

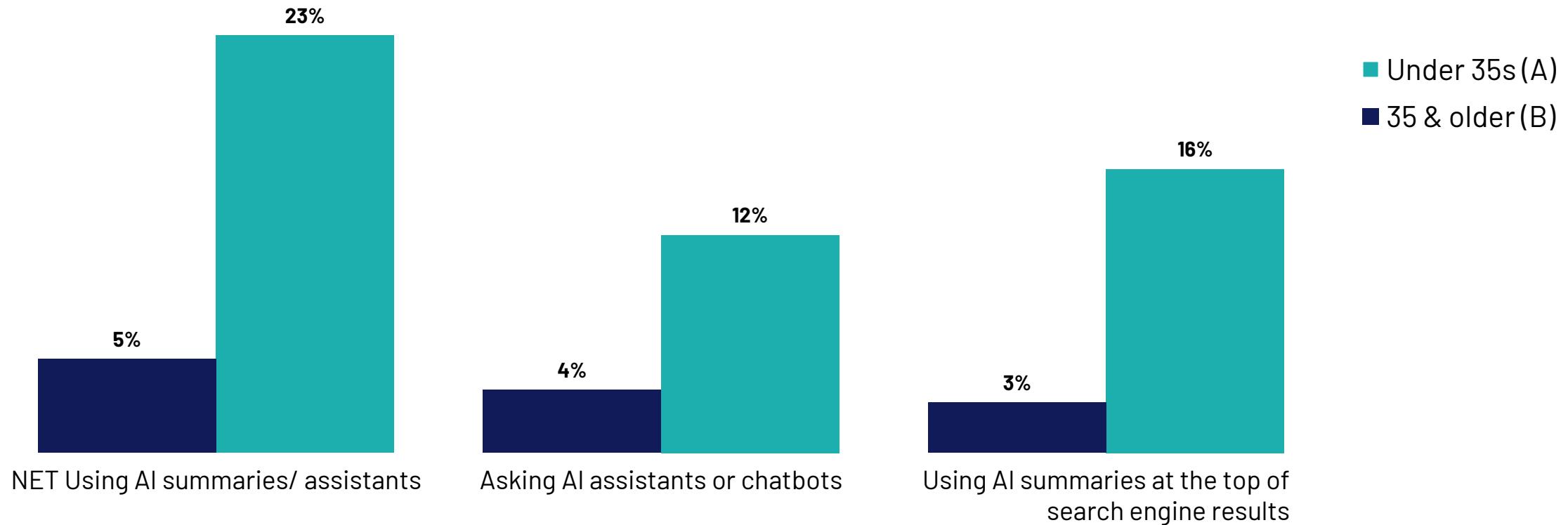
CHRISTMAS GIFTING PURCHASE JOURNEYS

December 2025

AI IN THE CHRISTMAS GIFTING PURCHASE JOURNEY

Ways people search (AI specifically by age group)

Almost one in four under 35s are using AI to search for Christmas gifts. This figure is over four times as many as over 35s.

