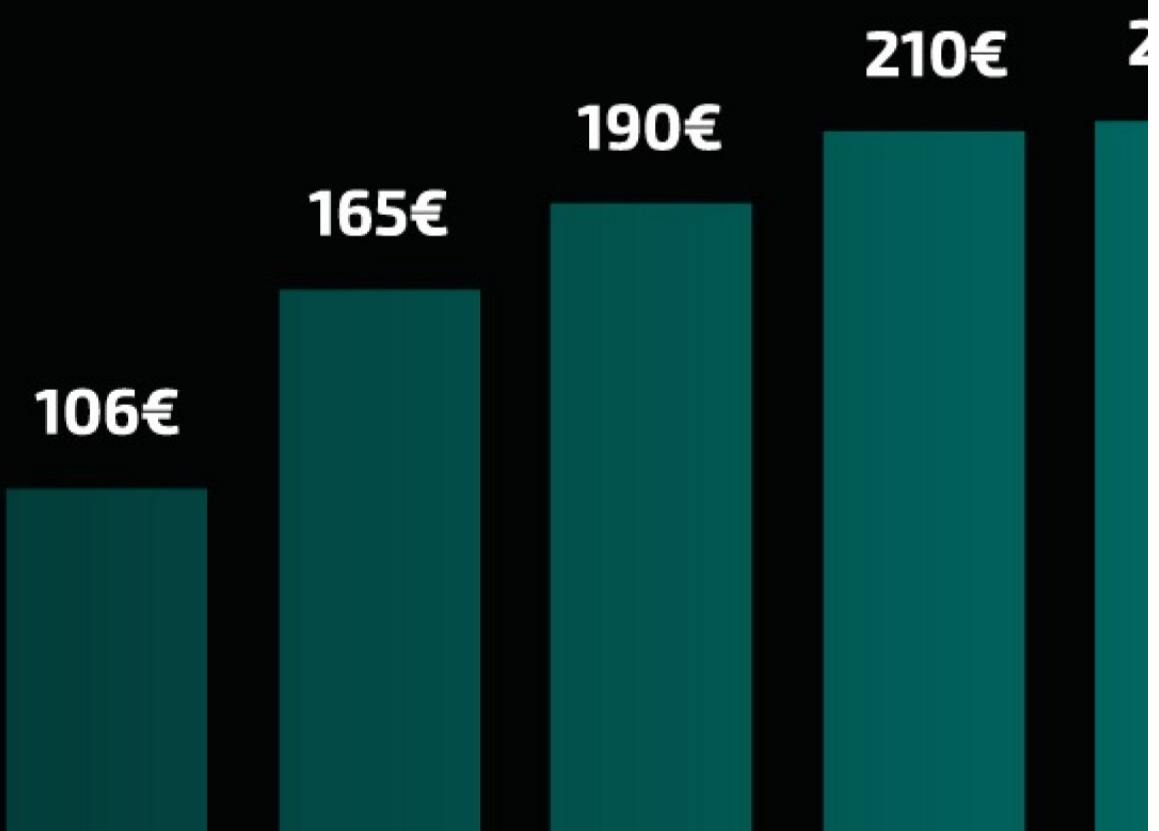


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Latvia



Greece



Estonia



How Europe Prepares for Christmas – Shopping Habits and Budgets Revealed by Blackcatcard and YouGov

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BY [BLACKCATCARD](#)

As the festive season approaches, a new survey by Blackcatcard and YouGov sheds light on how Europeans are planning their Christmas shopping, from the timing of their purchases to the amount they expect to spend. The survey, conducted across 11 European countries, reveals a blend of early planners, last-minute shoppers, and varying budgets, as citizens prepare for the holiday season.

Christmas Shopping Timelines Across Europe

According to the survey, Christmas shopping timelines are consistent across most European countries, with a significant number of people finishing their holiday shopping around mid-December or the week before Christmas. However, specific trends emerge in certain nations:

- **France:** French consumers are among the earliest shoppers, with many completing their gift shopping as early as November.
- **Latvia:** On the opposite end of the spectrum, Latvia has the highest concentration of last-minute shoppers, who wrap up their holiday purchases just days before Christmas.
- **Estonia, Germany, Greece, Italy, Lithuania, Malta, Poland, Portugal, and Spain** In these countries, the shopping is more evenly distributed throughout December, with no significant rush until the final days before Christmas.

