

#ChristmasIsAllAround

The decorations, the ads and the festive themed drinks, people on Twitter love Christmas and they love to plan it. That means a big opportunity for brands to connect, get inspired with our top festive insights.

Twitter users in the UK are

+41%

more likely to take on the role of planning the perfect Christmas vs. non-users

84%

of Twitter users in the UK love Christmas

Millennials on Twitter are especially passionate about Christmas, with

56%

being the main planners for Christmas



93% of Twitter users in the UK celebrate Christmas

And they love experiencing Christmas around them, especially:



56%

Christmas decorations



1 in 3

Christmas-themed adverts



71%

Festive food & drinks



1 in 2

Christmas music

Millennials on Twitter are

+24%

more into Christmas-themed movies than those not on Twitter

Christmas shopping starts early for Twitter users in the UK



3 in 4

Twitter users in the UK shop for Christmas presents before December

With youngsters being the most diligent:

82%

of 18-24 year-olds on Twitter shop before December

+19%

more likely to shop before December than their non-user peers

Twitter is the place for product discovery



2 in 5

Twitter users say that Twitter helps them learn about new products and brands