

Introduction.

Behind every opened present, there's a different shopper who purchased it. The got-it-in-August shopper, the give more to get more shopper, the going all-in shopper. And don't forget the "oh \$#!* it's tomorrow" people.

At Klarna, we build products for every holiday shopper—and to build a smoother experience, we have to get to know them.

So this year, we commissioned a study to see how people around the world actually feel about the holiday season. Our results identified 5 distinct holiday personas, along with some thought-provoking insights into the beliefs and behaviors shared among groups.

Explore the findings throughout this report. And remember, no matter how you do the holidays, Klarna makes shopping for them easier than ever.

"We explored key behavioral research on which parts of our psychology are impacting our attitudes and feelings towards the holiday season and our approach to shopping for gifts."

Kate Nightingale, Consumer Psychologist

Methodology.

Klarna sent out an online survey to a representative sample of more than 18,000 consumers across 18 countries. We asked them a defined set of 54 questions to be able to clearly map out distinct attitudes towards shopping and the holidays. Our expert in-house team worked with consumer psychologist Kate Nightingale to identify the key psychological underpinnings of human behavior towards the holidays.

Klarna's insights and behavioral experts then performed a cluster analysis on the responses to build a segmentation model. This iterative process led to a model based on 18 questions, resulting in our 5 global holiday personas. These personas have been described using full survey data as well as Kate's extensive understanding of human social behavior.

The work didn't end there. Our team used factor analysis to reduce the number of questions from 18 to 4, and discriminant analysis to create an attribution model based on those questions. From this, a quiz was created that lets consumers see what persona they're closest to in just a few clicks!

More than
18,000
respondents in
18 countries

1
segmentation
model

5
holiday
personas



Key findings.

“People who are more prone to stress and worry could plan their shopping in advance to manage their stress levels or avoid the subject and leave things to the last minute entirely. How people behave really depends on a mix of factors and it’s incredible to see how they all come into play.”

Kate Nightingale, Consumer Psychologist

1 in 2
find gift-buying stressful.

People from 17 out of 18 countries listed gift buying as one of their top three sources of holiday stress.

44%
want meaningful gifts—at a bargain.

Most people are smart shoppers—they want the best buy at the best price—and who’s to blame them?

26%
have a flexible budget that’s “all in their head.”

Who needs a spreadsheet?! Most people keep a running tally in their head to make sure they’re not in the red.

1 in 6
regift unwanted presents.

Surely that’s better than those who pretend they love it, hide it in the closet or throw it away, right?

42%
plan their gift-buying.

Christmas is no time to throw caution to the wind—it’s best to be methodical, otherwise you’ll get lost in the frenzy!

3 in 5
still think Santa should be male.

We’ve got a long way to go towards gender equality—even in the LGBTQIA+ community, more than half think that a gender-fluid Santa is a no go.



“Enthusiasts are lovers of tradition and want to stay true to the real meaning of the holidays. This genuine holiday spirit pushes them to find meaningful gifts for loved ones.”

Kate Nightingale,
Consumer Psychologist

1. The Enthusiast

As far as you're concerned, all the other days of the year are just leading up to the main event. You LOVE the holidays. By November 1st, you're humming festive tunes. By December 1st, your social calendar is all penciled in, and you're living for it.

You genuinely enjoy shopping for gifts and put your heart and soul into finding the perfect present for everyone on your list. But that doesn't mean you don't love a good bargain. You hunt for those deals, and you're always looking for environmentally sustainable gift options.



Holiday LOVE index.



2. Master of Festivities

You're the holiday social butterfly. You spend the season rounding up the troops and spreading cheer from party to party. Friends, family, co-workers, strangers—no one is left off your list, and you work tirelessly to make sure everyone has fun. You get stressed when obligations get in the way of your good time, but you've got

a few tricks up your sleeve to manage that. Like starting your shopping way before December. Your resourcefulness makes you especially good at finding bargains. Your social awareness means you're always on the lookout for more sustainable ways to shop.

“Masters of Festivities are highly open to experiences and want to celebrate with everyone. They are dreamers who want to make everything perfect, which is also why they love decorating the outside of their homes far more than other persona.”

Kate Nightingale,
Consumer Psychologist



90%
of Masters of Festivities love the holidays.

“Gatherers put their family—be it biological or chosen—first. Their key focus is on their close relationships, so personal meaning is very important to them when giving, and receiving, gifts.”

Kate Nightingale,
Consumer Psychologist



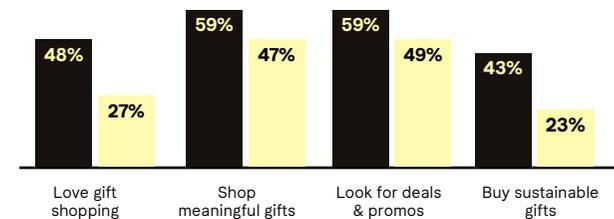
Festive Feels: How identity impacts the way we celebrate the holidays.

3. The Gatherer

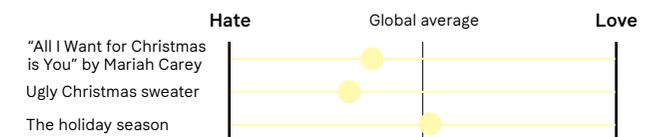
For you, the holiday season is all about spending time with your family or chosen family. Traditions are fun, but what really matters to you is that everyone is together, shouting about who cheated at Scrabble or baking something festive that they saw on the internet #nailedit.

You don't love shopping, but you do love getting your people thoughtful and meaningful presents, so that makes it all worth the effort. You're the kind of person who purchases gifts intuitively. You'll know it when you see it. Even better if it's on sale.

Holiday gift shopping. ■ Gatherers ■ Global average



Holiday LOVE index.



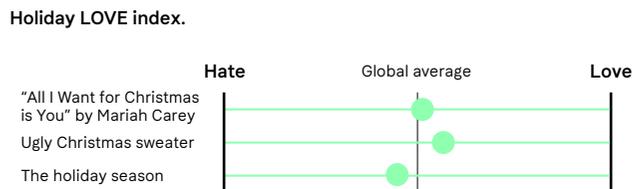
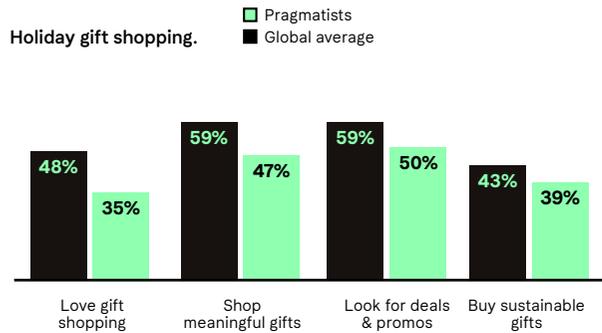
4. The Pragmatist

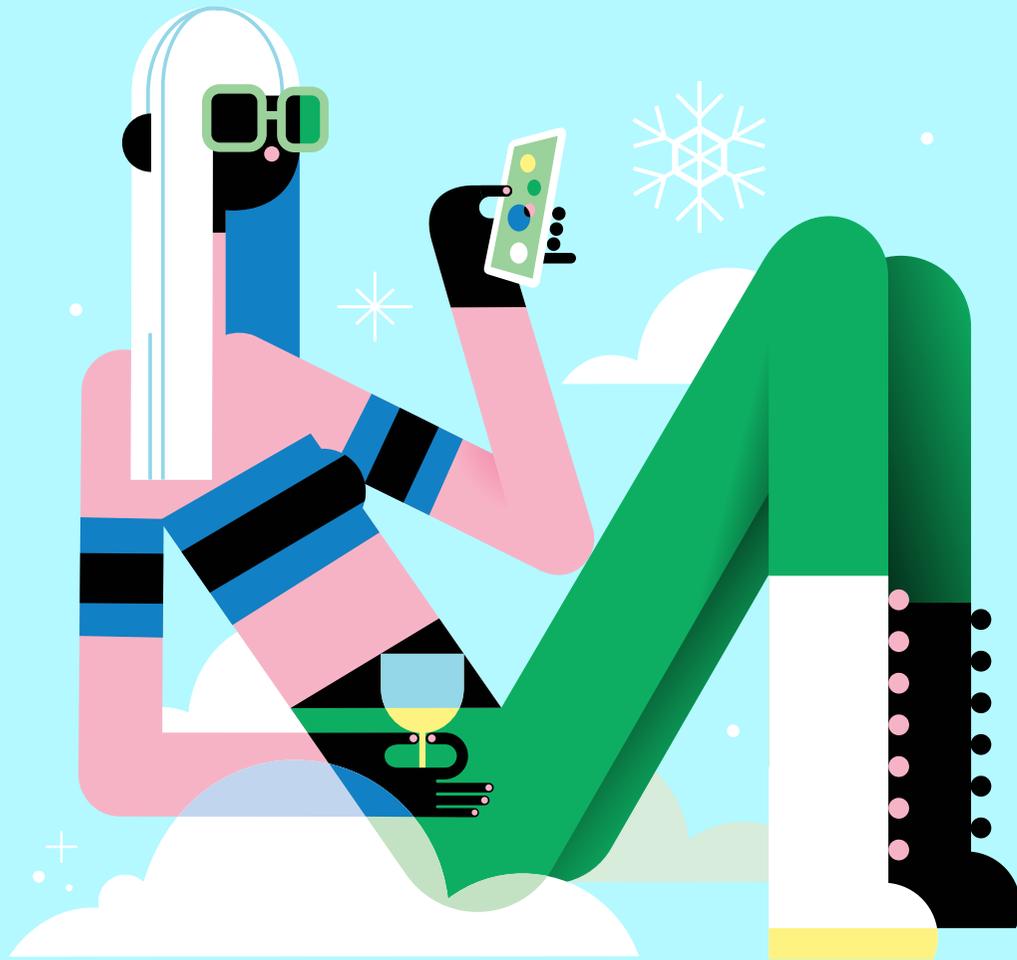
You have a very sensible approach to the holidays, splitting your time between family, friends, and co-workers. You like the festive energy, the magic in the air, the traditions, but you don't go overboard because who has time for that? You make shopping for gifts

easier by setting a budget for your purchases, and you love a deal. You strive to give meaningful, environmentally sustainable gifts but at the end of the day, what's most important to you is that you and your loved ones celebrate together.

“Pragmatists—as the name suggests—are fairly conscientious, and tend to take a middle-of-the-road approach towards the holidays. It doesn't mean they don't enjoy it though—they celebrate with family, friends and even co-workers.”

Kate Nightingale,
Consumer Psychologist





5. The Nay-Sleighter

The holidays are fine, but you're not really into the hype of it all. You might even find it a tad dull. You float through the season, dodging overly festive co-workers, obligations, and romcoms. If you do celebrate, it's

usually with family or people you'd consider family. You're not super into shopping, so when you give gifts they're usually less planned and more spontaneous. But in the end, it's the thought that counts, right?

“Nay-Sleighters might appear like they don’t care about the holidays but in fact their approach to gift-giving—buying something they feel someone might like when they see it— shows the opposite. With them there probably is a need to scratch beneath the surface.”

Kate Nightingale,
Consumer Psychologist

3
The average number of gifts Nay-Sleighters purchase.

Holiday gift shopping.
■ Nay-Sleighters
■ Global average



Holiday LOVE index.



