

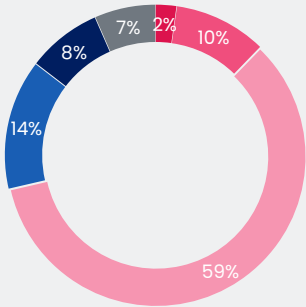
A photograph of an elderly man and a young girl looking down at a large cardboard box. The man is wearing a light blue jacket over a plaid shirt. The girl is wearing a red Santa hat and has a joyful expression. They are in front of a brick wall.

Finns' expectations for the Christmas season 2025

Matkahuolto 9/2025

Spending on Christmas gifts remains at last year's level – recipient's preferences come first, and quality outweighs affordability.

Finns are expecting to spend money on Christmas presents



- Considerably more than last year
- Slightly more than last year
- Similar to last year
- Slightly less than last year
- Considerably less than last year
- Don't know

Finns plan to spend on Christmas presents on average

241 €



And give on average

3,9 presents

This year Finns plan to invest in their spouse and children's presents.



Most popular present categories are

- Toys and games 36 %
- Gift certificates to services 28 %
- Clothes, shoes and fashion 27 %
- Beauty and hygiene products (incl. cosmetics) 26 %
- Books, movies and music 26 %

This year Finns are cutting back on their own, friends and more distant relatives' presents.

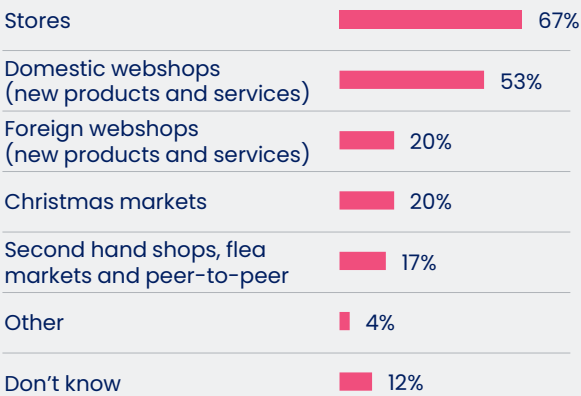


Consideration is most influenced by

- Recipient's preferences 56 %
- Recipient's needs 52 %
- Quality 28 %
- Affordability 26 %
- Functionality 25 %

Presents are bought from domestic brick-and-mortar and online stores close to Christmas – one-third take advantage of sales and shopping campaigns.

Where are Finns going to shop for presents



Most popular domestic webshops

Prisma 35 %

Tokmanni 29 %

Verkkokauppa.com 26 %



Most popular foreign webshops

Zalando 16 %

H&M 13 %

Gigantti 12 %



The advantages of webshops when shopping for Christmas presents

Avoiding Christmas shopping rush 57 %

Easy price comparison 53 %

Broader selection 48 %

The advantages of foreign webshops compared to domestic ones

Better prices 51 %

Broader selection 50 %

Unavailability of desired items in domestic webshops 35 %

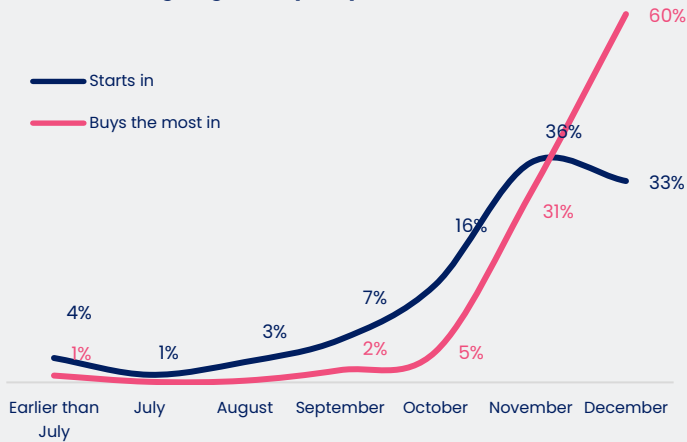
Webshops are not more widely used due to

Prefer shopping in stores 40 %

Experiencing Christmas atmosphere in stores 24 %

Cannot know how the products physically are 23 %

When are Finns going to shop for presents



Will shop for presents during the following campaigns



Yes	30 %	Yes	10 %	Yes	34 %
No	33 %	No	49 %	No	26 %
DK	37 %	DK	41 %	DK	40 %



Paremmmin perillä