

# ShopperWatch February 2026

CHECKOUT



## Post Christmas Survey



### The Early Bird Gets the Gifts

Shoppers are demonstrating a clear trend towards proactive planning, with nearly half completing their Christmas shopping well in advance. Last-minute rushes are becoming increasingly rare, as only a small minority of consumers (8%) left their purchasing to the final days.



### Holiday Spirit Remains Strong

The festive mood was overwhelmingly positive and resilient, with the vast majority of shoppers thoroughly enjoying Christmas. This high level of enjoyment was consistent with the previous year, showing that the holiday season consistently lives up to consumer expectations



### Baskets and Budgets Are Bigger

Consumer spending saw a significant uplift across all categories this festive season, reflecting a greater willingness to spend. While gifts for adults and children commanded the highest expenditure, the average spend on groceries also saw a notable increase to €275.



### Shoppers Feel the Increased Spend, Especially on Groceries

The rise in holiday expenditure was not just a data point; it was a tangible feeling for consumers. This was most pronounced in the grocery category, where a significant four in ten shoppers perceived that they spent more this year than in the previous one.

ShopperWatch is a partnership between Checkout and Ipsos B&A. Each month, ShopperWatch tracks shopper opinions on retailer advertising, new product launches, and retailer and brand promotions. We surveyed over 500 Irish grocery shoppers (January) to better understand their Christmas purchasing patterns and the impact of Christmas sales events.

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