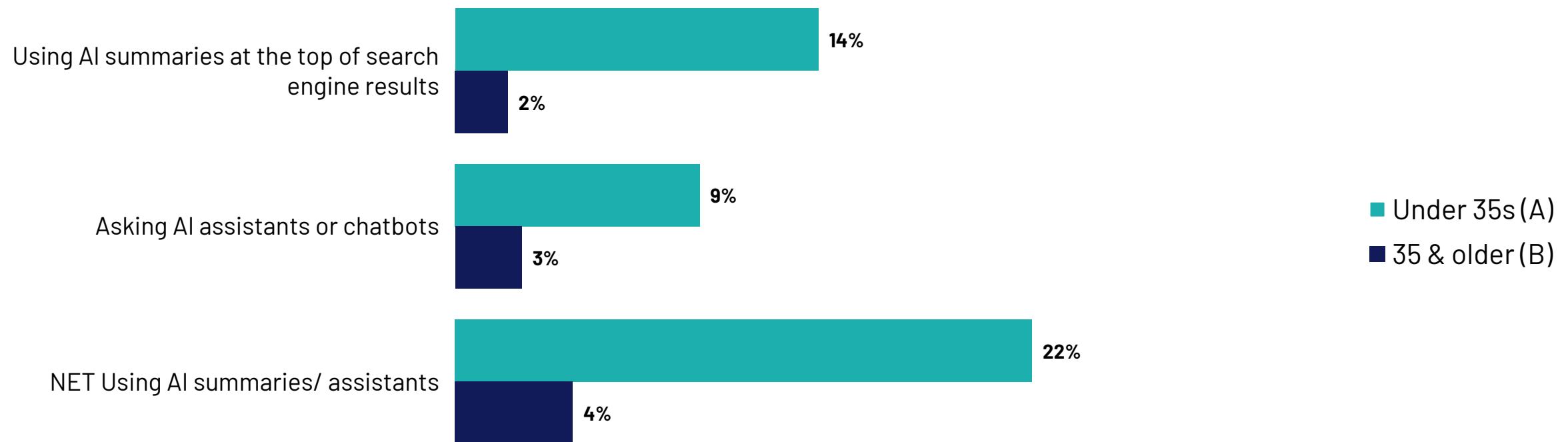


Base: (n=1098)

Q. In which of the following ways, if any, have you searched or do you intend to search for Christmas gifts this year?

AI as Top 3 most useful (among those that have searched)

Almost all of those who have searched for gifts with AI, put it in their top 3 most useful ways to search.

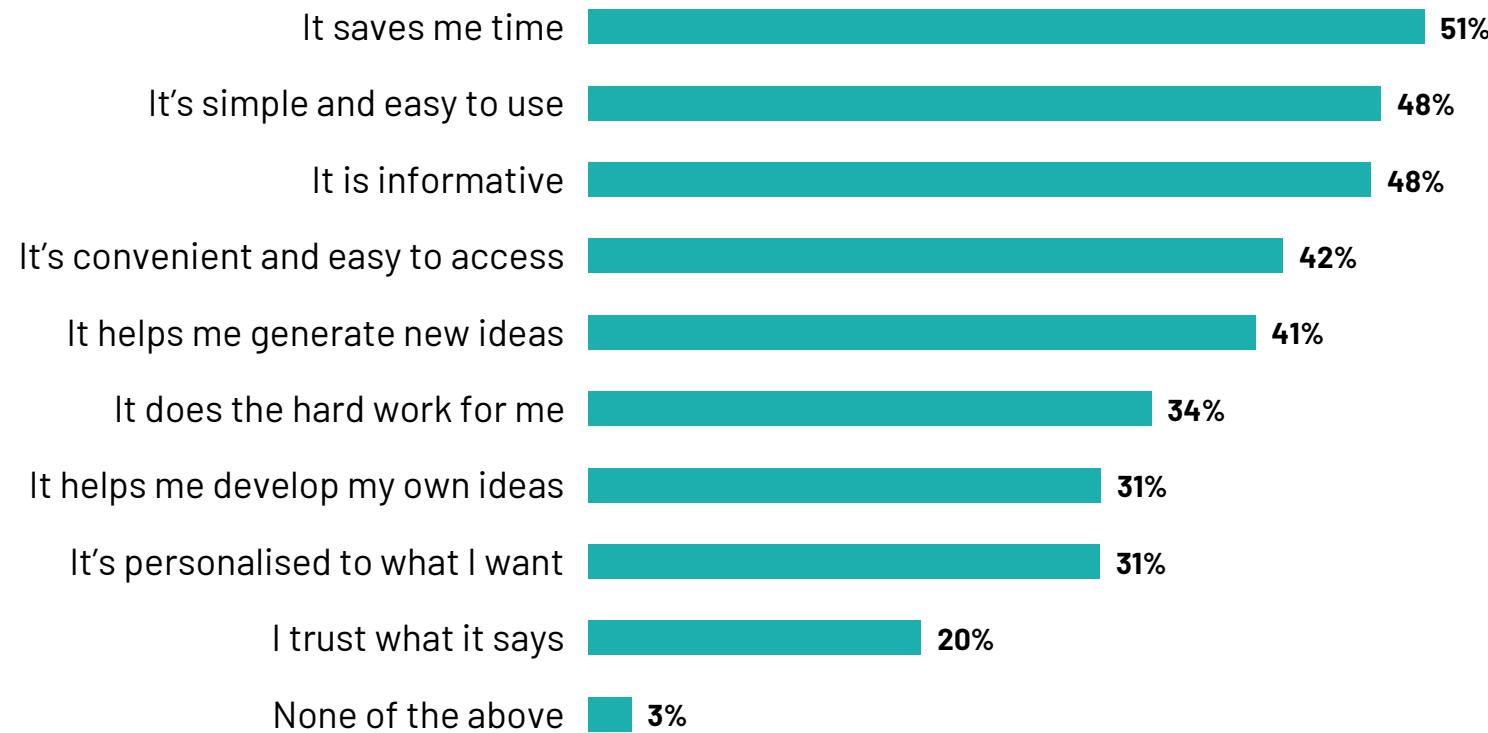


Base: (n=937)