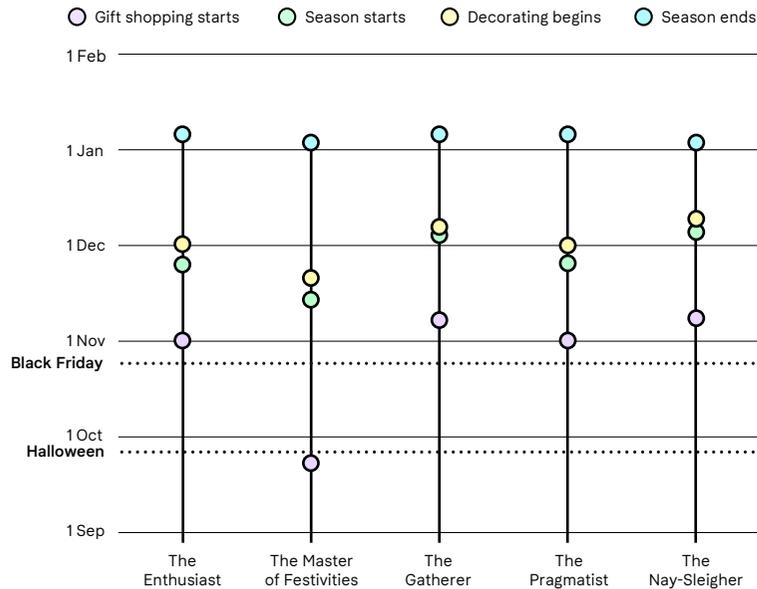
How the personas gift.

Just like their general attitudes and behaviors toward the holidays as a whole, each of the 5 personas approach shopping for gifts a little bit differently. Like how The Master of Festivities starts planning and shopping for gifts over a month before any of the others, as opposed to The Nay-Sleighter who is the

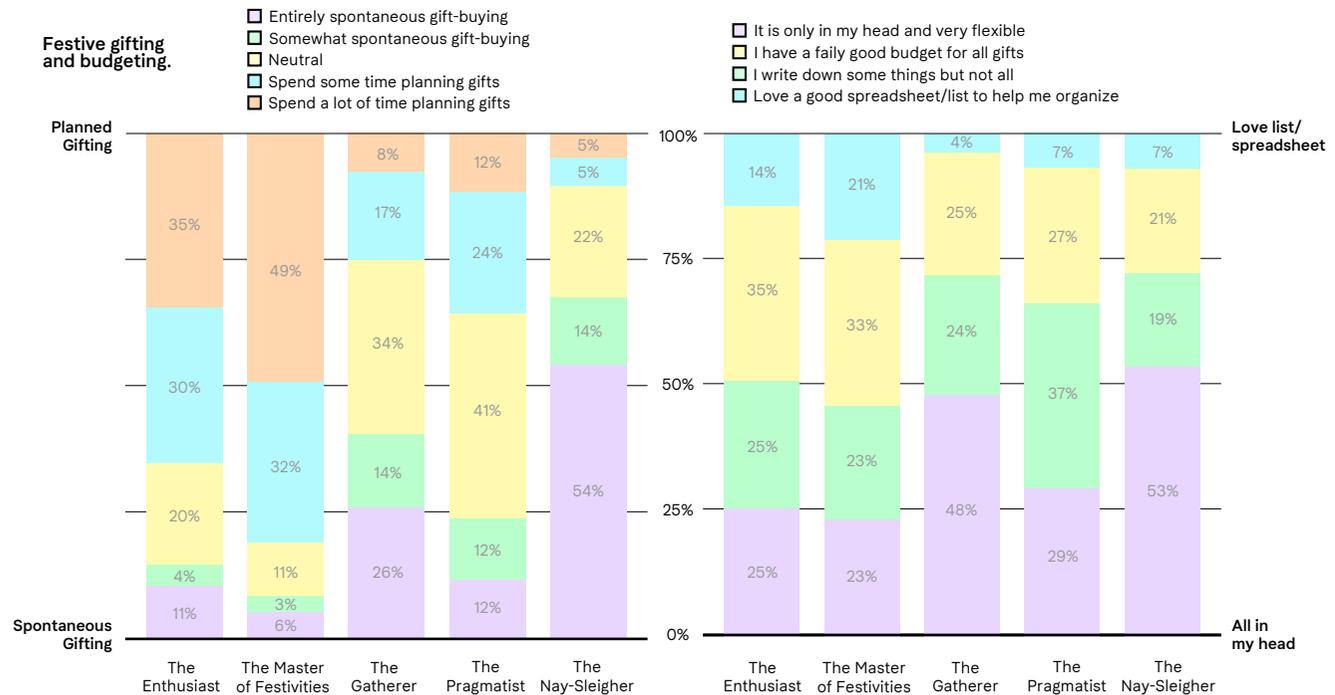
most spontaneous gift-giver by far (that is, if they give any gifts at all).

Fortunately, no matter where they fall, Klarna has all the inspiration and planning tools they need to find and shop gifts in whatever way works best for them.

Festive schedule.



Festive gifting and budgeting.



Demographics.

How are shopping behaviors informed by specific attributes of our identity? Let's find out. We analyzed data through 5 demographic filters, creating a global lens on individuals to learn more about our shared holiday experiences.

Gender.

Gender is a spectrum, so naturally, its effect on holiday shopping varies. Dressing up is equally important for women and men, and more than doubly important for nonbinary respondents. It seems men are becoming increasingly brand conscious—and less likely to rock yet old ugly Christmas sweater.

When it comes to gifts, women put more emphasis on smart spending than their male counterparts, despite traditional thinking that says men are “better with money.”

Men are openly more critical of presents they don't like but aren't comfortable regifting. Meanwhile, more women think this is perfectly fine, and would rather spare people's feelings.

An equal amount of men and women want to give environmentally-friendly gifts, but men outshine women when it comes to listening to Mariah Carey's “All I Want for Christmas is You,” all year long.



1 in 3

women say their stress levels increase during the festive season, while only 1 in 5 men feel the same.

All the cooking and making the holidays perfect is what gets women fired up more than men.

Generation.

No matter your age, time spent together is everyone's favorite holiday pastime. From Gen Z to seniors, socializing with family and friends is overwhelmingly what we look forward to.

But some of us get straight to work creating our own North Pole. Gen Z are most likely to decorate their house for the holidays, identifying their love of holiday decor.

Since millennials are most concerned about their finances throughout the season, they

get ahead of it by planning well before the rest. They're likely to run into Gen Z at the mall, as these two stand apart as the most excited to give gifts.

Speaking of presents, what happens when you unwrap something that... just isn't you? Well, it depends. Nearly 1 in 2 seniors wouldn't say anything at all if they received a gift they didn't like, in contrast with Gen Xers and millennials who are comfortable with regifting. Some call it inappropriate, others call it innovation.

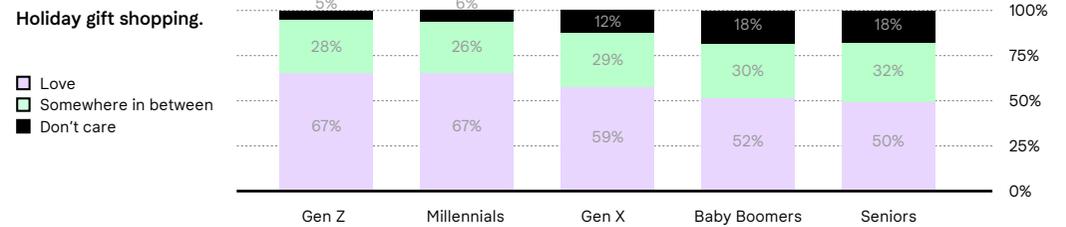
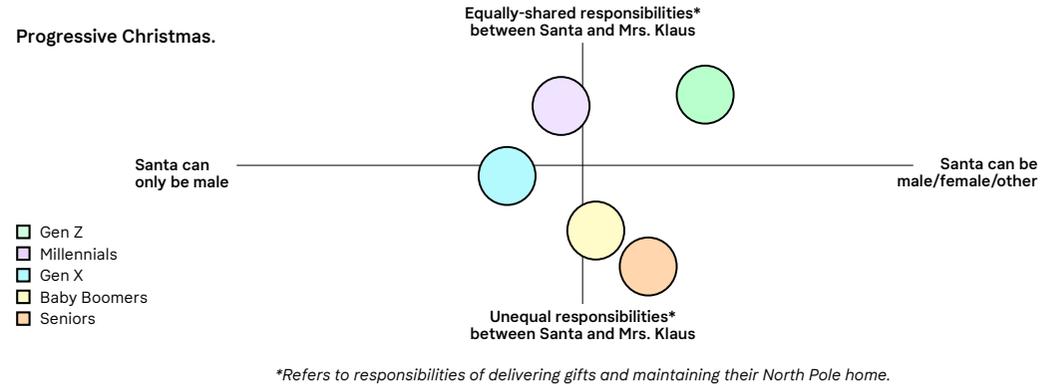
Sexual Identity.

Members of the LGBTQIA+ community are more likely to celebrate with their friends and chosen family. Speaking of family, 25% of queer respondents listed their children as their primary gift recipients.

Regardless of who you love, everyone shops for gifts that align with their values. LGBTQIA+ people are increasingly aware of the environmental impact of a product, while people that

identify as straight tend to prioritize on-budget gifts with personal significance.

On average, LGBTQIA+ people bring the holiday cheer, as they're more likely to celebrate outside of the house, and deck the halls at home, too. For a quarter of them, the holiday season starts well before winter, and for nearly 1 in 10 it's more than just December, it's a year-round passion.



2 in 5

of LGBTQIA+ plan to buy new outfits for the holiday season.



Star Signs.

Aries, leader of the Zodiac, stands out as the sign with the most holiday spirit. And they're also the most likely to lie about loving a gift. But Leos are 5 times more likely to return the gift without ever mentioning it.

Geminis are frequent regifters, while Sagittarius's would sooner donate unwanted items to charity. Cancers are comfortable with both, but 17% would most likely hide them in the closet.

Aquarians and Pisces are vehemently opposed to ugly

Christmas sweaters, while you'll find Taurus and Virgo getting the festivities going, refreshing drinks, and playing host. Capricorn's join in too, because while they're sensible, they love to have fun.

Scorpio leads the way when it comes to decorating the house—even as early as November. Who else loves seasonal traditions? Libra, the sign with the most holiday nostalgia of them all.

Family.

The holidays are all about who we spend it with, and family structure informs so much of our experience. The always "dependable" eldest siblings aren't as serious as we think... ringing in the holidays belting "All I Want for Christmas is You" and enjoying a nostalgic, joyful season.

Middle siblings want their gifts to be trendy, on-brand, and the right size for them. If something's off, they're likely to quietly return it. Younger siblings love giving unique, personal gifts and are more likely to shop for themselves, too.

Single-child families celebrate slightly more conservatively than multi-child families, and only children enjoy shopping for friends and loved ones.

Klarna Users.

70% of Klarna shoppers love the holidays as compared to the average of 60%. From singing Mariah more than most, to 9 in 10 gearing up to decorate their house, they're a festive bunch. So much so that their stress levels actually decrease during the holiday season.

Klarna shoppers value quality over price whether they're giving or receiving gifts, and more than half want their gifts to be environmentally-friendly. Smart shoppers at their core, Klarna users love fashion, but are always on the hunt for a holiday deal.

"Although scientific research shows no effect of birth order on personality, this survey certainly paints a different picture of attitudes towards the holidays. The eldest might feel social permission to let go a little, while the youngest keep the magic going."

