

British Shopper Deep Dive

The New E-Commerce Calendar



When planning your approach to The New E-Commerce Calendar, it's crucial to consider consumer shopping behaviors on a regional level. Ignoring these differences makes you appear out of touch with local sentiments and customs, which risks alienating your audience. A localized approach, tailored to local attitudes and shopping behaviors, is crucial for success.

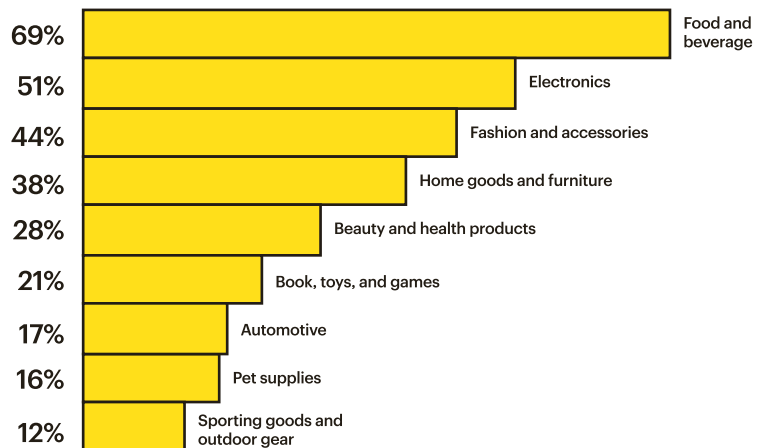
Alongside our research partner, Canvas8, Intuit Mailchimp surveyed shoppers from 9 different markets to map out how their mindsets and spending behaviors around key calendar Moments (in the last 2 years) are shaping The New E-Commerce Calendar—and vice versa.



Top 5 most important factors for British shoppers when making purchases



Categories British shoppers spent the most money on in the past 2 years



British shopper attitudes and behaviors

58% ⬆️ of British shoppers participate in big Sales Moments, the second highest (tied with the US) across all 9 regions surveyed.

⬇️ Global: 50%

71% ⬆️ of British shoppers believe the discounts offered during Sales Moments are often exaggerated, the highest across all 9 regions surveyed.

⬇️ Global: 51%

63% ⬆️ of British shoppers made a purchase during Amazon Prime Day in the last 2 years.

⬇️ Global: 51%

79% ⬆️ of British shoppers made a purchase during Black Friday, the highest (tied with Spain) across all 9 regions surveyed.

⬇️ Global: 75%

76% ⬆️ of British shoppers made a purchase for Christmas Day in the last 2 years, the highest across all 9 regions surveyed.

⬇️ Global: 66%

43% ⬆️ of British shoppers were influenced by loyalty reward perks to make a purchase in the last 2 years, the highest (tied with Canada) across all 9 regions surveyed.

⬇️ Global: 33%

Across the Globe

For a closer look at how market nuances shape The New E-Commerce Calendar, check out our regional deep dives in 8 other markets, including Australia, Benelux, Canada, Germany, Italy, Scandinavia, Spain, and the US.



Get the market-specific insights →

British Shopping Moments per Month

Ranked by Spending Propensity



January	
January Sales	65%
New Year's Day	38%
Blue Monday	8%
Burns Night	6%
Epiphany/Three Kings Day	4%
February	
Valentine's Day	52%
Pancake Day/Shrove Tuesday	32%
Lunar New Year	6%
March	
Mother's Day	49%
St. Patrick's Day	12%
World Book Day	11%
International Women's Day	5%
Women's History Month	3%
April	
Easter	62%
Spring Break	8%
Wayfair Way Days	5%
National Autism Awareness Month/Autism Acceptance Month	4%
May	
Spring Bank Holiday	11%
Early May Bank Holiday	10%
May Day/May Eve Festival	6%
Eurovision Song Contest	6%
June	
Father's Day	43%
Pride Month	4%



July	
Amazon Prime Day	63%
Summer Break	28%
August	
Back-to-School Shopping	31%
September	
Rosh Hashanah	1%
October	
Halloween	42%
Black Business Week	5%
Diwali	4%
Black History Month	4%
November	
Black Friday	79%
Guy Fawkes Night/Bonfire Night	20%
Singles' Day	4%
Movember (Men's Health Awareness Month)	3%
Disability History Month	1%
December	
Christmas	76%
Christmas Eve	44%
Cyber Monday	40%
New Year's Eve	39%
Boxing Day/le Lendemain de Noël	27%
Advent Season	18%
Super Saturday	5%
Small Business Saturday	16%
Super Saturday	6%
Green Monday	4%
Hanukkah	1%
Kwanzaa	1%