Budget Variations Across Europe

The amount people plan to spend on Christmas gifts also varies greatly across the continent:

- **Latvia and Greece:** These countries stand out for their more modest spending plans, with consumers aiming to keep their holiday budgets under €200.
- **France and Malta:** In contrast, shoppers in France and Malta plan to splurge, with many budgeting over €300 for gifts this Christmas.
- **Other Countries:** The rest of Europe, including Estonia, Germany, Italy, Lithuania, Portugal, and Spain, falls somewhere between these two extremes, with planned spending generally ranging between €200 and €300.

These findings reflect the broader economic landscape and cultural approaches to holiday shopping across the continent. The survey highlights the diverse spending habits, from lavish holiday gifting in Malta and France to more restrained budgets in Latvia and Greece.

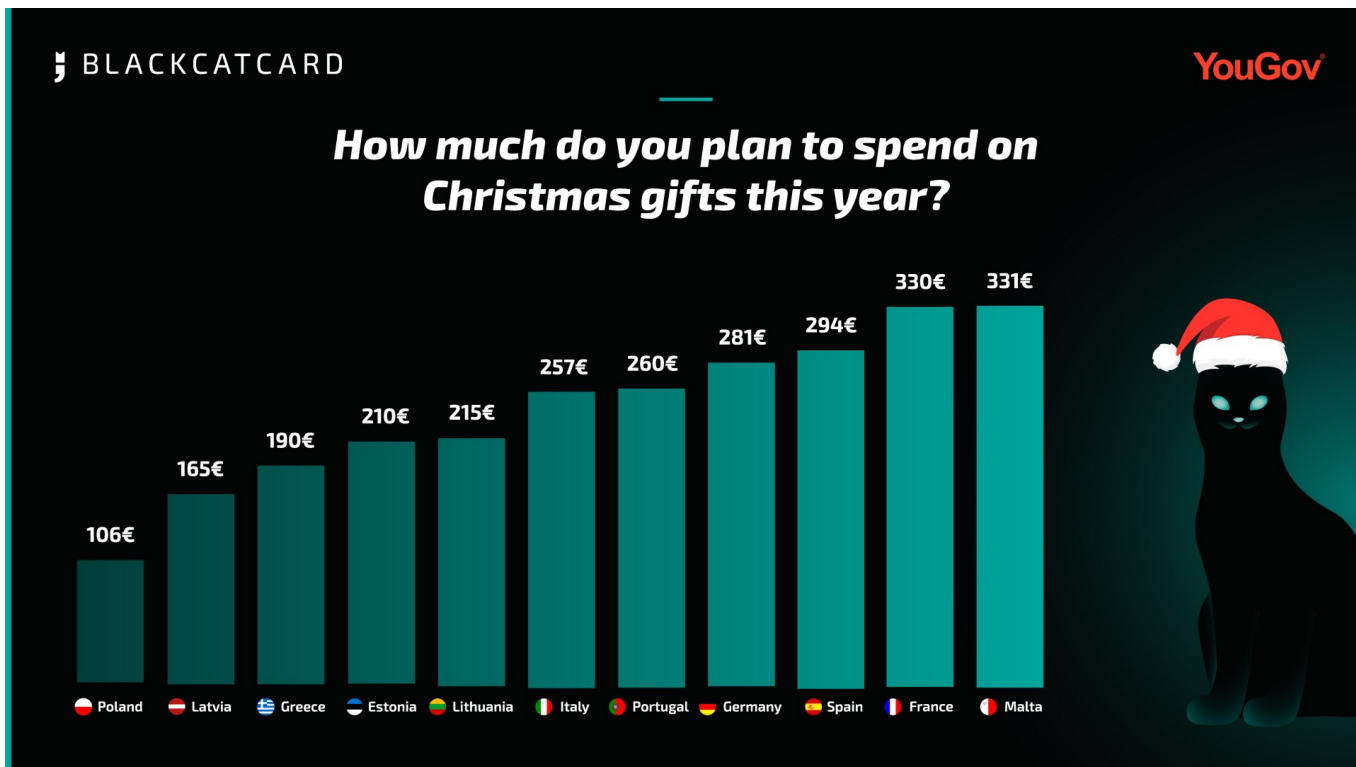
Survey Methodology

The findings in this press release are based on a survey conducted by Blackcatcard in collaboration with YouGov. The survey was conducted online from September 17 to 19, 2024, and included approximately 500 respondents per country, for a total of over 5,500 participants across Estonia, France, Germany, Greece, Italy, Latvia, Lithuania, Malta, Poland, Portugal, and Spain. The sample was representative of the adult population in each country by age, gender, and region, and included responses from individuals who celebrate Christmas.

Press release distributed by Wire Association on behalf of Blackcatcard, on Jun 16, 2026. For more information

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