Kate Nightingale,
Consumer Psychologist

2 in 10

Aries attend holiday festivities, most likely in ugly Christmas sweaters as they're the star sign that loves them the most!

Quick-fire facts.



#1.

Men are nearly twice as more brand-conscious compared to women when both giving and receiving gifts.

#2.

Moms are both the best—and worst—gift-givers. They can't cut a break!

#3.

More than twice as many Klarna users say their stress levels decrease during the holidays compared to the average. What a festive bunch!

#4.

Nearly 1 in 10 LGBTQIA+ respondents say they put holiday decorations up as early as October.

#5.

Millennials are more responsible than they're given credit for. They buy their gifts early, are most concerned about their finances and regift unwanted presents, supporting the circular economy.

#6.

5 in 8 Gen Z-ers think Santa and Mrs. Klaus should share the responsibility of delivering gifts and maintaining their North Pole home.

#7.

The eldest sibling is twice as likely to listen to Mariah Carey's "All I Want for Christmas is You" all year round compared to younger siblings.

#8.

These are the top celebrities that respondents want to have at their festive table:

- Lady Gaga (14%)
- Snoop Dogg (12%)
- Cristiano Ronaldo (11%)

Conclusion.

Klarna makes shopping smooth all year around, but it's never more critical to get it right than during the holidays, when people count on us the most. With this data, we have the information we need to continue to refine and improve our products even further, to better suit every holiday shopper. And hopefully, like us, you not only learned about consumer behaviors, but also gained some insight into the cultural influences, generational differences, familial impact, and more that inform how you enjoy the season. Now, throw on your ugly sweaters, or don't, hit play on "All I Want for Christmas is You," or something else, and get your holiday shopping done however you do it, with Klarna.

About Klarna.

We make shopping smooth. With Klarna consumers can buy now and pay later, so they can get what they love today. Klarna's offering to consumers and retailers include payments, social shopping and personal finances. Over 250,000 retail partners, including H&M, IKEA, Expedia Group, Samsung, ASOS, Peloton, Abercrombie & Fitch, Nike and AliExpress have enabled Klarna's innovative shopping experience online and in-store.

Klarna is one of the most highly valued private fintechs globally with a valuation of \$45.6 billion. Klarna was founded in 2005, has over 4,000 employees and is active in 17 countries. For more information, visit klarna.com.



Appendix: Country Specific Insights.



Australia.

Compared to the global average, Australians are the least likely to decorate their house for the holidays. That doesn't stop them from lively celebrations though, as they outshop other countries when it comes to new holiday outfits.

Country profile:

- Rise in holiday stress levels: 27%
- Main reasons for stress: buying gifts (41%), financial concerns (40%), crowds (26%)

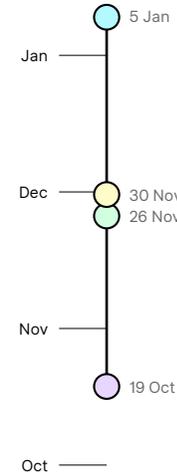
Progressive Christmas Rank*:

- Gender-diverse Santa: 9 (28%)
- Mr/Mrs Klaus should share workload: 7 (56%)

*Number represents ranking out of 18 countries (Percentage of total population)

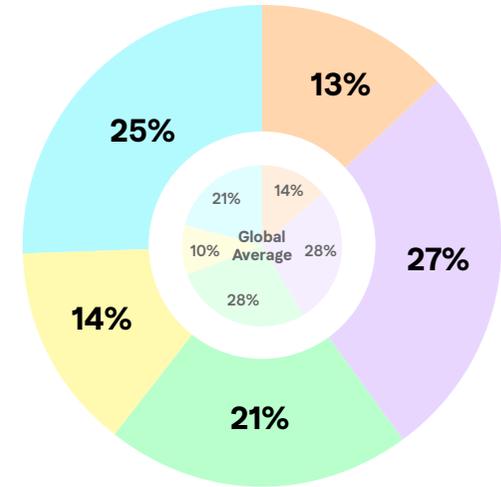
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

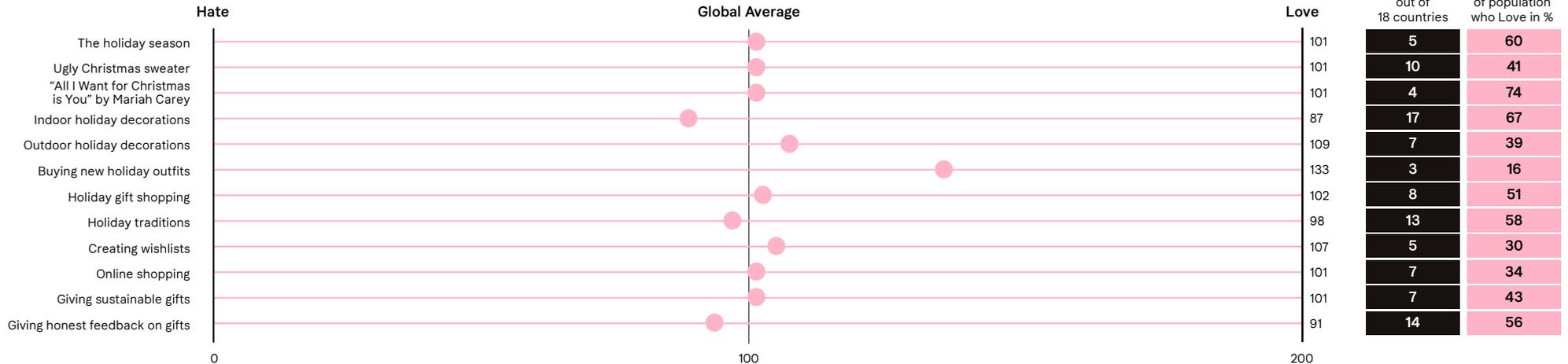


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleigher



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Austria.

For 16% of Austrians, the holiday season lasts all year long, more than double the global average. Despite being the biggest fans of "All I Want For Christmas is You," when it comes to gift giving, they're not as emotional. In fact, Austrians are the biggest bargain hunters of any nationality.

Country profile:

- Rise in holiday stress levels: 27%
- Main reasons for stress: buying gifts (53%), crowds (37%), seeing family (30%)

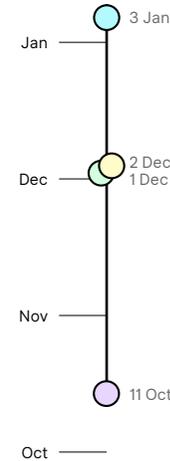
Progressive Christmas Rank*:

- Gender-diverse Santa: 11 (27%)
- Mr/Mrs Klaus should share workload: 4 (56%)

*Number represents ranking out of 18 countries (Percentage of total population)

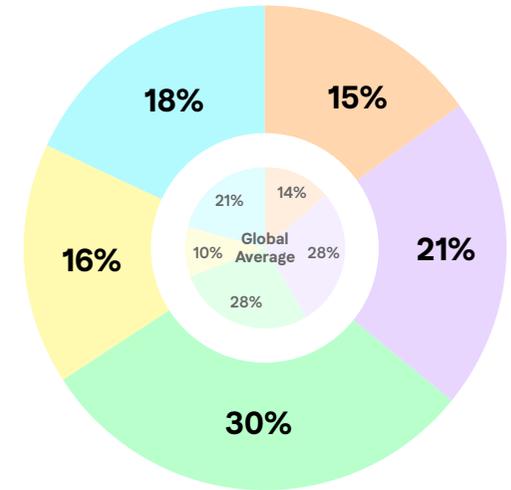
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

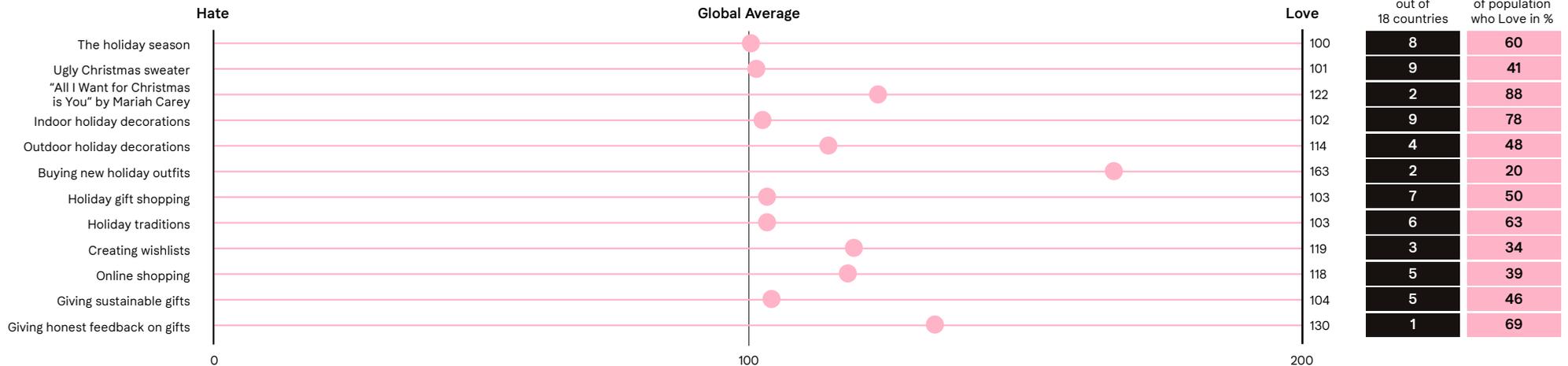


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Belgium.

Almost half of Belgians report that their stress levels are unaffected by the holidays. While some do experience increased stress, it's not from the frenzy of last-minute gifting—they actually prefer to shop in-store because they don't mind the crowds.

Country profile:

- Rise in holiday stress levels: 25%
- Main reasons for stress: buying gifts (40%), making the holidays perfect (32%), financial concerns (27%)

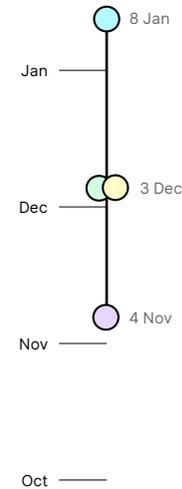
Progressive Christmas Rank*:

- Gender-diverse Santa: 14 (24%)
- Mr/Mrs Klaus should share workload: 13 (52%)

*Number represents ranking out of 18 countries (Percentage of total population)

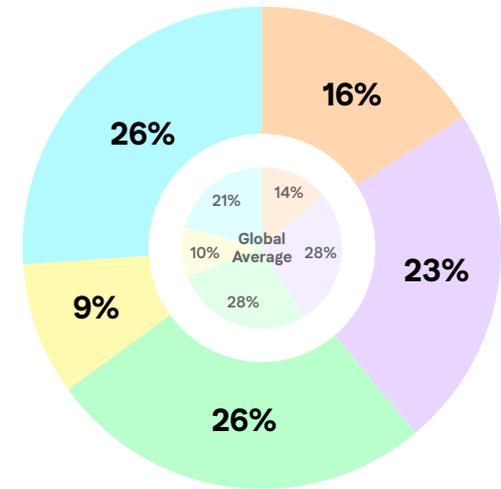
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

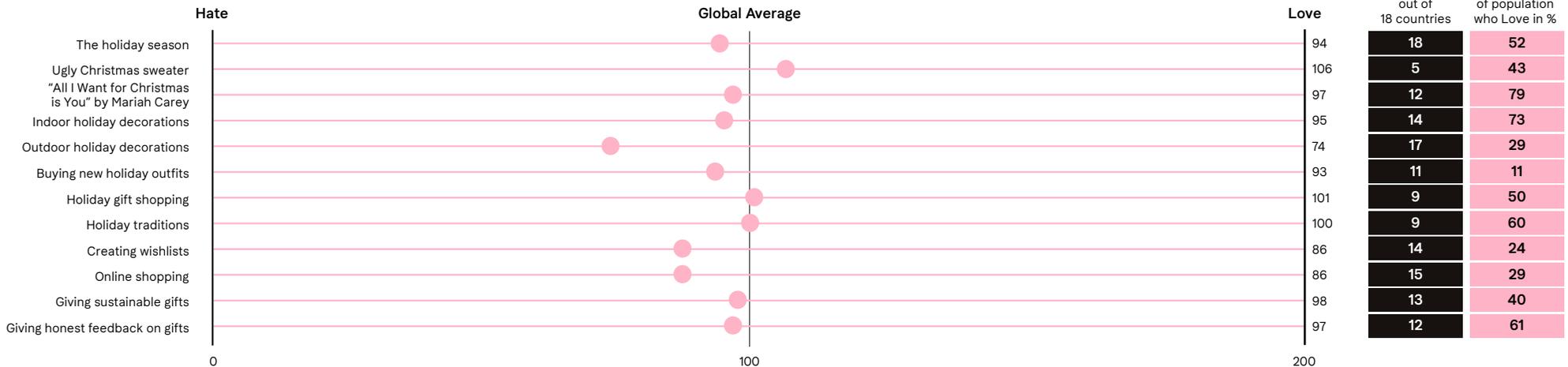


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Canada.

