

TAKE ADVANTAGE OF THIS MAGICAL TIME OF THE YEAR, AND GO OUT-OF-HOME

84% OF X-MAS SHOPPING
is done in November and December

53% BUY GIFTS
that people will not buy for themselves

46% SEARCH ONLINE
after seeing an OOH ad

SHOPPING

430€ /household

Budget spent on end of year festivities

SHOPPING TIME +88%

more sales of alcoholic beverages

+110%

More sales of apero snacks

+180%

supermarket

+65% TURNOVER

in supermarket in December

+56%
more sales of chocolates

83% RECALL OOH ADS
30 minutes before shopping

Sources: Deloitte X-mas survey Belgium 2017, Carrefour data, Nielsen online activation survey 2017, American time use survey
Gifts from all sectors: 25% clothing, 18% toys&hobbies, 16% electronics, 12% health&beauty, 11% home&kitchen