount. Both are well below the European average of 26 EUR and 42 EUR respectively.

Of all the countries surveyed, the average value of cards & vouchers is 42 EUR versus 43 EUR last year. Except in Poland a gift voucher value is more expensive than the average value of a gift.

The average value of a gift decreased from 32 EUR to 26 EUR this year.

Out of 13 countries surveyed, the value of a gift voucher increased in 2015 in 6 of them (UK, France, Spain, Denmark, Poland and Portugal). In Denmark, the value of a gift voucher remained the same in 2015 as in 2014.
Purchasing strategies
Purchasing strategies: timetable
..in Slovenia

*When do you expect to purchase the majority of your gifts for this year versus last year?*

- **Before Nov:**
  - 3% in 2015 vs. 3% in 2014

- **Nov:**
  - 12% in 2015 vs. 12% in 2014

- **1-15 Dec:**
  - 35% in 2015 vs. 34% in 2014

- **16-24 Dec:**
  - 40% in 2015 vs. 42% in 2014

- **25-31 Dec:**
  - 10% in 2015 vs. 9% in 2014

- **Jan and after:**
  - 0% in 2015 vs. 0% in 2014

- **10% of respondents purchase the majority of their gifts after Christmas, suggesting they exchange gifts on New Year’s Eve.**
- **Consumers will buy less last-minute gifts between the 16th and 24th of December this year compared to last year.**
- **The purchase timetable remains nearly unchanged compared to last year. The majority of gifts are bought the week preceding Christmas eve, followed by the first two weeks of December, which matches with Christmas sales organized in most stores.**
When do you expect to purchase the majority of your gifts for this year?

- With more than half buying the majority of their gifts before December, German consumers are the most forward-thinking of the group. This is also a reflection of the fact that for some in Germany the primary occasion for gift giving is St Nicholas Day on the 5th of December.
- Russians and Greeks mostly buy their presents after the 15th of December, primarily because in orthodox traditions, gifts are exchanged on New Year’s Eve.
- 74% of Slovenian consumers buy their gifts between 1st and 24th December, the highest share in the sample group.
Purchasing strategies: the financing of spendings
...in Slovenia and Europe

Thinking about your actual spend behavior compared to a year ago, are you doing less, the same or more of the following?

Slovenia

- Similar to last year, consumers in Slovenia and elsewhere are generally more cautious with their spending behavior. Price is the number one aspect prioritized (with more purchases made on sale and more research being done on prices in general), and 29% more consumers will research online to find opinions and suggestions.

- Consumers also want to be more cautious on how to pay - they plan to borrow less to finance their end of year spendings; 53% of Slovene respondents intend to borrow less from their families and 43% intend to borrow less from the bank for this occasion.

- Slovène and European consumers have also planned to be more rational: 27% of them want to use more loyalty points, and 22% want to manage Christmas spending by establishing a budget this year.

Europe

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- Slovène and European consumers have also planned to be more rational: 27% of them want to use more loyalty points, and 22% want to manage Christmas spending by establishing a budget this year.
Purchasing strategies: a controlled budget? ...in Slovenia and Europe

Regarding your year-end festivities shopping (both gifts and food), how will you change your purchasing behaviour compared to last year?

Slovenia

- I will buy on impulse: -44%
- I will offer gifts without taking into account the price: -33%
- I will buy second-hand products as gifts: -44%
- I intend to give group gifts (persons agree to...: -39%
- I will buy discount and retailers' private label...: -10%
- I will buy for fewer people: -19%
- I will buy less expensive gifts: -15%
- I will shop at less expensive stores: -6%
- I will manage my Xmas spending by preparing...: -14%
- I will focus on useful gifts: 6%
- I will buy products and gifts that are on sale: -2%

Europe

- I will buy on impulse: -48%
- I will offer gifts without taking into account the price: -46%
- I will buy second-hand products as gifts: -40%
- I intend to give group gifts (persons agree to...: -40%
- I will buy discount and retailers' private label...: -37%
- I will buy for fewer people: -37%
- I will buy less expensive gifts: -32%
- I will shop at less expensive stores: -18%
- I will manage my Xmas spending by preparing...: 0%
- I will focus on useful gifts: 10%
- I will buy products and gifts that are on sale: 17%

• Consumers plan to be more organized and forward-looking this year: 44% intend to buy less on impulse this year and 33% intend to take into account the price more often. On the other hand, 14% less consumer intend to prepare a budget for this year’s Xmas spending.

• Reflecting the general recovery of economy and the consumers’ perception thereof, consumers in Slovenia plan to shop in more expensive stores, buy more expensive gifts visit discount stores less this year. Other European consumers seem to be more price-sensitive, with 6% answering that they intend to purchase less expensive gifts this year and shop at less expensive stores.