Canadians ring in the holidays early, with a quarter putting up decorations in November. Across the country, 2 in 3 will adorn the outside of their house. Probably why Canadians are 13 times more likely than other nations to have strong childhood holiday memories –decorations are everywhere they look.

Country profile:

- Rise in holiday stress levels: 27%
- Main reasons for stress: buying gifts (51%), financial concerns (39%), crowds (37%)

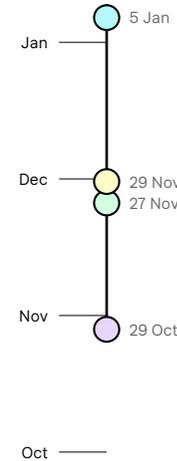
Progressive Christmas Rank*:

- Gender-diverse Santa: 13 (25%)
- Mr/Mrs Klaus should share workload: 6 (56%)

*Number represents ranking out of 18 countries (Percentage of total population)

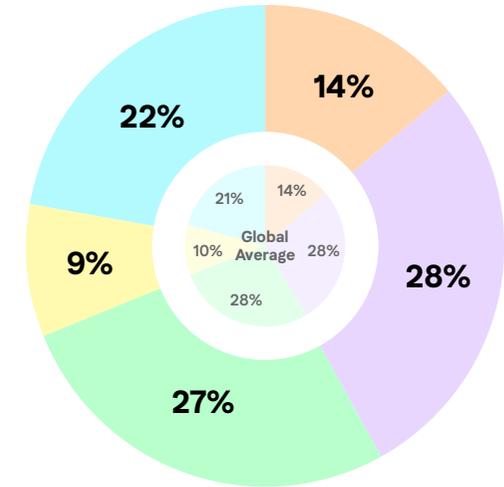
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

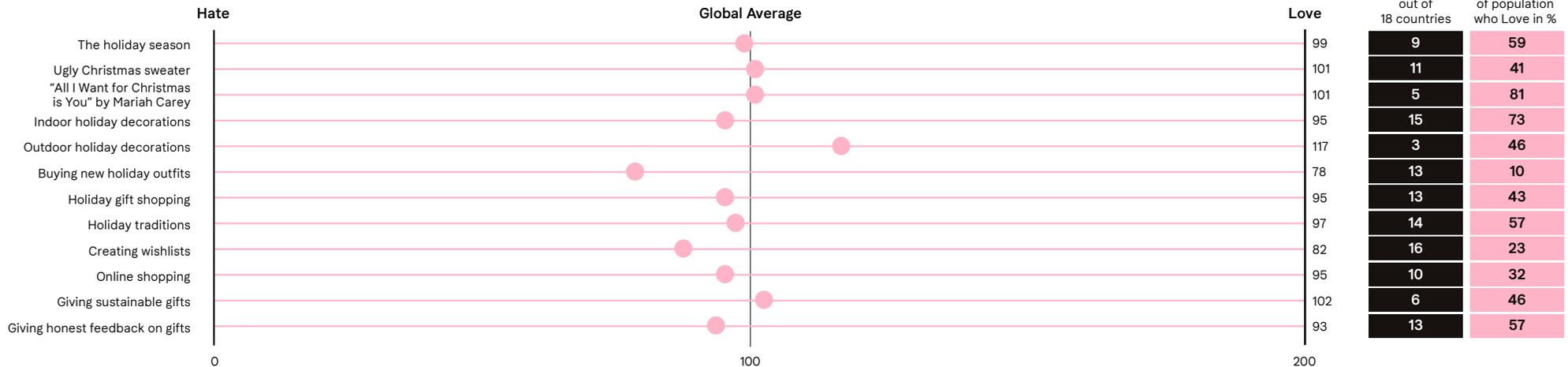


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleigher



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Denmark.

Danes are up-front gifters, starting with the lists they make. 1 in 2 create lists for family and friends, and 1 in 5 are willing to tell a gift-giver if they didn't like what they received. Similarly, they don't have much issue with returning presents, after all, they noted what they wanted in the first place.

Country profile:

- Rise in holiday stress levels: 24%
- Main reasons for stress: buying gifts (50%), financial concerns (35%), crowds (26%)

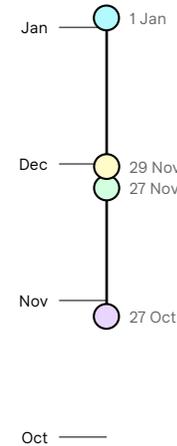
Progressive Christmas Rank*:

- Gender-diverse Santa: 17 (22%)
- Mr/Mrs Klaus should share workload: 17 (49%)

*Number represents ranking out of 18 countries (Percentage of total population)

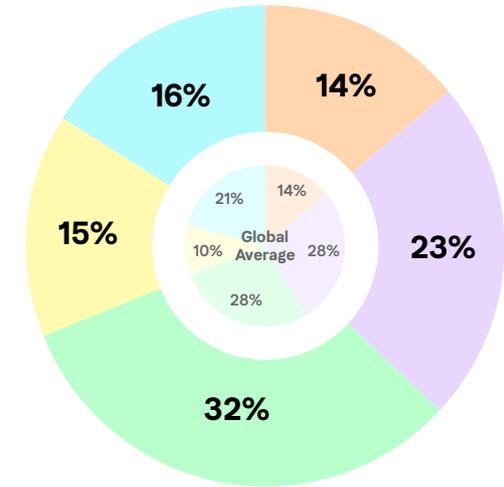
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

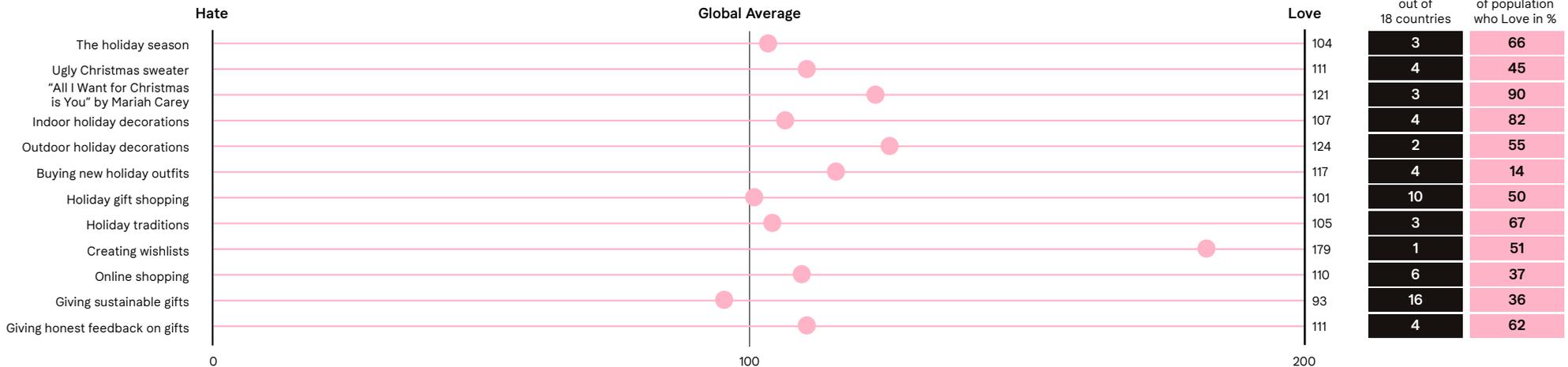


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Finland.

49% of Finns are unlikely to give honest feedback if they don't like a gift. Maybe out of respect for their hometown hero, Santa? Despite being festive to their core, they attend half as many holiday gatherings as the rest of the world.

Country profile:

- Rise in holiday stress levels: 30%
- Main reasons for stress: buying gifts (57%), financial concerns (41%), all the cooking (28%)

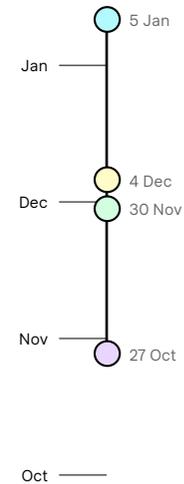
Progressive Christmas Rank*:

- Gender-diverse Santa: 18 (68%)
- Mr/Mrs Klaus should share workload: 12 (52%)

*Number represents ranking out of 18 countries (Percentage of total population)

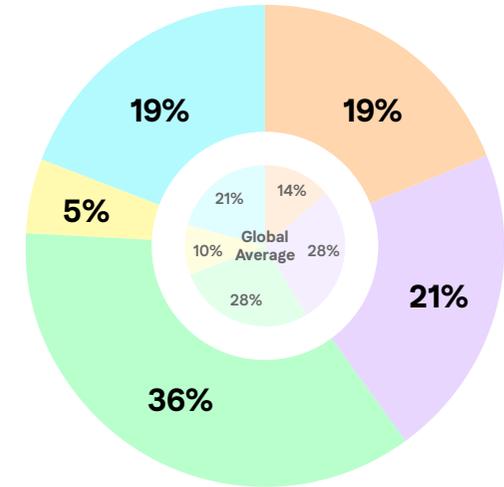
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

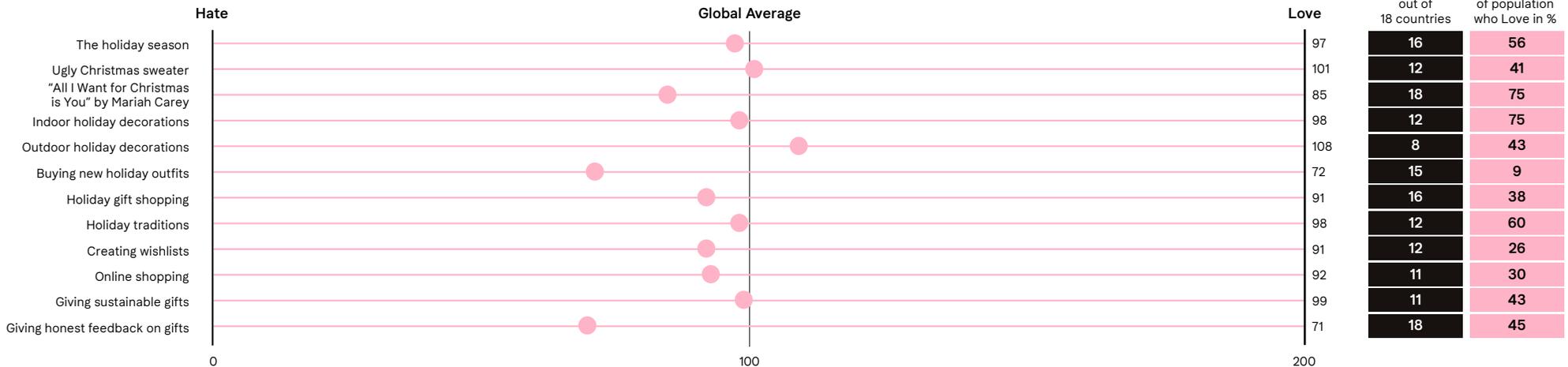


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

France.

