

Waiting for Santa Claus...

Will your Christmas gifts  arrive on time?

Insights into consumer confidence in e-retail during the festive season

22%

of online shoppers have experienced late Christmas gift deliveries

A QUESTION OF TOLERANCE

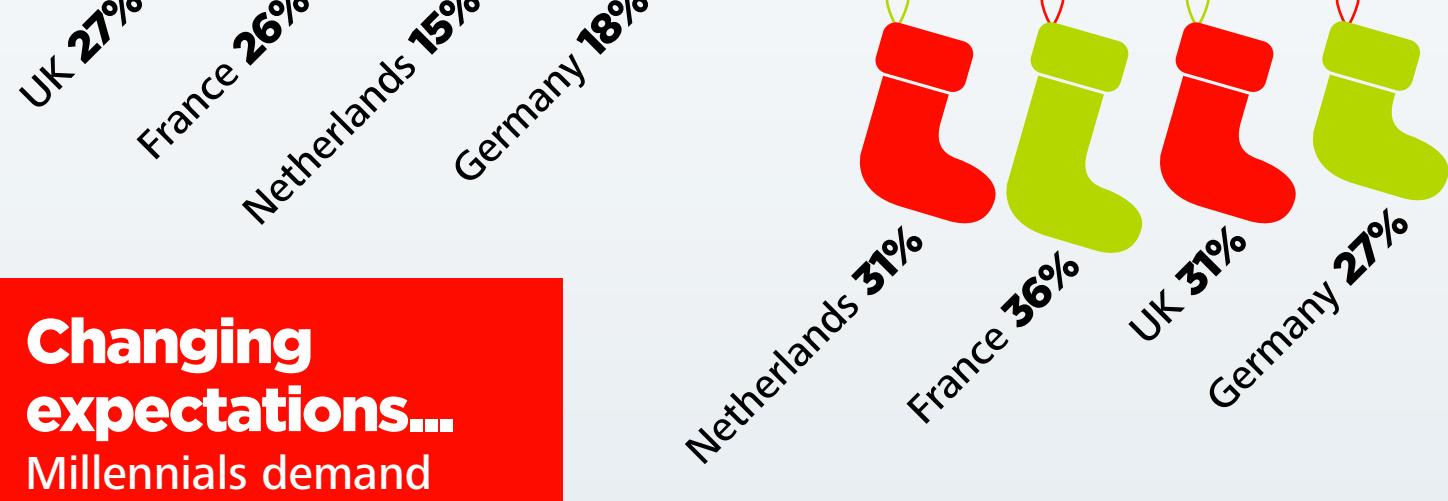
Turned up late again?

No presents under the Christmas tree



30%

have been put off doing their Christmas shopping online by the risk of unreliable deliveries



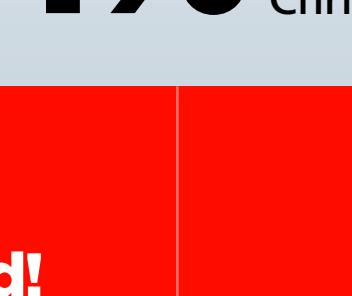
Changing expectations...

Millennials demand higher service standards



38%

of 16-34 year-olds have been put off online Christmas shopping by the risk of unreliable deliveries



But only

26%

of 35-64 year-olds

Shunning the digital high street **24%** of shoppers have never bought Christmas gifts online

Be prepared!

1 in 3

shoppers plan to order goods five weeks or more in advance of Christmas Day

17% Netherlands

45% UK

28% Germany

39% France

29% of online shoppers plan to order goods 3-4 weeks before Christmas

12% of online shoppers plan to order goods 1-2 weeks before Christmas

Biggest fears?

What are customers' concerns when buying Christmas gifts online?

40% Late arrivals



25% Items not delivered at all



22% Missed deliveries



22% Deliveries of wrong items



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This study was conducted in Great Britain, France, Germany and Netherlands via TNS Ncompass, an internet omnibus survey. A sample of 3095 adults was interviewed. Interviewing was conducted by online self-completion from October 15 to 19, 2015. The sample has been weighted to represent the adult population of each country. 1016 GB adults, 1050 Germany, 520 France adults and 509 Netherlands adults aged 16-64 were interviewed.