Merry Christmas

The Tesco Christmas Report 2022

A NEW KIND OF CHRISTMAS
MERRY CHRISTMAS FROM
ALESSANDRA BELLINI,
CHIEF CUSTOMER OFFICER

For the last few years, celebrations have looked a little different, and with many currently facing a squeeze on their finances, Christmas 2022 will certainly be like no other.

In our fifth annual Tesco Christmas Report, we look back at past insights and brand-new findings to identify emerging trends. We also reveal what this year’s celebrations might look like – from modern twists on traditions, to savvier new ways to have a wonderful Christmas with family and friends – and share little helps to make them happen.

This year at Tesco there are lots of festive favourites and new exciting products on offer; delivering high quality and excellent value for money to help everyone have a joyful Christmas, however they choose to spend it.

On behalf of Tesco, we wish you a Merry Christmas.

Alessandra Bellini,
Chief Customer Officer

The report uses Opinium research for the period 26th August to 2nd September 2022, polling a nationally representative sample of 2,000 UK adults. It also includes Opinium research from 2018-2021.
Over the past five years, the Tesco Christmas Report has mapped the nation’s festive traditions and trends through what has been an eventful period. As Britain prepares for another Christmas set against a backdrop of change and uncertainty, the report compares five years’ worth of data and insights, while also lifting the lid on 2022 celebrations.

Findings suggest that Christmas may look different this year, with a celebration like no other on the cards. Recent years have seen new traditions emerge, with video calling loved ones, people enjoying “friendmas” and more alternative dishes making their way onto the Christmas table.

Of course, more classic traditions live on: gifting, Christmas dinner and good old-fashioned family get-togethers. This year, however, the nation will be adding variety, starting new traditions, and finding innovative ways to celebrate after years of affected festivities.

One thing is for sure, merriment is high on the agenda for 2022 – 87% of UK adults claim that Christmas brings them joy, and over a third (36%) say that this coming festive season is more important to them than ever before.

FINDING NEW WAYS TO CELEBRATE

1. Is the traditional turkey Christmas dinner falling out of favour? Although turkey remains the favourite centrepiece for Christmas dinner, this year, almost a quarter of the nation (23%) will not be having it, with 27% of those forgoing the tradition for the first time.

The data shows that the move away from roast turkey and all the trimmings seems to be led by the younger generation, with 32% of 18-to-34-year-olds opting for an alternative Christmas centrepiece. Replacing this could be anything from meat and fish dishes with unique twists, flavours from across the globe or delicious plant based options.

2. Savvier Celebrations

With over half of the nation (58%) looking to find ways to save costs this year, many plan to pay more attention to deals and good value for money (23%) and will start to buy earlier to make the most of sales and discounts (18%). One in ten (10%) are planning to look for new ways to create meals on a budget this Christmas. In order to spread the cost, 12% will put a few treats in their weekly shops, and 5% have already started buying foods that can be frozen.

3. What we wear

This year the number of young people (18-to-24-year-olds) planning to spend Christmas Day in activewear has nearly quadrupled from 5% last year to 19%, while the number of people who will wear festive pyjamas at some point during the big day has more than doubled to 20%. However, there are some people who are planning to go all out, with 13% of 18-to-24-year-olds saying they will don a festive suit on the day.

4. Big night in

Much of the nation will be swapping nights out for nights in this season, with nearly half of people surveyed (47%) saying they plan to have less nights out than in previous years. The Christmas Eve big night out could also be a thing of the past: only 18% of people will leave the house on Christmas Eve – down 7% on last year. The findings suggest more people will be hosting at home, or tucked up in bed – wearing festive nightwear – waiting for Santa.

5. ‘Friendmas’ celebrations are on the way up!

A trend that appears to have been borne out of lockdown and is continuing to grow is celebrating Christmas with friends rather than family. In 2018, only one in 100 people planned to spend Christmas Day with a friend. That has now reached 5% – and younger generations are embracing this trend even further. More than one in ten (12%) of 18-to-34-year-olds will be spending the big day with pals.

Cardiff is the ‘friendmas’ capital of the UK with 12% of people planning to spend Christmas Day with a friend. That has now reached 5% – and younger generations are embracing this trend even further. More than one in ten (12%) of 18-to-34-year-olds will be spending the big day with pals.

FIVE NEW TRADITIONS FOR 2022

Key trends for 2022 featured in the report include:

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FEED FIVE FOR £25

This Christmas

For those opting for a traditional dinner on a budget, the Tesco £25 bundle has everything needed to feed five.

