



1 December 2011

GET YOUR FESTIVE ONLINE SHOPPING WRAPPED UP BY SATURDAY 17 DECEMBER

Nectar retail study of over half a million Brits reveals the cost of leaving it too late

Last-minute Christmas shoppers risk spending up to 46% MORE per transaction than those who buy their gifts early, according to a study by Nectar, the UK's largest loyalty programme.

In one of the biggest ever studies of British online retail behaviour in the run up to Christmas, Nectar looked at the spending habits of half a million people through the online shopping portal, Nectar.com/eShops, between 1 November and 24 December 2010.

The study reveals that customers buying before 17 December were the most savvy - spending an average of £37.28 per transaction. However, those shopping in the last week of Christmas spent up to 46% more, at £54.37 per transaction.

Nectar.com/eShops houses over 500 retailers online such as Play.com, eBay.co.uk and GAP.eu, where shoppers can earn Nectar points when they buy gifts.

Key 2010 seasonal shopping statistics also included:

- Early bird shoppers spent the most money on gadgets and entertainment products such as games consoles, iPods and TV's to secure the best deals
- A fifth of online Christmas shoppers spent over £200 each on gifts
- Following November pay-day, Monday 5 December 2011, is set to be the busiest day for online Christmas shopping

Jan-Pieter Lips, Nectar Managing Director, says: "Leaving your Christmas shopping too late can lead to panic-buying, where it's easy to lose track of your budget. Our study shows that buying gifts online before the 17th really can save you money.

"The results also reveal a shift in online shopping habits, as the way people make purchases at key times like Christmas has been revolutionised by loyalty schemes, cashback sites and voucher culture. British consumers are savvier than ever before and, as times get tougher, everyone is looking for the best value they can get.

"We've seen a huge growth in our eShops business, as online shoppers look to make their money work harder and receive rewards through the process."

-Ends-

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Notes to Editors:

- Data was collated from 530,000 Nectar cardholders and their online shopping activity from 1 November to 24 December 2010 was analysed for this study.

About Nectar

Nectar, the United Kingdom's leading coalition loyalty programme, is owned by Aimia, a global leader in loyalty management.

Over 18.5 million collectors earn Nectar points when shopping for groceries, doing DIY, booking a holiday, paying household bills, buying petrol and even getting their car serviced.

Collectors also earn Nectar points when they shop exclusively online via Nectar [eShops](#) at over 500 leading retailers online including, Play.com, eBay.co.uk and GAP [not applicable to retail stores or GAP.com]

Since Nectar's launch in 2002, over £1.5 billion of rewards have been redeemed by its collectors. Rewards include money off shopping, travel and general merchandise.

For more information about Nectar, please visit: www.nectar.com