



# PACKAGING FOR CHRISTMAS

## BUSINESS OF THE HOLIDAY SEASON IN 2018

1/5

GERMAN RETAIL SALES:  
EURO 525 BILLION  
TOTAL SALES

THE HOLIDAY SEASON IS THE PERIOD WITH THE HIGHEST RETAIL SALES IN GERMANY TOTTALLING **EURO 100.3 BILLION.**

**MORE THAN HALF** OF ALL GERMANS SHOP ONLINE FOR CHRISTMAS.

**US \$ 1 BILLION** SALES ARE EXPECTED IN THE USA FOR THE CHRISTMAS SEASON 2018.

AVERAGE CHRISTMAS SPENDING PER PERSON ACCORDING TO A 2018 SURVEY:  
UP FROM THE PREVIOUS YEAR

+ 46 %

+ 20 %

2,344 €

730 €

674 €

## FROM A TO B

USA: SHIPMENTS BETWEEN THANKSGIVING AND NEW YEAR 2017

850 M

750 M

400 M

UNITED STATES POSTAL SERVICE

UPS

FEDEX

PARCELS IN GERMANY: VALUES PEAK BEFORE CHRISTMAS EVE

MORE THAN 12,000 ADDITIONAL VEHICLES

4,6 M

10 M

11 M

PARCELS PER DAY USUALLY

PARCELS PER DAY IN 2017

PARCELS PER DAY IN 2018

## BEAUTIFULLY PACKAGED

PERSONALISED SHIPPING CARTONS:

**52 % OF BRITISH** ONLINE SHOPPERS DECIDE IN FAVOUR OF A REPEAT PURCHASE

SPECIAL SHIPPING CARTONS:

**50 % HIGHER** CHANCE OF PHOTOS BEING SHARED ON SOCIAL NETWORKS

THE BRITISH CONSUME AN ANNUAL

**365,321 KM** OF GIFT WRAPPING

**80 % OF TOY** PACKAGING IS MADE OF RECYCLABLE PAPER OR CARTON

## WHAT IS SERVED FOR CHRISTMAS?

GREAT BRITAIN 2017

10 M

TURKEYS

25 M

CHRISTMAS PUDDINGS

175 M

MINCE PIES

GERMANY 2017

147 M

CHOCOLATE SANTAS

47 M

EXPORT

84,000 T

GINGERBREAD AND HONEY CAKE ARE PRODUCED.

BUT – THERE ARE EVEN MORE SWEETS SOLD AROUND EASTER TIME IN GERMANY:

**220 MILLION** CHOCOLATE EASTER BUNNIES IN 2018

– 45 % ARE EXPORTED

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PROCESSING & PACKAGING

7<sup>th</sup>-13 MAY 2020

DÜSSELDORF

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