Q. Please rank your selected methods in order of which you think were/will be the most to least useful.

Reasons why people used AI

Familiarity breeds perceptions of value - with users finding AI summaries, assistants, and chatbots informative, time-saving, and simple.

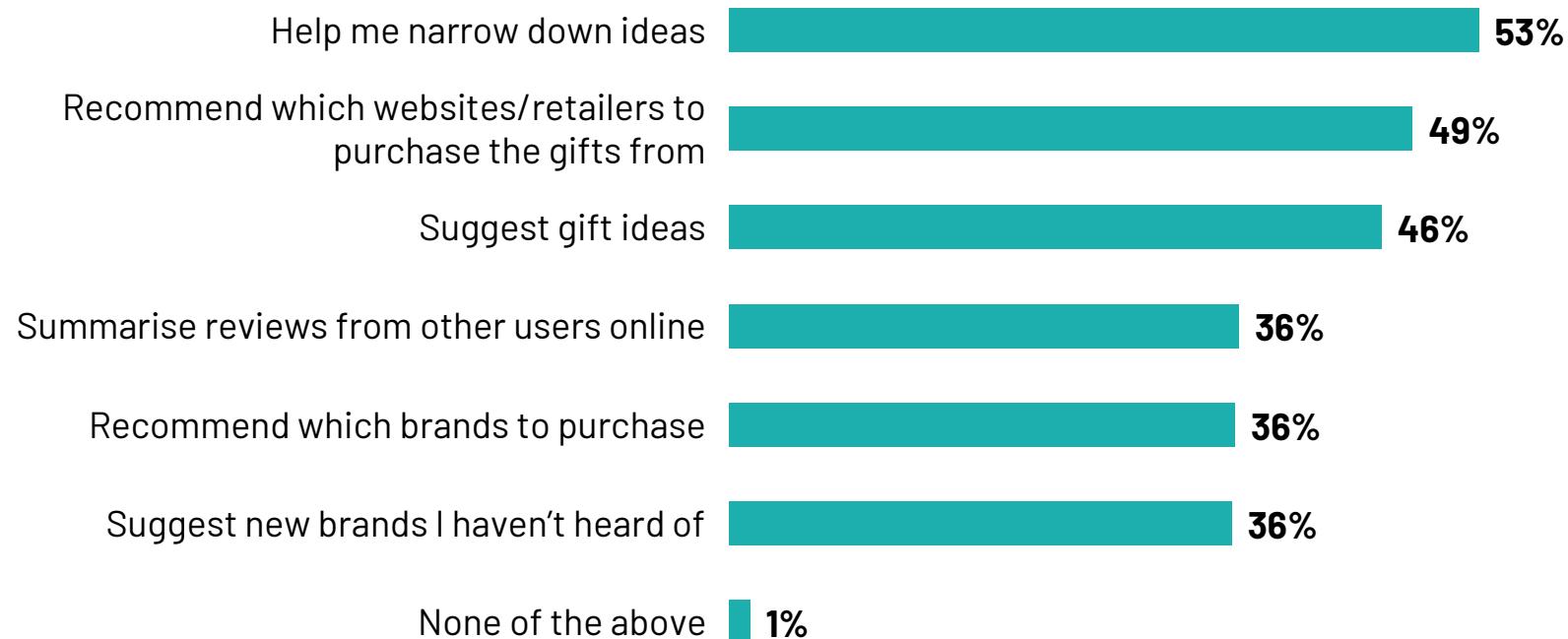


Base: (n=139)

Q. Which, if any, are reasons for your using AI?

How users hope AI can help

Around half of users hope AI can help by suggesting gift ideas (46%), narrowing these down (53%), and recommending where to purchase them (49%).

