CHRISTMAS COUNTDOWN

Mail Metro Media

KEY DATES

OCT 27TH

59 DAYS TO CHRISTMAS

The average day that Brits start their Christmas gift planning

Women are +19pp more likely than men to have started Christmas planning before November

NOV 1ST

54 DAYS TO CHRISTMAS

The average day that Brits start their Christmas gift shopping

Mail Metro Media readers accounted for 76p in every £1 spent on Christmas gifts in 2025

NOV 3RD

52 DAYS TO CHRISTMAS

Searches for "luxury advent calendars" begin to increase

1 in 5 plan to self-gift this Christmas but self-gifting spend is being deprioritised

NOV 5TH

50 DAYS TO CHRISTMAS

Christmas markets begin to open

3 in 10 had a Christmas day out over the festive period in 2025

NOV 11TH

44 DAYS TO CHRISTMAS

Singles Day

2 in 5 would be interested in buying Christmas gifts on Single's Day

NOV 13TH

42 DAYS TO CHRISTMAS

The average date shoppers start to actively look for Black Friday deals

Retailer-specific deals (40%) and price history explainers (38%) are the most in-demand Black Friday content

NOV 20TH

35 DAYS TO CHRISTMAS

One week before Black Friday

58% are considering purchasing Christmas gifts in the Black Friday promotions this year (vs. 49% LY)

NOV 21ST

34 DAYS TO CHRISTMAS

Start of Black Friday week (most major offers are appearing)

Clothing (54%), Personal Tech (39%), and Mobile phones (37%) top the Black Friday lists of our readers this year

NOV 24TH

31 DAYS TO CHRISTMAS

Three days to Black Friday

Did you know: Traffic to our commerce channel increased by +70% during Black Friday week and our content generated 7,000 orders over the Black Friday period

NOV 26TH

29 DAYS TO CHRISTMAS

THANKS-GIVING

45% are interested in stories of gratitude and giving back.

NOV 27TH

28 DAYS TO CHRISTMAS

BLACK FRIDAY

Mail Metro Media readers account for 74p in every £1 spent on Black Friday

NOV 29TH

26 DAYS TO CHRISTMAS

The average day that Brits start planning their Christmas Food shopping

Food and Drink offers (50%) and Christmas recipe content (45%) are the most in demand Christmas content

NOV 30TH

25 DAYS TO CHRISTMAS

CYBER MONDAY

Women are +35% more likely than men to be considering buying gifts for others during the Black Friday sales

THE COUNTDOWN CONTINUES....

Sources: Mail Metro Media: Retail at Christmas 2024| Mail Metro Media: Christmas Countdown 2026| Google Trends 2025| Mail Metro Media: Moments that Matter: Single's Day| Mail Metro Media: Moments that Matter: Black Friday| Mail Metro Media: Moments that Matter: Thanksgiving| TGI GB April 2026| Mintel: Christmas Gift Buying 2026| www.savethechildren.co.uk| Mail Metro Media: Christmas Pulse Poll 2025| Mail Metro Media: Moments that Matter: New Years Resolutions

DEC 1ST

23 DAYS TO CHRISTMAS

Most popular day to put up Christmas decorations (17%)

3 in 10 readers are interested in Christmas decoration inspiration content - rising to 47% for women

DEC 3RD

22 DAYS TO CHRISTMAS

Christmas party season set to start

47% of those intending to buy a new festive outfit will do so as a treat for themselves

DEC 4TH

21 DAYS TO CHRISTMAS

Average date when Brits start their Christmas food shopping

1 in 2 Brits like to try the Christmas ranges offered by different supermarkets

DEC 5TH

20 DAYS TO CHRISTMAS

SMALL BUSINESS SATURDAY

1 in 3 agree they want more unique gifts this Christmas in 2026

DEC 6TH

19 DAYS TO CHRISTMAS

The average day that Brits claim to finish their gift shopping

Those who shop for Christmas earlier spend an average of +44% more on Christmas!

DEC 9TH

16 DAYS TO CHRISTMAS

Letters to Santa postal date

42% of parents are interested in reading Christmas Gift Guide content

DEC 10TH

15 DAYS TO CHRISTMAS

CHRISTMAS JUMPER DAY

£2.6m was raised for Save the Children in 2025

DEC 12TH

13 DAYS TO CHRISTMAS

The average day that Brits think the real festive period starts

2 in 3 Brits agree that the "the magic of Christmas has been lost"

DEC 14TH

11 DAYS TO CHRISTMAS

Green Monday (one of biggest online booking days)

65% intend to do at least half of their Christmas gift shopping online in 2026

DEC 15TH

10 DAYS TO CHRISTMAS

Pre-Christmas Food Delivery Opportunities

47% are likely to consider using food delivery services during the festive period in 2026

DEC 17TH

8 DAYS TO CHRISTMAS

Last 2nd Class post in 2025 (2026 TBC)

Men are TWICE as likely to start their Christmas shopping in the week before Christmas

DEC 18TH

7 DAYS TO CHRISTMAS

Merry and Flight

3 in 5 readers would consider travelling abroad over the festive period

DEC 19TH

6 DAYS TO CHRISTMAS

SUPER SATURDAY

54% of Christmas shoppers finish their food shop in this week

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DEC 20TH

5 DAYS TO CHRISTMAS

Last 1st Class post (TBC) + last working Friday before Christmas

4 in 5 still send Christmas cards or letters

DEC 21ST

4 DAYS TO CHRISTMAS

Winter Solstice (shortest day of the year)

24% often feel lonely at Christmas - rising to 35% for those who are struggling financially or living alone

DEC 22ND

3 DAYS TO CHRISTMAS

Pre-Christmas Food Delivery Opportunities

Being short on time (37%) and running out of key items (34%) are the top reasons to use delivery services over Christmas

DEC 23RD

2 DAYS TO CHRISTMAS

Movie Moments

43% say watching Christmas movies is one of their favourite Christmas activities

DEC 24TH

1 DAYS TO CHRISTMAS

CHRISTMAS EVE

1 in 5 buy last minute food and drink items on Christmas Eve

DEC 25TH

CHRISTMAS DAY

Spending time with family (81%) is the #1 aspect of Christmas that our readers enjoy

DEC 26TH

+1 DAYS AFTER CHRISTMAS

BOXING DAY

1 in 6 shopped in Boxing Day Sales last year. It is also the most popular day to have an additional Christmas dinner!

DEC 27TH

+2 DAYS AFTER CHRISTMAS

Twixmas Begins

Post Christmas slump: 2 in 5 say they feel the unhealthiest over the Christmas period. The second-biggest traffic day on the Buyline channel in December

DEC 28TH

+3 DAYS AFTER CHRISTMAS

New Year's Resolutions

Searches for "Gym membership" peak and "New Year's Resolutions" begin to increase

DEC 29TH

+4 DAYS AFTER CHRISTMAS

Post-Christmas Food Delivery Opportunities

55% would consider using food delivery services in the period between Christmas and New Year

DEC 30TH

+5 DAYS AFTER CHRISTMAS

New Year's Preparation

1 in 5 bought food or drink specifically to Celebrate New Year's Eve last year

DEC 31ST

+6 DAYS AFTER CHRISTMAS

NEW YEAR'S EVE

3 in 5 stayed up past midnight to celebrate New Year in 2025

JAN 1ST

+7 DAYS AFTER CHRISTMAS

NEW YEAR'S DAY

Doing more exercise (43%) and spending more time with friends and family (37%) were the top resolutions in 2025

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THE END