The French rank 1st of all respondents in terms of wanting an equally shared workload between Santa and Mrs. Klaus. While they tend to stay quiet when it comes to unwanted gifts, they are unlikely to succumb to peer pressure to decorate their homes.

Country profile:

- Rise in holiday stress levels: 24%
- Main reasons for stress: buying gifts (43%), making the holidays perfect (39%), financial concerns (22%)

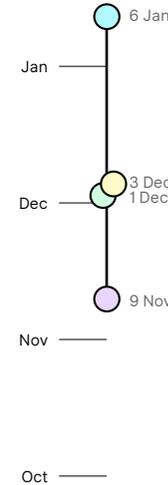
Progressive Christmas Rank*:

- Gender-diverse Santa: 16 (22%)
- Mr/Mrs Klaus should share workload: 1 (63%)

*Number represents ranking out of 18 countries (Percentage of total population)

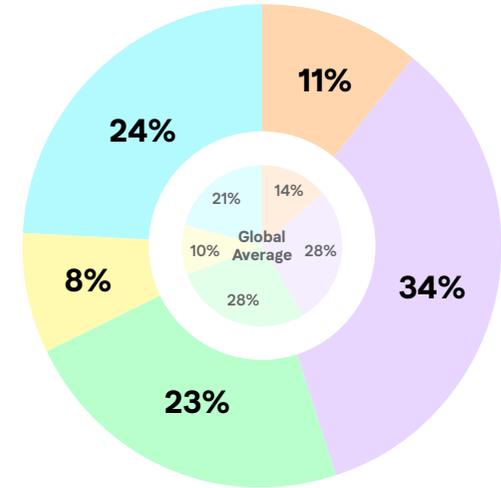
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

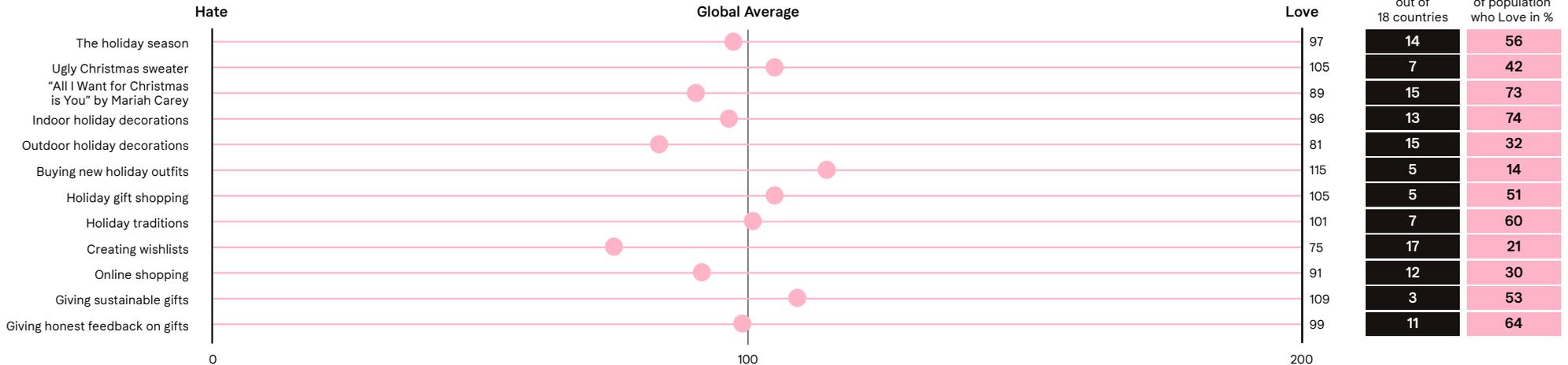


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Germany.

Germans are the least interested in holiday bargains, with 24% citing that deal hunting just “isn’t really me.” Despite loving Christmas, you’d be hard pressed to find someone in an ugly Christmas sweater in Germany, since 71% are completely opposed to the idea.

Country profile:

- Rise in holiday stress levels: 28%
- Main reasons for stress: buying gifts (49%), all the cooking (29%), crowds (28%)

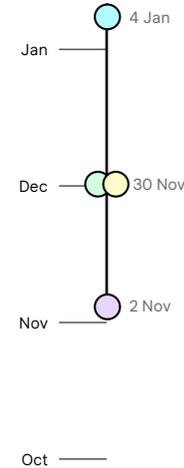
Progressive Christmas Rank*:

- Gender-diverse Santa: 4 (32%)
- Mr/Mrs Klaus should share workload: 16 (56%)

*Number represents ranking out of 18 countries (Percentage of total population)

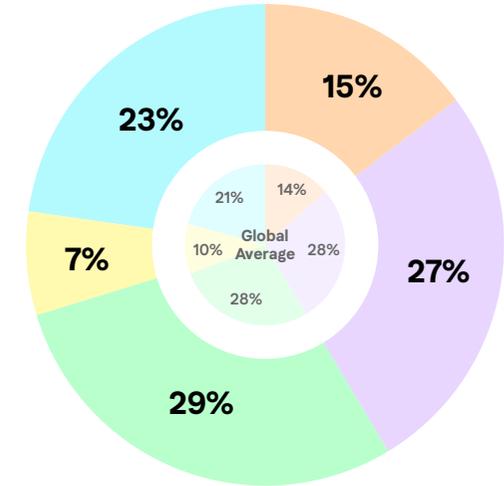
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

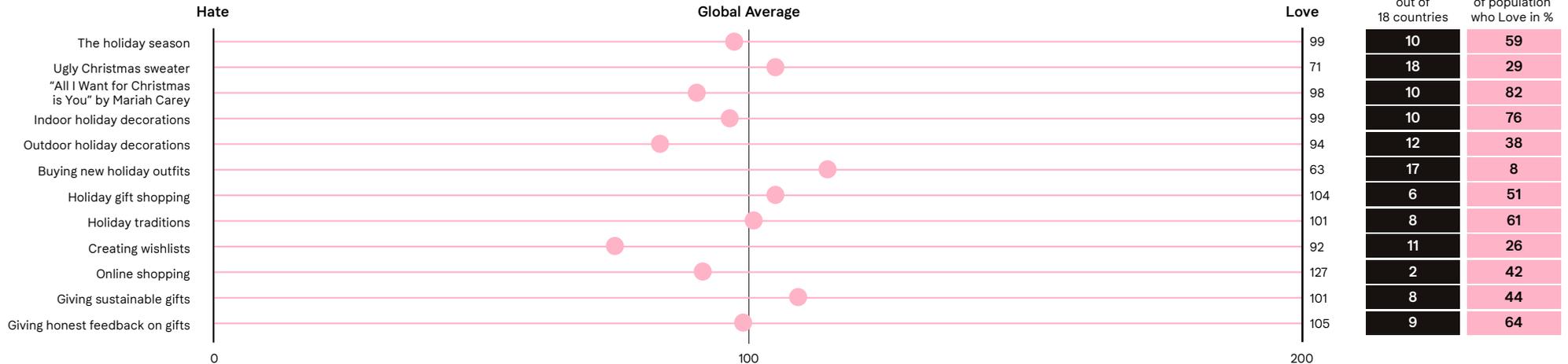


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Italy.

Italians were some of the most planful respondents, with 17% saying they love spreadsheets to help them handle their holiday shopping. Despite all this organization, they attend so many holiday celebrations they generally lose count.

Country profile:

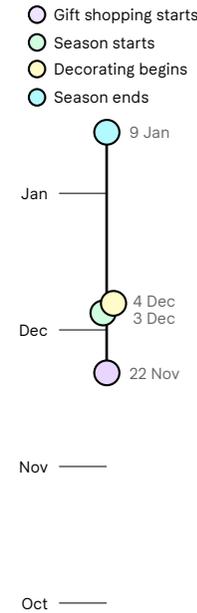
- Rise in holiday stress levels: 22%
- Main reasons for stress: buying gifts (40%), crowds (37%), all the cooking (30%)

Progressive Christmas Rank*:

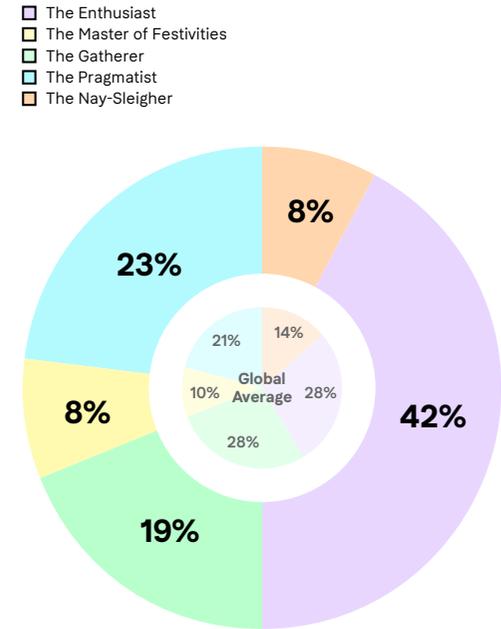
- Gender-diverse Santa: 10 (28%)
- Mr/Mrs Klaus should share workload: 14 (52%)

*Number represents ranking out of 18 countries (Percentage of total population)

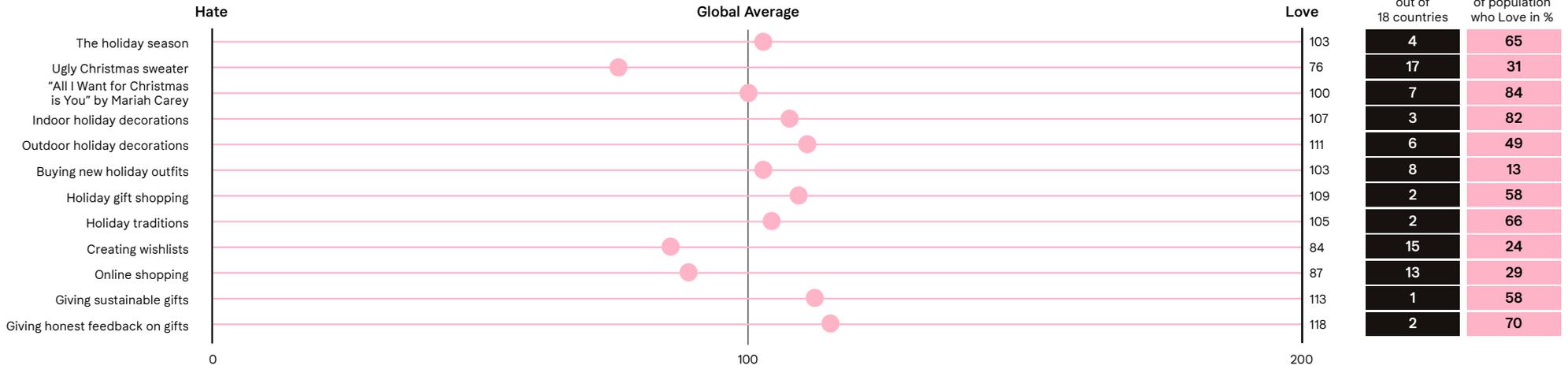
Festive schedule.