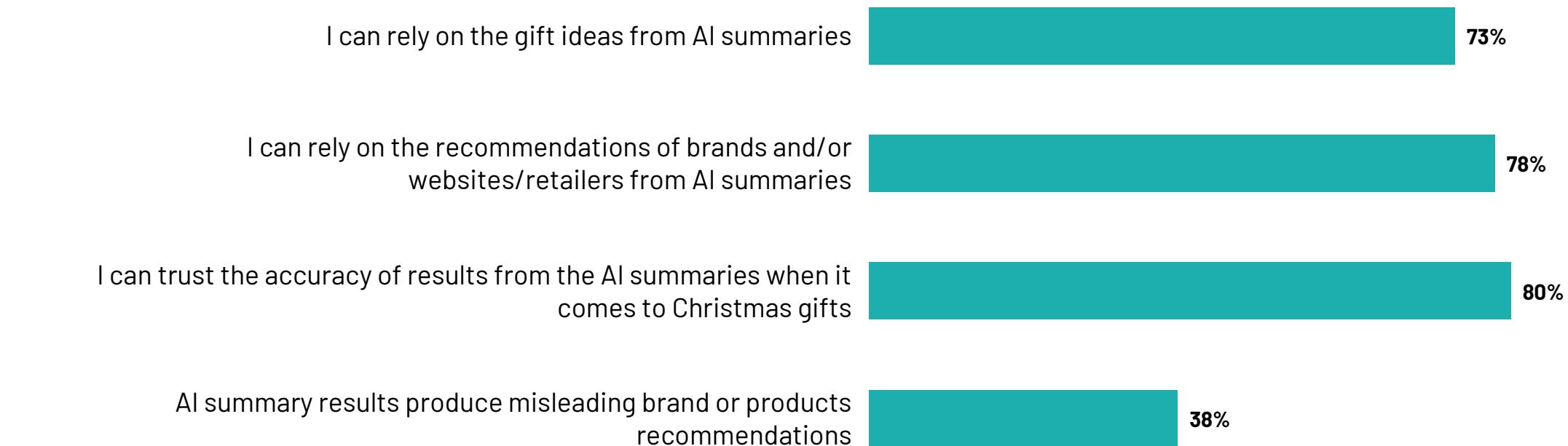


Base: (n=139)

Q. Which of the below, if any, are you hoping this [AI] can help with?

Agree/disagree - AI summaries in search results

8 in 10 users of AI summaries for gift searching feel they can rely on recommendations of brands and retailer websites in AI summaries in search results.



Base: (n=86)

Q. To what extent, if at all, do you agree or disagree with the following statements when thinking about searching for Christmas gifts?

Agree/disagree - AI chatbots

Trust in the accuracy of results is slightly higher for AI summaries embedded in search engines (80%) than chatbots and assistants (69%) – among users of AI chatbots and assistants for gift searching.

I can rely on the gift ideas from AI assistants and chatbots  61%

I can rely on the recommendations of brands and/or websites/retailers from AI assistants and chatbots  66%

I can trust the accuracy of results from the AI assistants and chatbots when it comes to Christmas gifts  69%

AI assistants and chatbots results produce misleading brand or product recommendations  34%

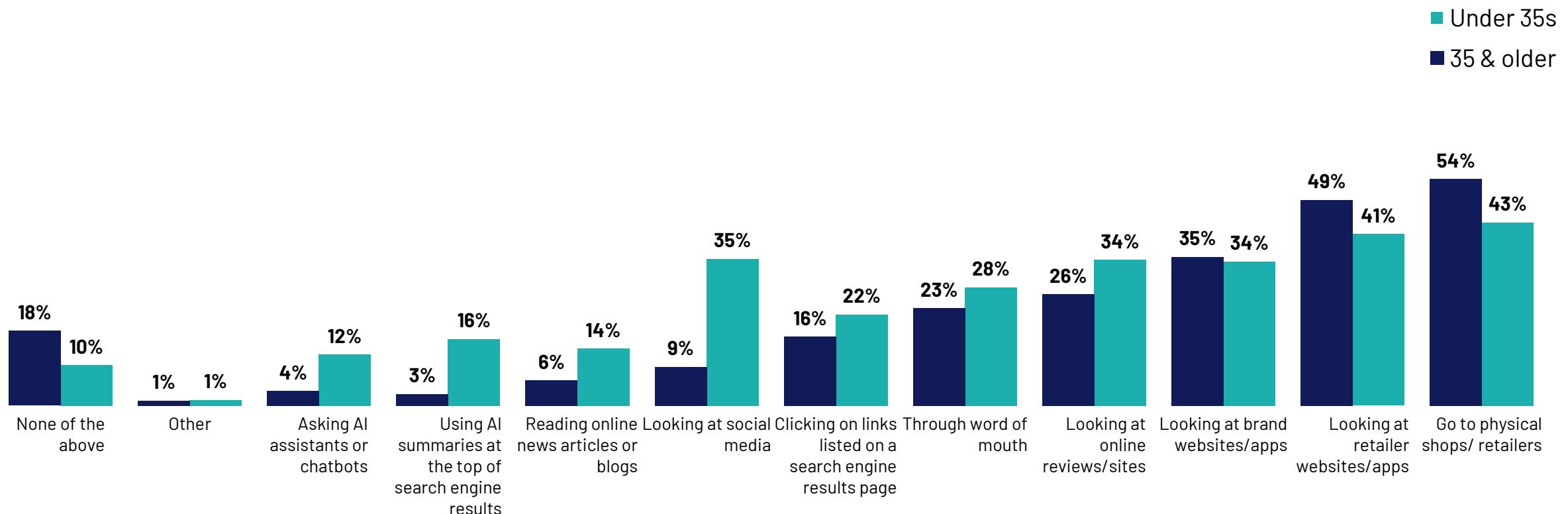
Base: (n=81)