• The nature of gifts is also being studied: 6 more percent of Slovene consumers want to focus on the usefulness of their presents.
Purchasing strategies: a controlled budget? …in Slovenia

Regarding your year-end festivities shopping (both gifts and food), how will you change your purchasing behaviour compared to last year?

**Gender**

- Women and men have similar intentions with regards to a change in spending habits on year-end festivities, but women are more decisive in changing their habits, with a lower share answering their behavior will be the same this year.

**Income**

- Lower income and average income consumers have similar purchasing intentions, though consumers with lower income intend to spend more this year (both in value and in quantity) than they did last year, likely a reflection of having cut back during the crisis.

- The higher income groups is split into consumers that intend to buy more on impulse this year (25% index) and those, that plan to manage their Christmas spending by preparing a budget (22% index).
Purchasing strategies

Influence of discount

What % of your year-end spendings will be influenced by promotions?

### Slovenia

- None: 23%
- between 1 and 25%: 28%
- between 26% and 50%: 26%
- between 51-75%: 11%
- Over 75%: 4%
- I don't know: 8%

### Europe

- None: 11%
- between 1 and 25%: 23%
- between 26% and 50%: 25%
- between 51-75%: 16%
- Over 75%: 10%
- I don't know: 16%

- Unsurprisingly Slovene consumers will spend a lower % of their spendings on goods on offer than their European counterparts, which reflects the generally higher consumer confidence witnessed in Slovenia. One European consumer out of four considers that their spending will be greatly influenced (over 50%) by promotions.

- Overall, three European consumers out of four think that promotions will impact at least some part of their end-of-the-year spending. This share is somewhat lower (70%) in Slovenia.

- Promotions are however hard to anticipate and their impact to estimate, as 8% of consumers in Slovenia point out by stating they do not know how their budget will be influenced, and twice this share in Europe. This shows that consumers have not made a definite choice about what presents they will give at Christmas.
Purchasing strategies

Sustainability concern

When buying gifts for Christmas, to what extent the following factors influence your buying decision?

### Slovenia

- **I am careful about the information provided on the packaging**
  - 2015: 62%
- **I do not buy products involving child labour**
  - 2015: 60%
- **I will mainly buy products made either in my region or in my country**
  - 2015: 47%
- **I avoid buying products that do not respect ecological sustainability**
  - 2015: 51%
- **I do not buy products manufactured with bad working conditions in developing countries**
  - 2015: 47%
- **I avoid buying products with a substantial carbon impact on the planet**
  - 2015: 44%
- **I avoid buying products that do not respect social sustainability**
  - 2015: 53%
- **I avoid buying products that do not respect economic sustainability**
  - 2015: 45%
- **I avoid buying sustainable products because they are too expensive**
  - 2015: 41%

### Europe

- **I am careful about the information provided on the packaging**
  - 2014: 66%, 2015: 67%
- **I do not buy products involving child labour**
  - 2014: 67%, 2015: 65%
- **I will mainly buy products made either in my region or in my country**
  - 2014: 55%, 2015: 59%
- **I avoid buying products that do not respect ecological sustainability**
  - 2014: 53%, 2015: 59%
- **I do not buy products manufactured with bad working conditions in developing countries**
  - 2014: 55%, 2015: 57%
- **I avoid buying products with a substantial carbon impact on the planet**
  - 2014: 50%, 2015: 56%
- **I avoid buying products that do not respect social sustainability**
  - 2014: 49%, 2015: 56%
- **I avoid buying products that do not respect economic sustainability**
  - 2014: 50%, 2015: 55%
- **I avoid buying sustainable products because they are too expensive**
  - 2014: 43%, 2015: 45%

- **Sustainability** is a topic most consumers are concerned with: nearly all behaviors concerned with sustainability – except for child labor - have increased. People are more careful when it comes to environment protection, as well as more concerned with social and economic sustainability. Slovene consumers are slightly less concerned by how the product is made (environmental footprint, manufactured in bad working conditions) than their European counterparts.

- **Consumers in Slovenia are less patriotic than other European citizens, with less than half answering that they intend to buy products made in their country. This is also a reflection of the small size of the country and lower range of products available.**

- **Still, 45% of consumers in Europe (41% in Slovenia) still consider that these products are too expensive, and avoid buying them.**

Deloitte – 2015 Christmas survey
The Omni-channel Consumer
The Omni-channel Consumer
Ideas and advice

Where are you getting ideas and advice on the gifts categories below?