*All prices correct at point of print and subject to availability*
NATION’S TOP PARTY FOOD CHOICES FOR 2022

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Crisps and dips</td>
<td>34%</td>
</tr>
<tr>
<td>Cheeseboard / baking Camembert</td>
<td>29%</td>
</tr>
<tr>
<td>Mini desserts / sharing desserts</td>
<td>20%</td>
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<tr>
<td>Indian e.g. samosas</td>
<td>15%</td>
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<tr>
<td>European e.g. tapas, antipasti</td>
<td>15%</td>
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<tr>
<td>Seafood-based e.g. prawns, lobster, scallops</td>
<td>13%</td>
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<tr>
<td>Traditional British e.g. fish and chips</td>
<td>13%</td>
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<tr>
<td>Mexican inspired, e.g. nacho cheese pockets</td>
<td>10%</td>
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<tr>
<td>Crudités</td>
<td>10%</td>
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<tr>
<td>Plant based</td>
<td>9%</td>
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There’s something truly special about the magic of Christmas. Many people get excited about the start of the festive season, in fact the report findings show that almost a quarter (24%) of UK adults say they find the build-up better than the big day itself.

For one in three (33%) putting up the tree is the first sign of Christmas, followed by hanging decorations (24%) and seeing Christmas ads on TV (19%).

Whilst it might be the first sign of Christmas for many, the findings suggest that trees could be going up later than last year. In 2020 just 5% of the nation put their tree up before December, but in 2021, following a year of lockdowns, 11% of people had their trees up in November, perhaps looking to maximise on Christmas cheer. This year only 8% plan to put their trees up before December, suggesting a return to traditions of years gone by.

Bring the outside in and create a cosy woodland retreat with the Tesco Woolen Badger Hanging Decoration, Tesco Belonging Woodland Oval Platter, and Tesco Tartan Sherpa Throw.

GETTING TOGETHER

This Christmas, getting together with friends and family will see celebrations for the big day itself being a bigger affair compared to 2021. On average, people are planning to have six people around the table for Christmas dinner, up from five last year and rising to seven amongst 18–to-34-year-olds. One in ten (10%) UK adults will be sitting down to Christmas dinner with ten or more guests.

When it comes to festive gatherings, the big Christmas night out looks set to be replaced by the big Christmas night in this year. Almost half (47%) of UK adults plan to have less nights out this year than last, with only a quarter (23%) saying they plan to go out more.

The decline of the big Christmas night out is largely being driven by a desire to cut back on spending, as over half of those who plan to have less nights out this Christmas claim they will be doing so to save money (51%).

Other reasons for more nights in this Christmas include wanting to spend more time with immediate family (18%) and becoming accustomed to nights in after lockdown (8%).

There’s a desire to try new things this Christmas, with a fifth (21%) planning to do so, compared to the 18% who will socialise less.

The findings suggest the nation will be embracing hosting at home, with almost one in five (19%) planning to have nights in with loved ones this Christmas, rather than going out, in a bid to save money.

As a result, party food is taking centre stage with almost two thirds (64%) of the nation putting on a party food spread. Almost one in ten (9%) are also planning to spend more on it than in previous years. To help cater for this growing demand, Tesco has over 100 lines of party food to help hosts offer their guests a restaurant-quality experience at home.

A selection of the best party food available at Tesco:

- Tesco Finest Pork & Truffle Bon Bons
- Tesco Finest Lobster Mac & Cheese Pots
- Tesco Finest Fish and Chip Cones
- Tesco Finest Bubble Tempura Prawns
- Tesco Finest Lobster Mac & Cheese Pots
- Tesco Finest Pork & Truffle Bon Bons
- Tesco Sticky Toffee Cheese
- Tesco Mini Lemon Meringue Tarts

IT’S BEGINNING TO LOOK A LOT LIKE CHRISTMAS

London residents are the only people in the UK who are planning to go out more (48%) than less (42%) this Christmas.

However, a reduction in nights out doesn’t mean that the nation will be getting together less. The report found that people are planning to socialise more this Christmas, with a fifth (21%) planning to do so, compared to the 18% who will socialise less.

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While some will be opting for a more back to basics approach, with crisps and dips (34%) and cheeseboards (29%) revealed as the nation’s top party food choices this year, others will be opting for a more decadent selection. From seafood-based options such as prawns, lobster and scallops (13%), to European-inspired cuisine (15%), and mini or sharing desserts (10%), the nation’s party spreads are certainly going to be varied this year.

Louise Sampson, Product Development Manager for Chilled and Frozen Party Food says:

Tesco has 100 items in the party food range this year, including 30 brand new products, which can be bought in advance and tucked away in the freezer until Christmas to help you spread the cost.

Sheffield is the most mince pie-loving city in the UK, where 50% of people kick off Christmas with the traditional treat.