Q. To what extent, if at all, do you agree or disagree with the following statements when thinking about searching for Christmas gifts?

RETAIL, SOCIAL AND OTHER OPTIONS

Ways people search (by age group)

Traditional options, like physical shops and online retailers, dominate overall gift searching, with social media more higher for under 35s.

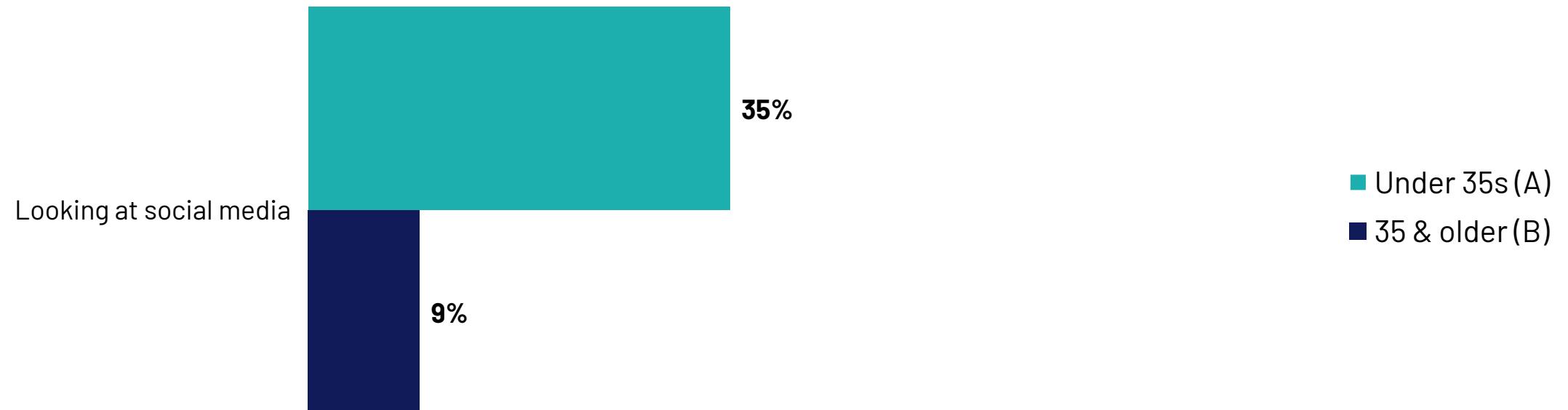


Base: (n=1098)

Q. In which of the following ways, if any, have you searched or do you intend to search for Christmas gifts this year?

Ways people search (Social media by age group)