### Slovenia

<table>
<thead>
<tr>
<th>Category</th>
<th>Websites</th>
<th>Stores</th>
<th>Social Networks</th>
<th>Informal channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toys</td>
<td>16%</td>
<td>15%</td>
<td>40%</td>
<td>53%</td>
</tr>
<tr>
<td>Leisure</td>
<td>17%</td>
<td>17%</td>
<td>48%</td>
<td>37%</td>
</tr>
<tr>
<td>Fashion</td>
<td>14%</td>
<td>20%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Sports</td>
<td>16%</td>
<td>12%</td>
<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>Home gifts</td>
<td>14%</td>
<td>14%</td>
<td>38%</td>
<td>49%</td>
</tr>
<tr>
<td>Box &amp; cards</td>
<td>12%</td>
<td>31%</td>
<td>52%</td>
<td>13%</td>
</tr>
<tr>
<td>Food &amp; drinks</td>
<td>10%</td>
<td>16%</td>
<td>24%</td>
<td>57%</td>
</tr>
<tr>
<td>Health &amp; beauty</td>
<td>17%</td>
<td>10%</td>
<td>43%</td>
<td>35%</td>
</tr>
<tr>
<td>Green tech</td>
<td>15%</td>
<td>13%</td>
<td>45%</td>
<td>20%</td>
</tr>
<tr>
<td>High tech</td>
<td>23%</td>
<td>57%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Video Games</td>
<td>11%</td>
<td>51%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Movies (DVD/Blu Ray)</td>
<td>24%</td>
<td>8%</td>
<td>47%</td>
<td>16%</td>
</tr>
<tr>
<td>Music</td>
<td>22%</td>
<td>45%</td>
<td>17%</td>
<td>27%</td>
</tr>
<tr>
<td>Books</td>
<td>11%</td>
<td>39%</td>
<td>41%</td>
<td>27%</td>
</tr>
</tbody>
</table>

### Europe

<table>
<thead>
<tr>
<th>Category</th>
<th>Websites</th>
<th>Stores</th>
<th>Social Networks</th>
<th>Informal channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toys</td>
<td>18%</td>
<td>4%</td>
<td>44%</td>
<td>51%</td>
</tr>
<tr>
<td>Leisure</td>
<td>15%</td>
<td>6%</td>
<td>49%</td>
<td>33%</td>
</tr>
<tr>
<td>Fashion</td>
<td>15%</td>
<td>20%</td>
<td>44%</td>
<td>49%</td>
</tr>
<tr>
<td>Sports</td>
<td>16%</td>
<td>3%</td>
<td>45%</td>
<td>42%</td>
</tr>
<tr>
<td>Home gifts</td>
<td>12%</td>
<td>15%</td>
<td>42%</td>
<td>49%</td>
</tr>
<tr>
<td>Box &amp; cards</td>
<td>9%</td>
<td>30%</td>
<td>40%</td>
<td>47%</td>
</tr>
<tr>
<td>Food &amp; drinks</td>
<td>17%</td>
<td>5%</td>
<td>29%</td>
<td>54%</td>
</tr>
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<td>43%</td>
<td>40%</td>
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<td>25%</td>
</tr>
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<td>Music</td>
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<td>46%</td>
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</tr>
<tr>
<td>Books</td>
<td>14%</td>
<td>10%</td>
<td>45%</td>
<td>34%</td>
</tr>
</tbody>
</table>

- Websites are widely used by consumers to get ideas and advice on gifts, especially on High Tech, Video Games, Green Tech and Movies, which are more digital products. On average, Slovene consumers are somewhat less keen on using websites, possibly because general internet use is slightly lower than in Western Europe.

- Most European consumers prefer going to stores when it comes to Food & Drinks, Toys, Fashion, Home Gifts and Box and cards. These gifts appeal to the senses (touch, smell, taste, sight) and the help of in-store specialists is appreciated to make the best purchase possible.

- Social Networks have also emerged as a way to get ideas and advice, thanks to the spread of experience sharing via pictures and reviews on these platforms: this channel is especially used for Music, Leisure and Video Games related gifts. The use of Social Networks is even more common in Slovenia, though Slovene consumers lag when it comes to the use of informal channels.

- TV remains an important resource to find ideas, especially for movies, music and toys, thanks to the time allocated to commercials before Christmas.
The Omni-channel Consumer
Finding gifts and comparing prices

Could you please state if you will be searching for products and comparing value online, in stores or both for the gifts categories below?

- The use of online resources and stores to compare value and search for products is spread rather evenly for a number of categories: Toys, Fashion, Sports, Home Gifts, Box and Cards, Health and Beauty.
- Websites prevail when it comes to comparing value on more “digital products”, such as High tech and Green tech, Video Games, Movies, Music and Books.
- For Food & drinks products, shopping physically is much preferred (65%), as these presents can require advice or can be experienced directly with a store visit. Correspondingly only 37% of consumers intend to search for food and drink and compare prices online, a reflection of the importance of responding to senses when it comes to this product group.
The Omni-channel Consumer
Finding and comparing thanks to Internet

You stated that you will be going online. Please state for each option mentioned below if you will or will not be using them for searching and/or comparing products.