Personas' share of population.



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Netherlands.

The Dutch are somewhat more spontaneous than others. A little under half say they buy gifts when they run into something they know a friend or family member would like. Moreover, they're less likely to plan out expenses with 2 in five choosing a 'flexible' budget.

Country profile:

- Rise in holiday stress levels: 23%
- Main reasons for stress: making the holidays perfect (32%), all the cooking (27%), buying gifts (26%)

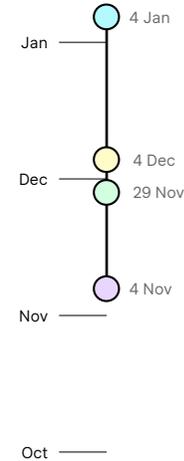
Progressive Christmas Rank*:

- Gender-diverse Santa: 6 (31%)
- Mr/Mrs Klaus should share workload: 18 (44%)

*Number represents ranking out of 18 countries (Percentage of total population)

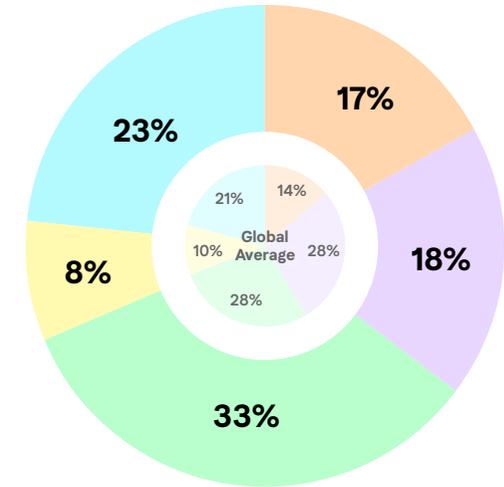
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

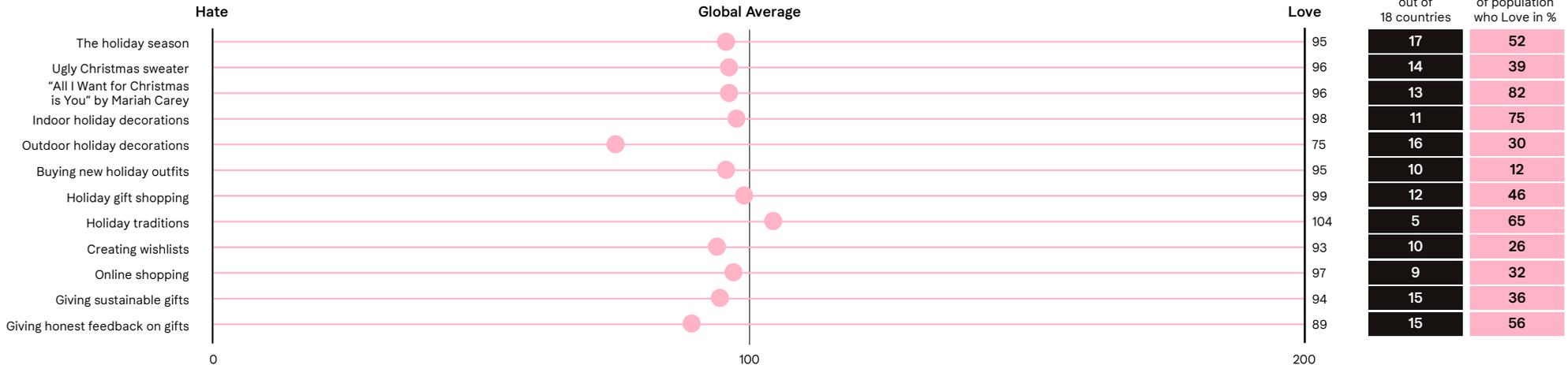


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

New Zealand.

Kiwis are savvy shoppers who try to get a good deal when gift shopping—something they do mostly in-store. “Not a penny more, not a penny less” they probably say—a third of Kiwis also have a fairly good budget for all their gifts, higher than the global average.

Country profile:

- Rise in holiday stress levels: 27%
- Main reasons for stress: buying gifts (43%), financial concerns (42%), crowds (30%)

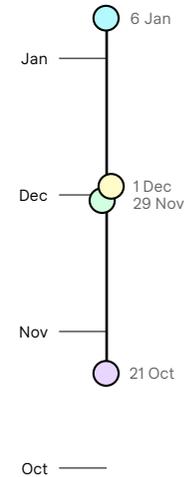
Progressive Christmas Rank*:

- Gender-diverse Santa: 12 (25%)
- Mr/Mrs Klaus should share workload: 11 (54%)

*Number represents ranking out of 18 countries (Percentage of total population)

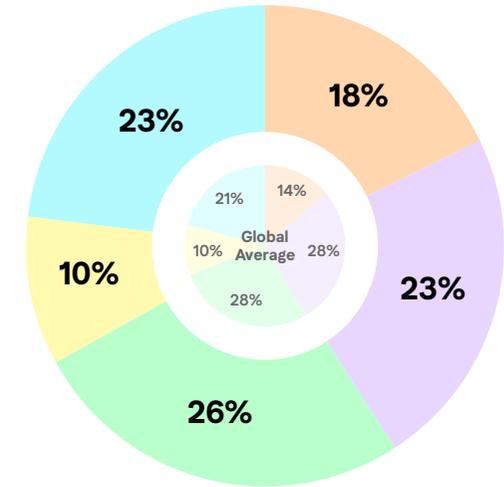
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

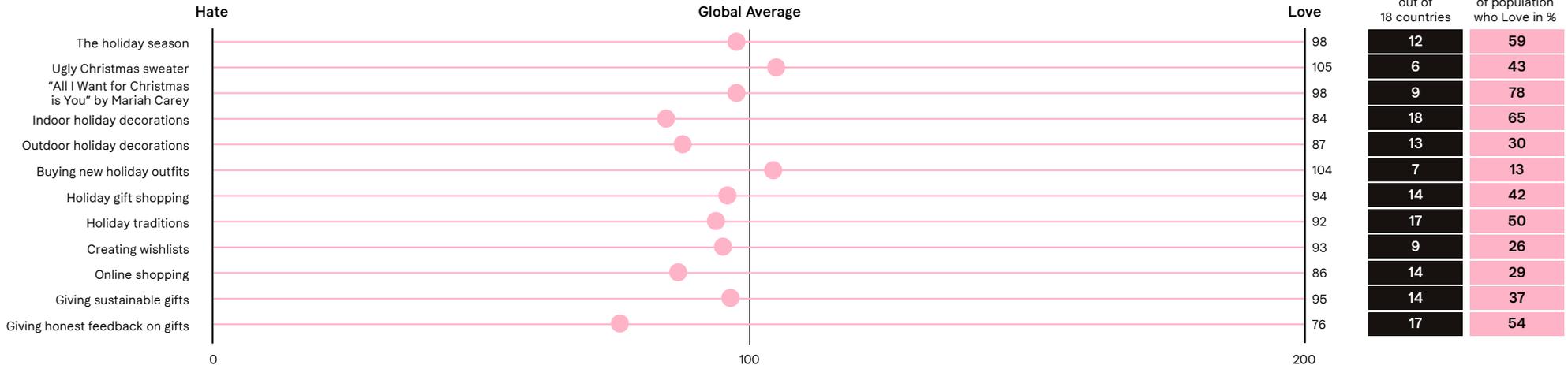


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Norway.

Ask a Norwegian to go gift shopping, and they're not likely to love it—only a third say that they do. However, they're usually quite thankful for what they do get, with almost half saying they love all the gifts they receive. Who's the person they're least concerned about on their gift list? Their significant other!

Country profile:

- Rise in holiday stress levels: 31%
- Main reasons for stress: buying gifts (60%), financial concerns (36%), making the holidays perfect and social gatherings (28%)

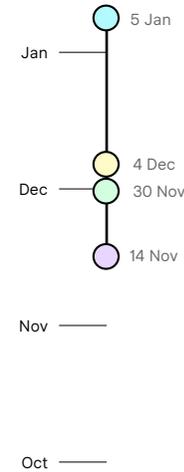
Progressive Christmas Rank*:

- Gender-diverse Santa: 3 (38%)
- Mr/Mrs Klaus should share workload: 15 (51%)

*Number represents ranking out of 18 countries (Percentage of total population)

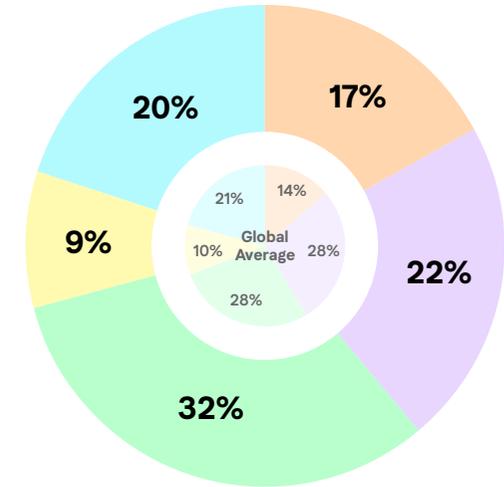
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

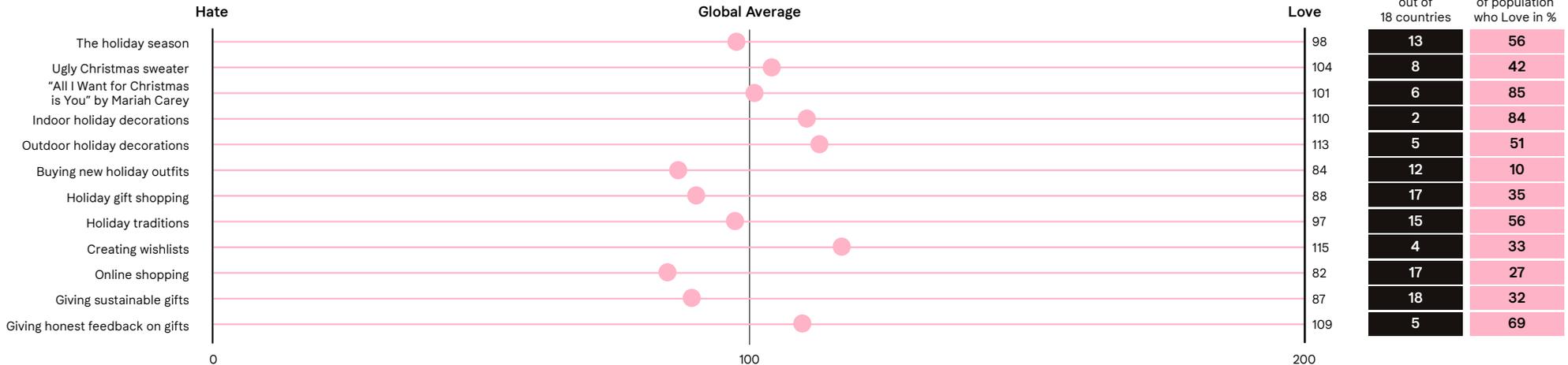


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Poland.