1/3 of under 35s are using or intend to use social to search for Christmas gifts

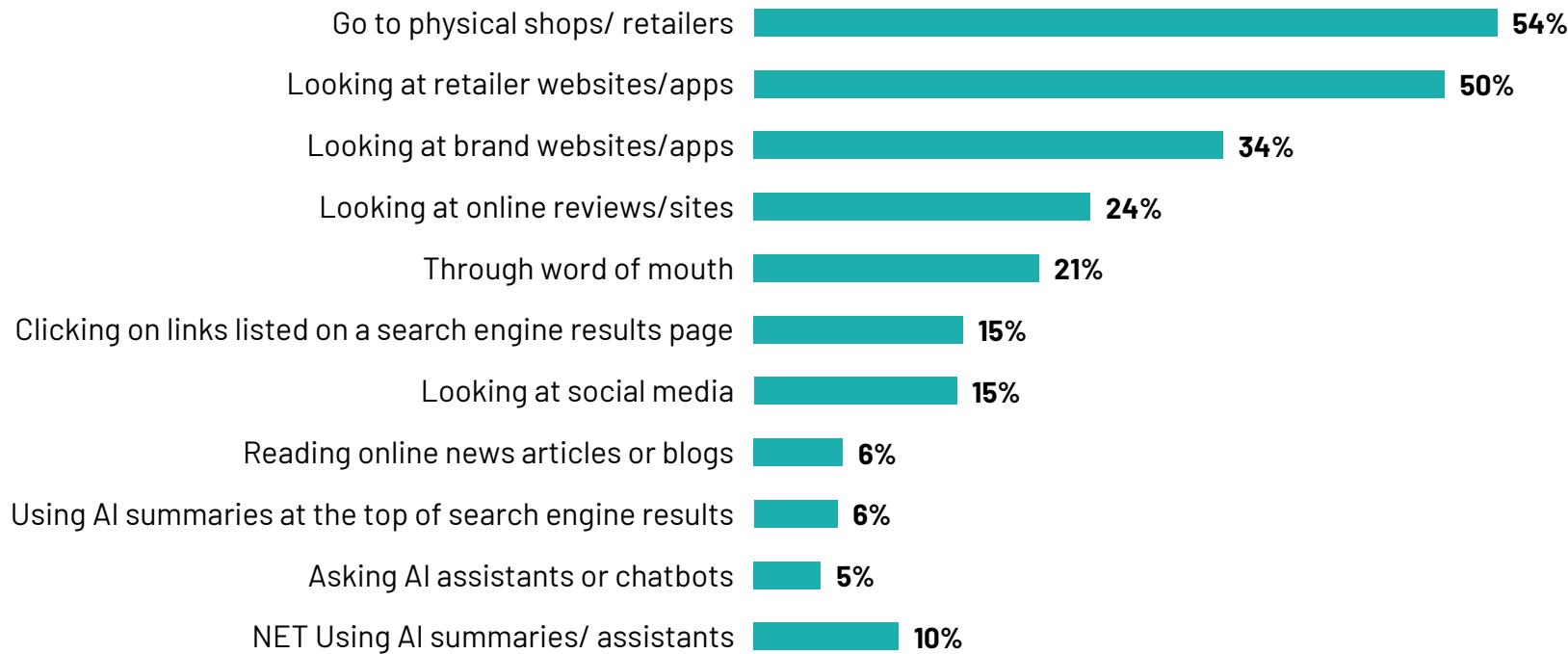


Base: (n=1098)

Q. In which of the following ways, if any, have you searched or do you intend to search for Christmas gifts this year?

Top 3 most useful ways to search (among those that have searched)

Traditional options like physical shops and online retailers are also considered the most useful