### Slovenia

<table>
<thead>
<tr>
<th>Option</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email newsletters and online leaflet I receive...</td>
<td>74%</td>
</tr>
<tr>
<td>Online shops (without offline stores)</td>
<td>91%</td>
</tr>
<tr>
<td>Online shops (with one or more offline stores)</td>
<td>92%</td>
</tr>
<tr>
<td>Websites of brands/suppliers</td>
<td>83%</td>
</tr>
<tr>
<td>Websites with coupons and offers</td>
<td>81%</td>
</tr>
<tr>
<td>Search engines</td>
<td>93%</td>
</tr>
<tr>
<td>Comparison sites</td>
<td>88%</td>
</tr>
<tr>
<td>Forums and blogs</td>
<td>65%</td>
</tr>
<tr>
<td>Social media (Facebook, Twitter etc.)</td>
<td>53%</td>
</tr>
</tbody>
</table>

### Europe

<table>
<thead>
<tr>
<th>Option</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email newsletters and online leaflet I receive...</td>
<td>69%</td>
<td>90%</td>
<td>91%</td>
</tr>
<tr>
<td>Online shops (without offline stores)</td>
<td>90%</td>
<td>92%</td>
<td>92%</td>
</tr>
<tr>
<td>Online shops (with one or more offline stores)</td>
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<td>87%</td>
<td>87%</td>
</tr>
<tr>
<td>Websites of brands/suppliers</td>
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<td>92%</td>
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</tr>
<tr>
<td>Websites with coupons and offers</td>
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</tbody>
</table>

- With 93% of online shoppers using them, search engines are still the most popular tool to search and compare products
- Online shops, with or without offline stores, are also used by more than 90% of e-shoppers.
- The use of social media remains a growing trend, being listed by nearly half of users as a way to search for and compare products.
- All forms of online research are on the rise in Europe; an exceptions are forums and blogs, where the share of utilizers has slightly decreased in 2015.
- The use of email newsletters, websites with coupons, forums and blogs is higher among Slovene consumers
Where would you actually buy the specific gifts below?

**Slovenia**

- **Toys**: 80% In Physical Stores, 8% Ordering online in a physical store, 27% Online, 11% Mobile commerce, 1% Mail order Catalogues.
- **Leisure**: 72% In Physical Stores, 10% Ordering online in a physical store, 35% Online, 3% Mobile commerce, 22% Mail order Catalogues.
- **Fashion**: 79% In Physical Stores, 9% Ordering online in a physical store, 25% Online, 3% Mobile commerce, 23% Mail order Catalogues.
- **Sports**: 74% In Physical Stores, 13% Ordering online in a physical store, 30% Online, 3% Mobile commerce, 23% Mail order Catalogues.
- **Home gifts**: 82% In Physical Stores, 10% Ordering online in a physical store, 22% Online, 3% Mobile commerce, 8% Mail order Catalogues.
- **Gift boxes & cards**: 80% In Physical Stores, 9% Ordering online in a physical store, 18% Online, 3% Mobile commerce, 26% Mail order Catalogues.
- **Food & drinks**: 88% In Physical Stores, 7% Ordering online in a physical store, 10% Online, 3% Mobile commerce, 12% Mail order Catalogues.
- **Health & beauty**: 76% In Physical Stores, 9% Ordering online in a physical store, 25% Online, 3% Mobile commerce, 11% Mail order Catalogues.
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- **Movies (DVD/Blu Ray)**: 55% In Physical Stores, 11% Ordering online in a physical store, 43% Online, 3% Mobile commerce, 13% Mail order Catalogues.
- **Music**: 61% In Physical Stores, 13% Ordering online in a physical store, 34% Online, 3% Mobile commerce, 13% Mail order Catalogues.
- **Books**: 72% In Physical Stores, 8% Ordering online in a physical store, 33% Online, 3% Mobile commerce, 15% Mail order Catalogues.

**Europe**

- **Toys**: 71% In Physical Stores, 11% Ordering online in a physical store, 38% Online, 7% Mobile commerce, 8% Mail order Catalogues.
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- **Music**: 54% In Physical Stores, 14% Ordering online in a physical store, 46% Online, 8% Mobile commerce, 4% Mail order Catalogues.
- **Books**: 66% In Physical Stores, 11% Ordering online in a physical store, 44% Online, 7% Mobile commerce, 5% Mail order Catalogues.

- When it comes to actually buying the gifts, consumers overwhelmingly go to physical stores to finalize the purchase, especially when it comes to Food & drinks, Fashion, Home gifts, Health & beauty, Toys, Leisure and Sports.
- Buying online is popular when it comes to digital products, such as Movies, Video Games, Music, High and Green tech.
- Purchasing gifts online is significantly less popular with Slovene consumers than their European counterparts, likely a result of the absence of global giants Amazon and Ebay in Slovenia and the resulting higher postage fees from ordering from those websites.
- The possibility to order online in a physical store is becoming increasingly popular: it allows the customer to ask questions and receive advice in-store and to receive the product directly at home. For companies, it means that their inventories can be reduced and better managed. This option is used by more than 10% of European consumers in a wide range of categories.
The Omni-channel Consumer

...Physical stores as a showroom?

