



25th November 2010

Lavish Lunchtime

Nectar Predicts Record Online Shopping Peak

Christmas shoppers will be going ding, dong merrily online on Monday lunchtime (November 29th) when internet shopping is predicted to be at its highest ever level, as consumers look to make the most of every minute in their lunch hour.

The UK's leading loyalty scheme, Nectar, estimate that over 5 million people are expected to be shopping online at this time. Cyber shoppers will be taking advantage of their final pay cheque before Christmas, great online deals and access to fast broadband at work, to get their Christmas shopping underway from the comfort of their desks.

With £8 billion* expected to be spent online in the run up to Christmas, consumers can now make the most of their online spend by taking advantage of loyalty schemes offering points for online purchases, collecting loyalty points on their cyber shopping as well as on the high street.

If consumers earned points on all of this online spend, it would amount to over £80 million worth of Nectar points, which could be converted to:

- Over two million must-have Xmas toys - Buzz Lightyear Jet Packs
- Over two billion downloads of the UK's Christmas No.1 single (tipped to be this year's X Factor winner)
- Over 16 million litres of Sainsbury's Taste the Difference gravy

James Frost, Nectar's marketing director, said; "We're predicting record traffic via nectar.com on Monday lunchtime from our previous experience of shoppers using the last Monday in November to order their Christmas gifts, with big name stores like Amazon, eBay.co.uk, Debenhams and iTunes expected to be the most popular sites.

"Everyone knows to get their loyalty card out at the till on the high street, but fewer people realise you can also collect points online. Those who do are earning 50% more points than those who only collect in a high street store."

ENDS

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Notes to Editors:

*Research from Verdict Research, published 18 October 2010

About Nectar

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

More than 50 per cent of UK households collect Nectar points when shopping for groceries, doing DIY, booking a holiday, paying household bills, buying petrol and even eating out. Collectors also earn Nectar points every time they shop online via nectar.com at over 500 leading online retailers.

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

About Verdict

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