Poles by far love gift shopping the most (68%). So it's unsurprising that Poland is the only country who didn't list 'gift-buying' as one of their top 3 holiday stressors. Poles are twice as likely to hide an unwanted gift in the closet—if you can't see it, it didn't really happen!

Country profile:

- Rise in holiday stress levels: 29%
- Main reasons for stress: making the holidays perfect (55%), all the cooking (43%), financial concerns (40%)

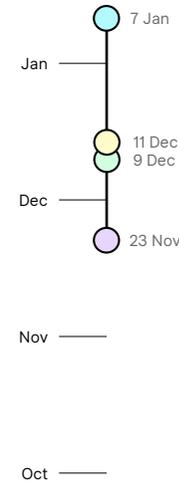
Progressive Christmas Rank*:

- Gender-diverse Santa: 7 (29%)
- Mr/Mrs Klaus should share workload: 3 (60%)

*Number represents ranking out of 18 countries (Percentage of total population)

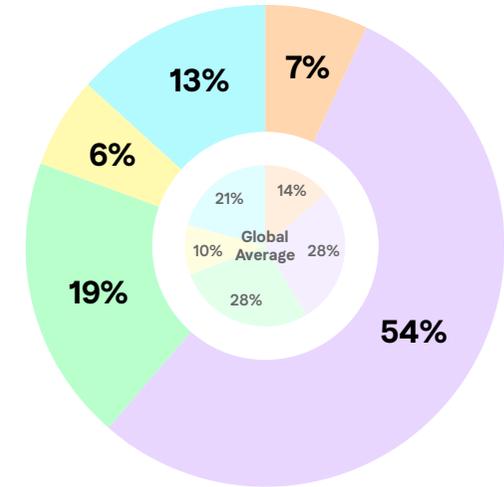
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

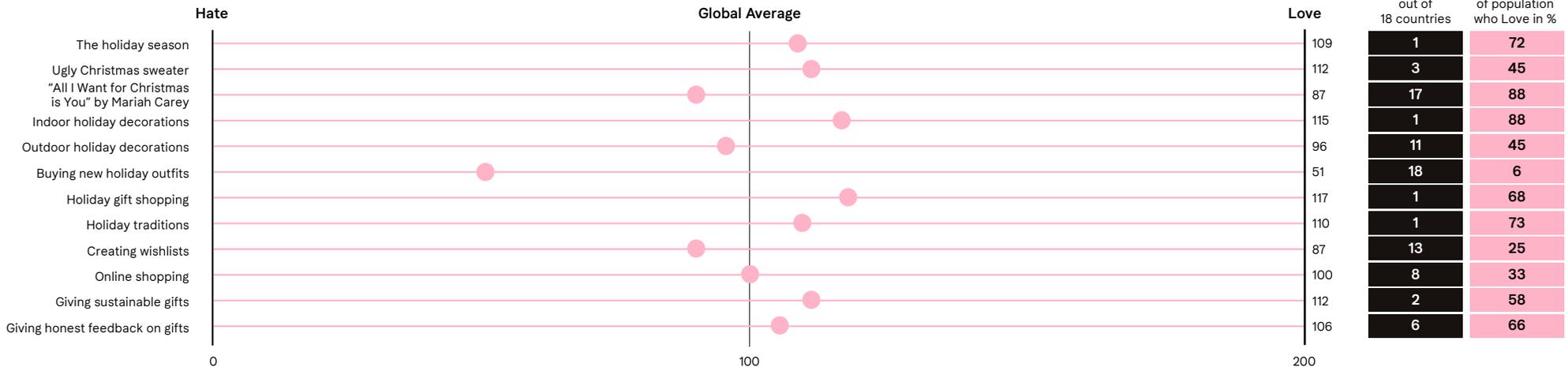


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Spain.

Spain is the most progressive in their views on gender equality. They top the list for gender-diverse Santas and are second in wanting a shared workload between Santa and Mrs. Klaus. Another thing the Spanish think should be shared? Time together, as they attend the most number of celebrations during the holiday season.

Country profile:

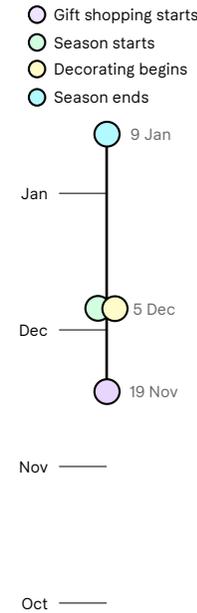
- Rise in holiday stress levels: 27%
- Main reasons for stress: crowds (47%), buying gifts (41%), social gatherings (38%)

Progressive Christmas Rank*:

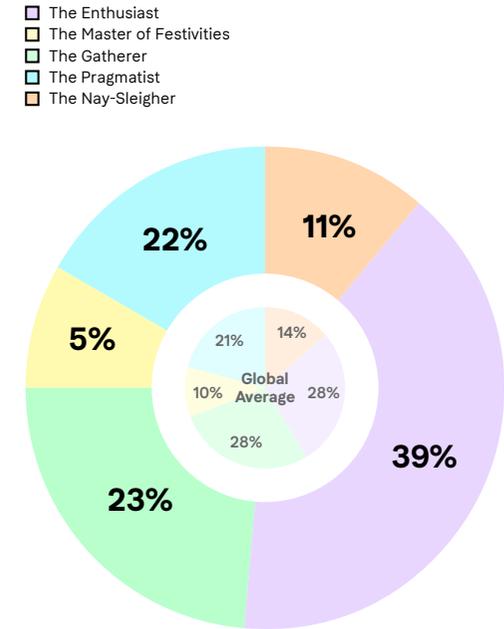
- Gender-diverse Santa: 1 (41%)
- Mr/Mrs Klaus should share workload: 2 (63%)

*Number represents ranking out of 18 countries (Percentage of total population)

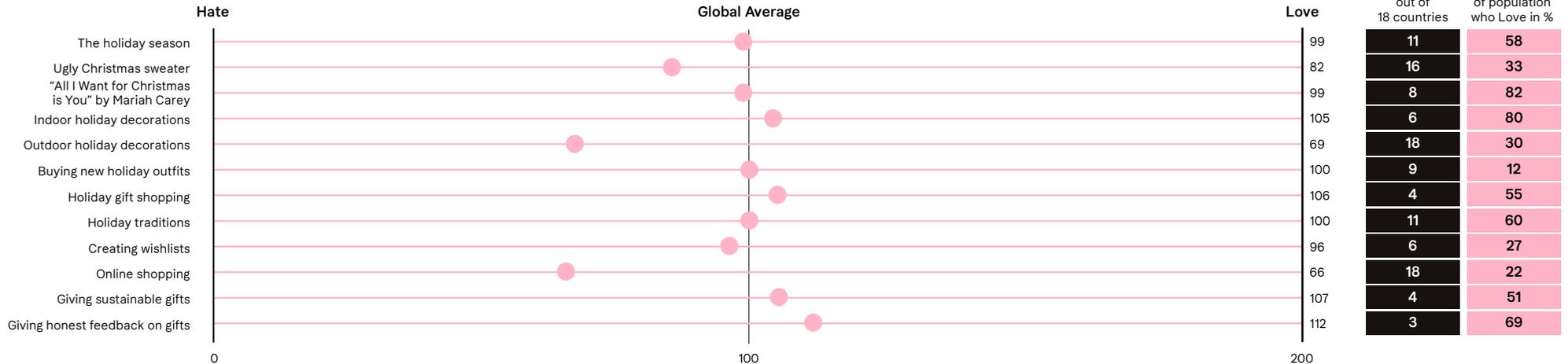
Festive schedule.



Personas' share of population.



Holiday LOVE Index.



Sweden.

Despite the Swedes' somewhat muted approach towards the holidays, they value community spirit 3 times more than average and are also crazy about food and drink. And while they might not go crazy when gift shopping, they make sure children are top of the list.

Country profile:

- Rise in holiday stress levels: 33%
- Main reasons for stress: buying gifts (49%), making the holidays perfect (31%), all the cooking (30%)

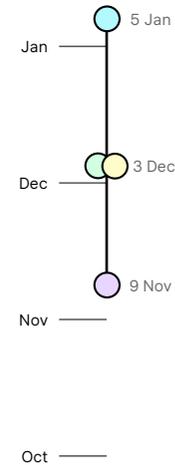
Progressive Christmas Rank*:

- Gender-diverse Santa: 2 (40%)
- Mr/Mrs Klaus should share workload: 5 (56%)

*Number represents ranking out of 18 countries (Percentage of total population)

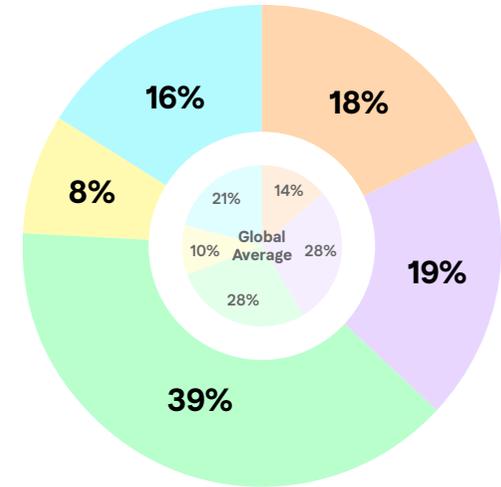
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

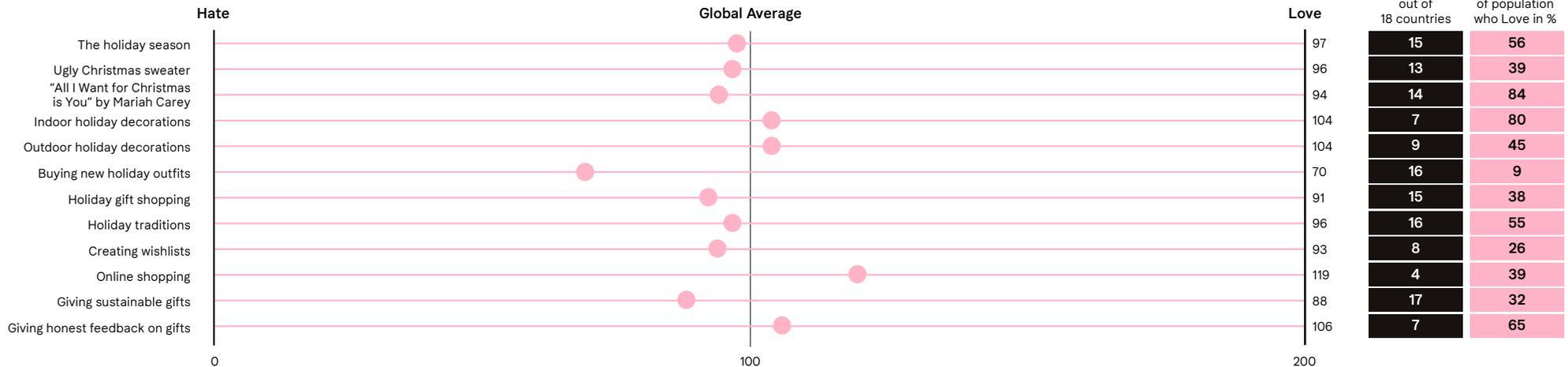


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

Switzerland.