To what extent do you use physical stores as a showroom, visit a physical store to see and compare the products (price) and then buy them via internet?

### Slovenia

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Male</th>
<th>Female</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Never</td>
<td>25%</td>
<td>18%</td>
<td>33%</td>
</tr>
<tr>
<td>2 - Sometimes</td>
<td>52%</td>
<td>47%</td>
<td>56%</td>
</tr>
<tr>
<td>3 - Often</td>
<td>20%</td>
<td>17%</td>
<td>23%</td>
</tr>
<tr>
<td>4 - Always</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Europe

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Never</td>
<td>25%</td>
</tr>
<tr>
<td>2 - Sometimes</td>
<td>51%</td>
</tr>
<tr>
<td>3 - Often</td>
<td>20%</td>
</tr>
<tr>
<td>4 - Always</td>
<td>4%</td>
</tr>
</tbody>
</table>

- 75% of consumers have already used physical stores as a showroom. This holds for Slovene as well as other European consumers.
- Men are more likely to go to physical stores purely to compare products than women, with 25% going often or always and 56% going sometimes; 33% of women compared to 18% of men never use physical stores as show rooms.
The Omni-channel Consumer

...Social networks

You stated you will be using social media. Below please indicate how you will be using social media.

### Slovenia

<table>
<thead>
<tr>
<th>Activity</th>
<th>Slovenia</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>On retailer's fan page</td>
<td>3%</td>
<td>14%</td>
</tr>
<tr>
<td>To browse products</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>To check what gifts family/friends want</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>To research gift ideas</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>To obtain trusted comments, recommendations from customers</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>To find discounts, coupons, sale information</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>To check prices</td>
<td>9%</td>
<td>12%</td>
</tr>
</tbody>
</table>

- I give my opinion/advice
- I look for information/advice
- None of these two

### Europe

<table>
<thead>
<tr>
<th>Activity</th>
<th>Slovenia</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>On retailer's fan page</td>
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<td>13%</td>
</tr>
<tr>
<td>To research gift ideas</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>To obtain trusted comments, recommendations from customers</td>
<td>3%</td>
<td>13%</td>
</tr>
<tr>
<td>To find discounts, coupons, sale information</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>To check prices</td>
<td>9%</td>
<td>12%</td>
</tr>
</tbody>
</table>

- I give my opinion/advice
- I look for information/advice
- None of these two

- Social media is mainly used by consumers to look for information or advice
- Slovenian consumers are more likely to use social media to look for information and advice (rather than offer it) than their European counterparts.
- Most Slovene consumers use social media to check prices, find discounts and coupons, browse products and research gift ideas.
The Omni-channel Consumer

...Smartphones

Have you ever used your smartphone to buy a product and do you expect to use it in the future for buying products?

Europe

- The growing use of smartphones in our day-to-day lives makes M-commerce more and more attractive to consumers, due in part to its simplicity. 41% of European customers have already used their smartphones to buy a product.

- Slovene consumers are the most reluctant to use M-commerce, with only 36% answering they see themselves using it in the future, 11 percentage points less than the European average.

- The lowest use thus far can be found among Belgian consumers, with only 1 in 4 answering they have already used smartphones to buy a product, yet twice as many intend to do so in the future.

- Intentions to use a smartphone for purchases are also very high in Southern and Eastern European countries, such as Portugal, Greece, Poland and Russia.
The Omni-channel Consumer

…Smartphones

Have you ever used your smartphone to buy a product and do you expect to use it in the future for buying products?

I have already done

- In most European countries, the use of smartphone to buy products has been growing steadily over the past few years. The increase has been most apparent in Denmark, Poland and Russia, where the use of M-commerce grew by more than 10 p.p. between 2014 and 2015.
- The use of M-commerce in the sample slightly decreased in the last year in the UK, Germany and South Africa.
The Omni-channel Consumer

Loyalty to retail sites online

If a product is not available on the online store you are usually shopping, what would you most likely do first?

**Slovenia**
- Go online to another online store: 47%
- Go online to another website (search engine, price comparison site…): 30%
- Go to a physical store of a different chain: 11%
- Go to a physical store of the same chain: 5%
- Would not continue shopping for the product: 6%

**Europe**
- Go online to another website (search engine, price comparison site…): 30%
- Go to a physical store of a different chain: 13%
- Go to a physical store of the same chain: 14%
- Would not continue shopping for the product: 3%

- 77% of Slovene customers would look for an alternative online if they cannot find a product on their favorite website. Thanks to the possibilities offered on the Internet, continuing their search online is often the quickest and most efficient way for customers to find what they want.

- Slovene consumers are more likely to look for an alternative online and less likely to do so offline than their European counterparts, a reflection of the fact that many foreign online stores do not have a physical presence in Slovenia.