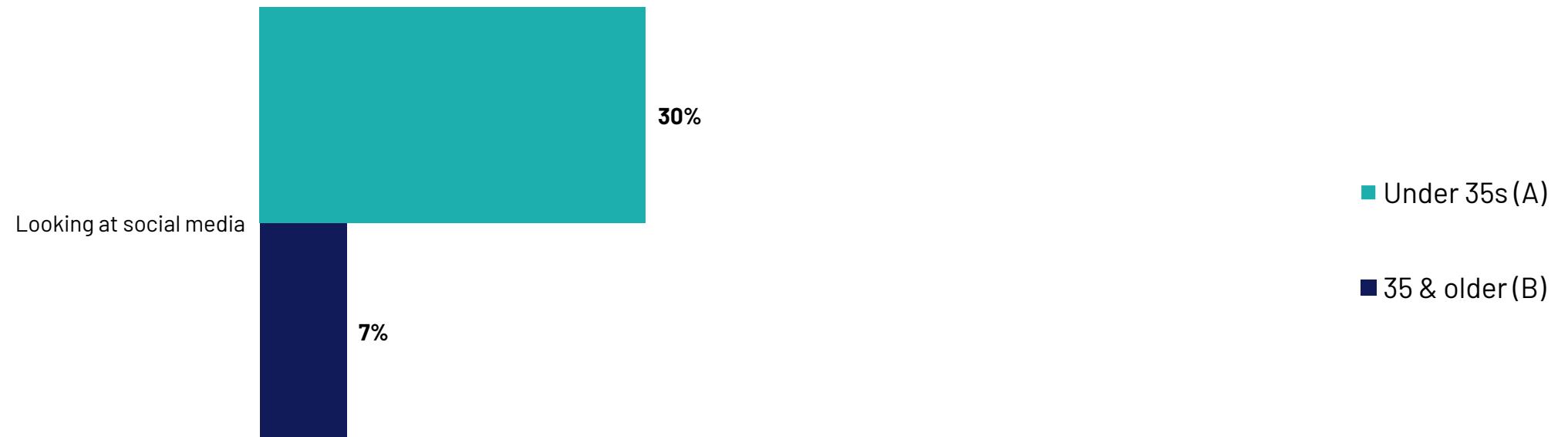


Base: (n=937)

Q. Please rank your selected methods in order of which you think were/will be the most to least useful.

Social media as Top 3 most useful (among those that have searched)

Over one in four under 35s put social media in their top three options for Christmas gifting

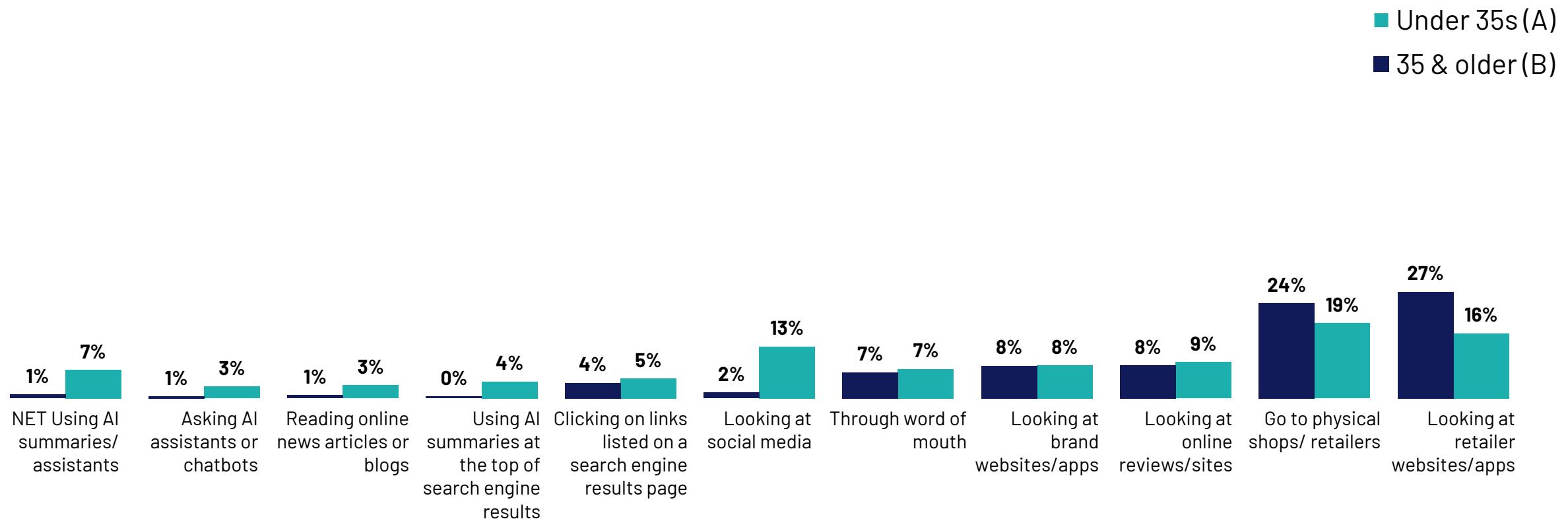


Base: (n=937)

Q. Please rank your selected methods in order of which you think were/will be the most to least useful.

Top 1 most useful (among all sample)

Social media ranks third (behind physical shops and online retailers) as the top most useful way to search for gifts.



Base: (n=1098)

Q. Please rank your selected methods in order of which you think were/will be the most to least useful.