74 % of Swiss say the holidays bring them joy—despite loving gift shopping the least. It must be that intrepid spirit—3 times as many Swiss say travelling is their favorite part of the holidays compared to the average.

Country profile:

- Rise in holiday stress levels: 24%
- Main reasons for stress: buying gifts (41%), crowds (29%), seeing family (27%)

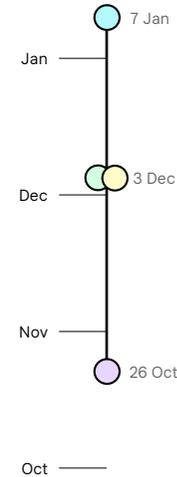
Progressive Christmas Rank*:

- Gender-diverse Santa: 5 (31%)
- Mr/Mrs Klaus should share workload: 8 (56%)

*Number represents ranking out of 18 countries (Percentage of total population)

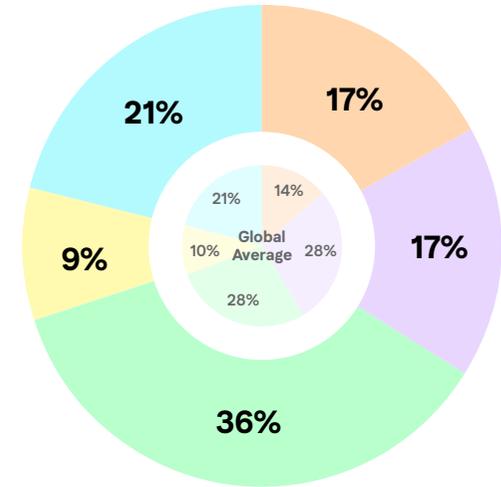
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

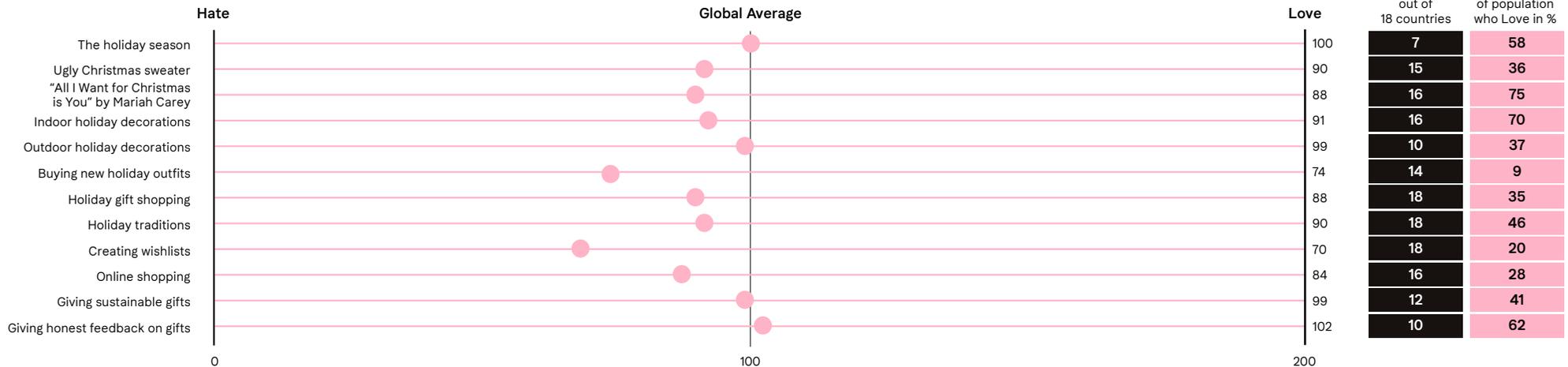


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

UK.

The holidays are a time for giving, and keeping true to that spirit Brits are most likely to donate unwanted gifts to charity. Nearly half of them say they spend a lot of time planning their gift purchases—and Brits shop early with a third of them starting in September!

Country profile:

- Rise in holiday stress levels: 27%
- Main reasons for stress: buying gifts (44%), financial concerns (32%), all the cooking (32%)

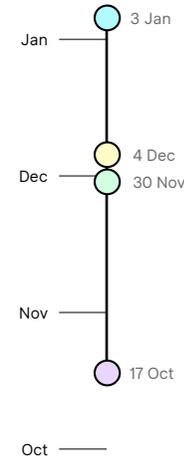
Progressive Christmas Rank*:

- Gender-diverse Santa: 15 (24%)
- Mr/Mrs Klaus should share workload: 9 (55%)

*Number represents ranking out of 18 countries (Percentage of total population)

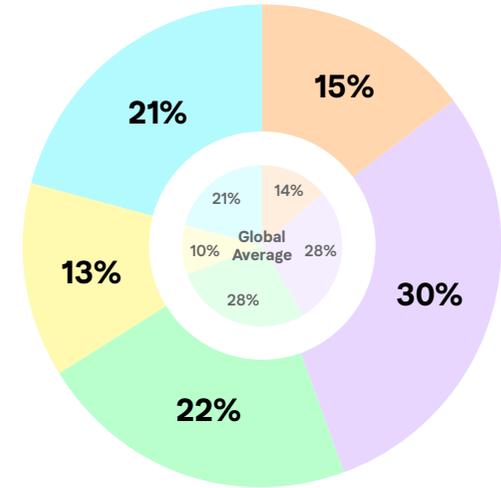
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

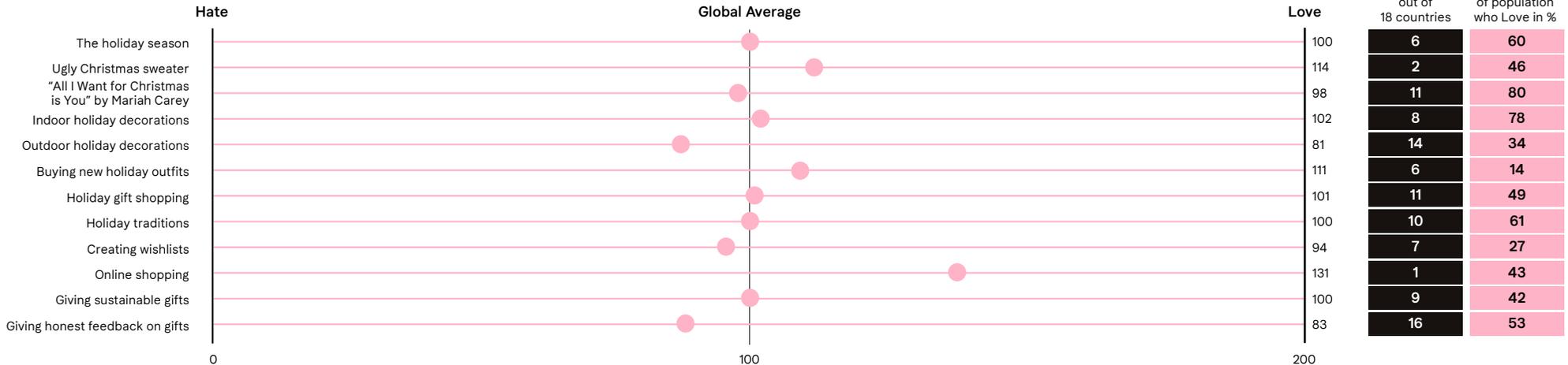


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

USA.

Americans, they're just so darn friendly. Over half say they will spend time with friends throughout the season. And if they get a gift they don't like, they're the most likely to lie and say they do, to spare others' feelings. And of course, Americans are also the most enthusiastic about ugly Christmas sweaters. They're perfect for all those holiday parties!

Country profile:

- Rise in holiday stress levels: 27%
- Main reasons for stress: buying gifts (46%), financial concerns (39%), crowds (30%)

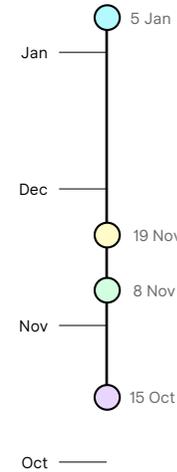
Progressive Christmas Rank*:

- Gender-diverse Santa: 8 (28%)
- Mr/Mrs Klaus should share workload: 10 (54%)

*Number represents ranking out of 18 countries (Percentage of total population)

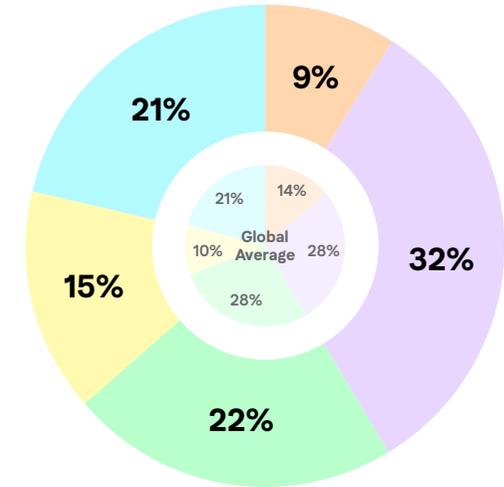
Festive schedule.

- Gift shopping starts
- Season starts
- Decorating begins
- Season ends

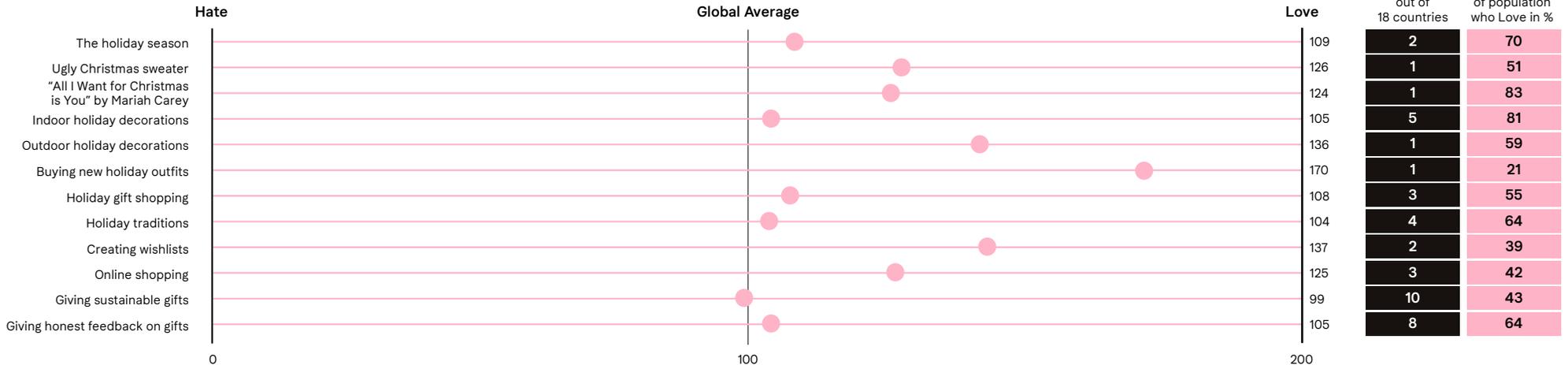


Personas' share of population.

- The Enthusiast
- The Master of Festivities
- The Gatherer
- The Pragmatist
- The Nay-Sleighter



Holiday LOVE Index.



Festive Feels: How identity impacts the way we celebrate the holidays.