- Only 6% of Slovene customers would not continue shopping for the product, which shows the efficiency of the omni-channel strategy for companies. The different shopping options indeed allow the customer to carry out his purchase until the end even if the product is not available on one of the channels.
The Omni-channel Consumer

Loyalty to physical stores

If a product was not available on the physical store you are usually shopping, which would you mostly do first?

### Slovenia

- Go to another location of the same chain or ask to a store assistant if another... **45%**
- Go online to the same store's website **13%**
- Go to another store of a different chain **20%**
- Go online to another website (search engine, price comparison site...) **13%**
- Go online to another store's website **5%**
- Would not continue shopping for the product **5%**

### Europe

- Go to another location of the same chain or ask to a store assistant if another... **39%**
- Go online to the same store's website **21%**
- Go to another store of a different chain **21%**
- Go online to another website (search engine, price comparison site...) **11%**
- Go online to another store's website **3%**
- Would not continue shopping for the product **4%**

- There is a certain loyalty to physical stores for customers who use this option to purchase a product. Indeed, 45% of Slovene customers would go to another location of the same chain or ask to a store assistant if another location has the item when a product is not available in their preferred shop. 20% of customers would continue shopping physically by looking in other stores of different chains.

- Slovene consumers are more likely to go to another physical store and less likely to look for the product at the same store online than the European average, though they are slightly more likely to go online to another store, suggesting retailers would profit from ensuring they have a fully functional and user-friendly online store.
Physical stores
Physical stores
In which stores will consumers buy gifts?

For the gifts you intend to buy in stores, where do you think you will buy your gifts?

- Most Slovenes that will buy their gifts offline intend to do so in traditional department stores, an intention shared in Portugal, Spain and Poland.
- For Xmas 2015, the preference remains the same in all European countries except for Spain and Russia. In the former hypermarkets and supermarkets lost market shares (-4 points vs. 2014) against traditional department stores (+3 points vs. 2014). In Russia, traditional departments stores lost 13 points of market share against Specialty Chains (+7 points) and Hypermarkets/supermarkets (+6 points vs. 2014).
- Specialty chains are most popular in Germany, Belgium, Denmark and Greece.

Deloitte – 2015 Christmas survey
Physical stores

In which stores will consumers buy gifts?

For the gifts you intend to buy in stores, where do you think you will buy your gifts?

- **Slovenia**
  - Speciality chains: 15%
  - Hypermarkets/supermarkets: 30%
  - Traditional department stores: 35%
  - Traditional local shops: 12%
  - Factory outlet stores: 3%
  - Luxury stores: 4%

- **Europe**
  - Speciality chains: 31%
  - Hypermarkets/supermarkets: 27%
  - Traditional department stores: 24%
  - Traditional local shops: 12%
  - Factory outlet stores: 3%
  - Luxury stores: 3%

- Traditional department stores are the preferred type of physical store by 35% of Slovenes, making them the most popular of offline channels. Elsewhere in Europe, however, traditional department stores are losing their popularity; with less than a quarter of European consumers preferring this store type, it is the third most popular channel.

- Specialty chains are highly appreciated by European consumers to buy gifts where they expect professional advice from experienced sellers. Slovene consumers are half as likely to visit a specialty chain than other Europeans. This might be due to smaller number of such stores present in Slovenian market, as well as higher prices (a positive economic outlook might change the frequency of specialty stores visits in Slovenia).

- Other channels – hypermarkets and supermarkets, traditional local shops, outlets and luxury stores – are similarly popular in Slovenia and elsewhere in Europe.
Physical stores
In which stores will consumers buy gifts?

For the gifts you intend to buy in stores, where do you think you will buy your gifts?

- In Slovenia and other European countries, hypermarkets are the favorite type of physical store for the purchase of Food & drinks, due to their offering of large variety of products, wide range of price and quality and regular discounts. Hypermarkets and supermarkets are also the preferred channel among Slovene consumers for gift boxes and cards, and health & beauty products.

- Slovenes appreciate specialty chains for books and toys; in Europe this store type is most popular for sports items and digital products, where they expect professional advice from experienced sellers.

- In Slovenia, luxury stores are most popular for high tech goods, while outlets are most popular for fashion and sports items.
For the food you intend to buy for the year-end festivities, where do you think you will buy your food?

- Slovenes intend to buy food in normal sized supermarkets, where the offering is sufficient and prices appropriate.
- Same as last year, a majority of European countries intend to buy food in hypermarkets and normal sized supermarkets for the year-end festivities.
- Poland is still an exception since 2012 compared to the other European countries: Hard discount stores remain their most favourite physical stores to buy food.
For the food you intend to buy for the year-end festivities, where do you think you will buy your food?

