

The online and offline combination prevails in festive shopping around the world

- Beabloo representatives in several countries compare and contrast consumer trends and retailing in Japan, China, the UK, Turkey and Spain, some of the company's key markets
- While online shopping has taken the lead in China, the genre is still taking off in other regions such as Turkey
- It is expected that Spanish families will spend 10% more this Christmas season compared to last year

Barcelona, December 10, 2015. With the festive season drawing closer, [Beabloo](#) has taken a look at the differences and similarities in shopping habits during this period in the key countries in which it operates. The company has brought together experts located in Japan, China, the UK, Turkey and Spain to compare trends in consumer behavior during this important time of the year.

In general, online sales are increasing in all zones. While e-commerce is becoming more widespread in China, it is still in its initial stages in some countries like Turkey where traditional retail stores still dominate.

"With the development of online stores, more and more people are changing their way of shopping. The convenience, unrestricted opening hours, and direct payment offered by e-commerce are benefits that the Chinese are embracing with passion," says Jenny Cheung, China Business Development at Beabloo.

For Japan, online shopping during the festive season is becoming more popular, although brick-and-mortar stores still win the battle. The same is true for Turkey, where online shopping is gradually on the increase, although it is not yet a leading trend. "What is being seen here in Turkey is major emphasis is being placed on online research before shopping in the physical stores," says Zerrin Yerlikaya, Turkey Development Manager at Beabloo.

In the UK and Spain, something similar is being seen. Online shopping is becoming paramount, both in terms of research before buying offline and for acquiring products and services directly. According to a study conducted by Deloitte*, Spain is fourth in the ranking for festive spending in Europe. It is expected that Spanish families will spend 10% more this Christmas compared to last year. As regards the UK, "it has become the paradise for shopping," "...both online, meaning that consumers are better informed, and offline, especially for more expensive products that they want to see and touch before buying," says Umesh Moudgil, UK Development Manager at Beabloo.

Key moments in festive shopping around the world

While in China, the Chinese New Year will be crucial, in Japan December 24 has become one of the days with highest consumer up-take in the year. "In Japan, Christmas is not a traditional holiday; however, it has become more commonplace, being celebrated as a couple. This means

that presents are bought on the twenty-fourth, including typical cakes,” says Kazuma Kimura, Alliance Manager, SoftBank Group.

In Turkey, in general, the key shopping days are Saturdays before the holidays throughout the year, while in the UK, there are many people who shop in advance and others who leave shopping for the days in the run-up to December 24.

In Spain, habits are changing. According to Deloitte*, 60% of families buy presents before December 15, thanks to promotions such as Black Friday, and only 6% leave shopping until the last minute. “Promotions and offers are marking shopping habits here more and more. It’s a change that cannot be overlooked,” says Carlos Varea, Spain Account Executive at Beabloo.

**Source: Deloitte. Estudio de Consumo Navideño 2015 (Christmas Consumer Habits Study 2015)*

About Beabloo

Beabloo was founded in Barcelona in 2008 with the goal of providing “one-click” marketing solutions for retailers, particularly urban businesses with little or no experience in using digital media. Today, with more than 300 clients in Spain alone, Beabloo is present in more than 20 countries. The company offers digital marketing solutions to companies and organizations in a variety of market segments, such as fashion, health and beauty, hotels, events and entertainment, malls and other points of sale, tourism, public administrations, educational and corporate environments. More information at <http://www.beabloo.com/>

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