- Similarly to consumers in other European countries, Normal sized supermarkets are the first choice for food purchases for the majority of Slovene consumers (55%), followed by Hypermarkets (46%) and Convenience stores (30%).
- Despite the increased popularity of Internet shopping, food is still mostly bought in physical stores.
- The ratio between men and women is fairly even in terms of attendance of Supermarkets and Hypermarkets, Convenience stores and Traditional shops. For food, hard discount stores are more used by men (29%) than by women (23%), as well as internet shopping (men 9%, women 4%).
As a consumer, what are your expectations towards interactions with store assistants?

**Slovenia**
- Be knowledgeable about products: 63%
- Help me pay quickly: 39%
- Let me know about discounts / offers: 28%
- Greet me promptly with a welcome attitude: 61%
- Has the ability to match any other retailer's prices: 28%
- Assist me finding gifts: 35%
- Offer me home delivery option: 17%
- Assist me about e-commerce: 9%
- None of these: 6%

**Europe**
- Be knowledgeable about products: 62%
- Help me pay quickly: 28%
- Let me know about discounts / offers: 41%
- Greet me promptly with a welcome attitude: 44%
- Has the ability to match any other retailer's prices: 26%
- Assist me finding gifts: 28%
- Offer me home delivery option: 11%
- Assist me about e-commerce: 7%
- None of these: 8%

- Like other European customers, Slovenes expect store assistants to be knowledgeable about products sold in the store: giving details and advice are the added value customers are looking for when they buy in physical stores.
- The second most valued attribute of store assistants in Slovenia is a welcome attitude: 61% of Slovenes consider this important, compared to the European average of 44%. Also more important in Slovenia than elsewhere in Europe are assistance with finding gifts, help with quick payments, home availability options and knowledge about possible discounts.
- On average, Slovenes have higher expectations towards interactions with store assistants than Europeans.
Assessments of retailers
Assessments of retailers

Delay

You stated that you bought online gifts last year, were the online ordered gifts delivered on time last year (2013)?
You mentioned that the gifts you ordered online last year were not delivered on time. In what way does it affect your buying behaviour this year?

**Slovenia**

- 94% of Slovene respondents stated that their online orders for year-end festivities in 2014 were delivered on time and 6% of them declared delayed delivery.
- Among these 6%, 33% of them remain convinced by the advantages of e-commerce and will adjust their behavior and order earlier next time. By contrast, 27% of them will not change their buying behavior, which means that their trust into online deliveries remains high.

Deloitte – 2015 Christmas survey
Assessments of retailers
Comparison of channel strengths

Which channel responds most adequately to your following shopping needs?

Slovenia

- E-commerce and physical stores fulfill a variety of needs for Slovenian consumers. The use of M-Commerce and Teleshopping are still marginal (<10%).
- According to Slovenian consumers, e-commerce enables greater flexibility (shopping whenever they want – 60%, and getting home delivery – 60%) and is a better way to know the consumers’ opinion on products (58%), to compare prices and products (59% and 54%, respectively).
- Physical stores are appreciated for the convenience of immediately getting the products (87%), the possibility to exchange or return products (82%), competence and professional advice from store assistants (79%), after sales services (78%) as well as safety of payment (78%).

Deloitte – 2015 Christmas survey
Assessments of retailers

Comparison of channel strengths

Which channel responds most adequately to your following shopping needs?

<table>
<thead>
<tr>
<th>Physical stores</th>
<th>Slovenia</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>I immediately get the products I purchased</td>
<td>87%</td>
<td>66%</td>
</tr>
<tr>
<td>Possibility to easily exchange or return products</td>
<td>82%</td>
<td>73%</td>
</tr>
<tr>
<td>Competent and professional advice</td>
<td>80%</td>
<td>75%</td>
</tr>
<tr>
<td>After sale services</td>
<td>78%</td>
<td>74%</td>
</tr>
<tr>
<td>Safety in respect of payment</td>
<td>78%</td>
<td>70%</td>
</tr>
<tr>
<td>Pleasure while shopping</td>
<td>76%</td>
<td>69%</td>
</tr>
<tr>
<td>Protection of my personal data</td>
<td>74%</td>
<td>69%</td>
</tr>
<tr>
<td>Quality of product information</td>
<td>53%</td>
<td>52%</td>
</tr>
<tr>
<td>Broad assortment</td>
<td>50%</td>
<td>41%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E-commerce</th>
<th>Slovenia</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping costs little time</td>
<td>62%</td>
<td>49%</td>
</tr>
<tr>
<td>Home delivery</td>
<td>60%</td>
<td>57%</td>
</tr>
<tr>
<td>Shopping when I want</td>
<td>60%</td>
<td>56%</td>
</tr>
<tr>
<td>Prices can be compared easily</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>Possibility to know the consumers opinion on products</td>
<td>58%</td>
<td>60%</td>
</tr>
<tr>
<td>It's easy to search for and choose what I need</td>
<td>55%</td>
<td>54%</td>
</tr>
<tr>
<td>Information on availability of products</td>
<td>52%</td>
<td>50%</td>
</tr>
<tr>
<td>Price level</td>
<td>49%</td>
<td>54%</td>
</tr>
<tr>
<td>Broad assortment</td>
<td>47%</td>
<td>52%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>M-commerce</th>
<th>Slovenia</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping when I want</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Shopping costs little time</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>It's easy to search for and choose what I need</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Information on availability of products</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Home delivery</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Prices can be compared easily</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Possibility to know the consumers opinion on products</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Protection of my personal data</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Price level</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

- In Slovenia, the biggest advantages in shopping at physical stores are immediacy of collection (87%), ease of exchange or return of item (82%), and advice offered from staff (80%). The latter is the quality most valued in Europe.

- Among Slovenes, E-commerce is most popular for convenience – the short time it takes to shop, no need of leaving the house and no constraint on the time of day of shopping. Other Europeans prefer E-commerce for the ease of price comparison and possibility to read other consumers’ opinion of products.

- M-Commerce is still marginal in terms of responding adequately to consumers’ shopping needs. Consumers choose M-commerce for similar reasons they chose E-commerce: convenience and ease of comparison of prices and other features.
**Assessments of retailers**

**What could improve your shopping experience?**

**Which area would you expect retailers to invest in, in order to improve your shopping experience?**

<table>
<thead>
<tr>
<th>Area</th>
<th>Slovenia</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower prices</td>
<td>2.4</td>
<td>2.6</td>
</tr>
<tr>
<td>Customer relationship (advice…)</td>
<td>1.7</td>
<td>1.5</td>
</tr>
<tr>
<td>Self scanning check outs</td>
<td>1.3</td>
<td>0.9</td>
</tr>
<tr>
<td>Provide the advantages of physical stores to online stores</td>
<td>1.1</td>
<td>1.3</td>
</tr>
<tr>
<td>Better integration of physical and online stores</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>Home delivery</td>
<td>1.0</td>
<td>1.1</td>
</tr>
<tr>
<td>Online store</td>
<td>0.9</td>
<td>0.9</td>
</tr>
<tr>
<td>Provide online services in store</td>
<td>0.8</td>
<td>0.8</td>
</tr>
<tr>
<td>Environmentally friendly</td>
<td>0.7</td>
<td>0.6</td>
</tr>
<tr>
<td>Decoration to improve ambiance</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Most of consumers in Slovenia as well as Europe would like retailers to lower prices. This is not surprising as price is one of the strongest incentives, especially in the context of a struggling economy.

- Additionally, both groups of respondents expect retailers to invest in customer relationship, as store assistant’s advice is still of high importance for customers in physical stores. The latter result is consistent with an insight of Slovenian consumers to have very high expectations towards interactions with store assistants and thus a good customer relationship can improve their shopping experience.

- Also important to Slovene consumers are self-scanning check outs, home delivery, better integration of physical and online stores, and offering the advantages of physical stores online.

- Areas that are not of such importance for consumers’ shopping experience are the mobile self-packaging system, better gift-giving packaging service and mobile commerce.

Deloitte – 2015 Christmas survey
Survey methodology
Survey methodology

• Deloitte conducted this survey on the consumption during year-end period in 14 countries from Western Europe, Eastern Europe, and in South Africa, and included 14,065 consumers. A similar survey is conducted in Canada, in the United States and in Latin America.

• The conclusions of this survey are based on consumer data which have been collected during a survey conducted by Deloitte.

• The fieldwork was executed end September 2015 and early October 2015.

• Respondents are aged 18 to 65 years old. Information has been collected via Internet, with a structured questionnaire for a sample of individuals, within controlled panels.

• Each consumer in the panel is identified by panellist firms through the following aspects
  – Socio-demographics,
  – Personal interests,
  – Consumer behaviour.

• To adjust the Internet sample to the population of each country, we used ex-post statistical weighting. The weighting is based on gender and age in each country.
Survey methodology

Participating countries

14 countries
### Survey methodology

#### Sample of consumers

14,065 consumers interviewed in total

<table>
<thead>
<tr>
<th>Country</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>804</td>
</tr>
<tr>
<td>Germany</td>
<td>1,571</td>
</tr>
<tr>
<td>Belgium</td>
<td>818</td>
</tr>
<tr>
<td>Denmark</td>
<td>760</td>
</tr>
<tr>
<td>Spain</td>
<td>1,541</td>
</tr>
<tr>
<td>France</td>
<td>1,727</td>
</tr>
<tr>
<td>Greece</td>
<td>502</td>
</tr>
<tr>
<td>Total</td>
<td>14,065</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>1,643</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>797</td>
</tr>
<tr>
<td>Poland</td>
<td>766</td>
</tr>
<tr>
<td>Portugal</td>
<td>761</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>771</td>
</tr>
<tr>
<td>Russia</td>
<td>838</td>
</tr>
<tr>
<td>Slovenia</td>
<td>766</td>
</tr>
</tbody>
</table>

Deloitte – 2015 Christmas survey
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