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THE BIG MENU

KICKING OFF THE COURSES

Two thirds (66%) of the nation will kick off their festive meal with a starter. The retro classic, prawn cocktail, will be the top choice and is popular across generations, with 14% of people opting for it as their Christmas Day starter, up from 11% last year.

Another more nostalgic starter choice making a comeback this Christmas is pâté, with 18-to-24-year-olds leading the revival – 7% of people will opt for it, up from 4% last year, rising to almost one in ten (8%) amongst 18-24-year-olds.

Other types of seafood are also set to feature on the Christmas menu, with 10% of people opting for a smoked salmon starter, compared to just 5% last year, while 7% will opt for lobster or scallops.

THE MAIN EVENT

Turkey is still the most popular centrepiece of the meal, picked by 42% of respondents, but its popularity as the go-to Christmas dinner choice is beginning to decline with each new generation. In 2018 it was the choice for 64% of the nation but by 2021 it had fallen to 54%. The younger generation is leading the move away from turkey, with only 30% of 18-to-34-year-olds picking it as their centrepiece this year compared to 58% last year.

By contrast, traditional dishes with interesting twists, such as meat or seafood with exciting flavours; innovative or non-traditional dishes such as Salmon Wellington, steak or lobster tails; and cuisine from around the world such as Asian or European dishes are all growing in popularity.

The number of 18-to-24-year-olds choosing global cuisine for their main Christmas dinner has more than doubled (from 5% last year to 10% this year), while the number of 25-to-34-year-olds opting for it has more than tripled year-on-year.

Meanwhile, one in ten (10%) love Christmas party food so much that they’d consider opting for this in place of the main Christmas dinner. Interestingly, almost one in ten (8%) 18-to-34-year-olds plan to opt for a quirkier Christmas meal, by choosing curry, pizza or frittata, for a quirkier Christmas meal, by choosing curry, pizza or frittata, and 5% of people will opt for lobster or scallops.

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THE SAUSAGE-BASED TRIMMING IS THE TOP CHRISTMAS ITEM THE NATION WON’T CUT BACK ON. OVER A QUARTER (27%) WOULDN’T COMPROMISE ON HOW MUCH THEY SPEND ON PIGS IN BLANKETS, WHICH WAS HIGHER THAN PRESENTS FOR FAMILY (21%) OR THE TURKEY (19%).

Pigs in blankets also top the list of things that people are most likely to buy pre-prepared. Tesco has an incredible 16 pigs in blanket-inspired products featured in this year’s range, so there’s something for everyone.

When it comes to other Christmas dinner trimmings, some of the nation’s more niche choices include chips (8%), black pudding (3%) and baked beans (2%).

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VEGGIE DEBATES

Of course, the feasting is much more than just the centrepiece, there’s also some delicious vegetable accompaniments. Most popular among them is the roast potato which was picked as essential by two thirds (66%) of people. Next on the list is the humble carrot, chosen by half (50%) of respondents. In third place are the ever-controversial Brussels sprouts (48%).

While they remain one of the nation’s most divisive foods, more people love them (47%) than hate them (19%) this year.

After it was revealed that Gen Z were rejecting Brussels sprouts last Christmas, there has been a dramatic U-turn in this generation’s opinion on the vegetable, with the number of 18-to-24-year-olds who claim to ‘love’ them almost doubling in the last year from 26% in 2021 to 44% in 2022 – an uplift of 69%.

Residents of Belfast are the most devoted to the divisive veg, with 68% of people calling them ‘essential’.

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PIGS IN BLANKETS ARE HAVING A ‘MOMENT’

Pigs in blankets are a vitally part of Christmas dinner with nearly half (49%) of the nation (11%) believes they will manage to eat just 5 over the festive season. Over a quarter (27%) won’t compromise on how much they spend on pigs in blankets, which was higher than presents for family (21%) or the turkey (19%).

Pigs in blankets also top the list of things that people are most likely to buy pre-prepared. Tesco has an incredible 16 pigs in blanket-inspired products featured in this year’s range, so there’s something for everyone.

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Tesco has a range of centrepieces for those looking for an alternative option this year, including:

- Tesco Finest Frozen Chateaubriand
- Tesco Wicked Kitchen No-Turkey Roast Crown
- Wicked Kitchen Maple & Bourbon No-Gammon Joint
- Tesco Finest Surf And Turf

Tesco has a selection of sumptuous centre pieces to choose from, including: Fine Jumbo King Prawn Cocktail Tesco Finest Coquilles St Jacques Tesco Finest Scallops with Bacon and Risotto

Becky Partridge, Meat, Fish & Poultry Product Development Manager at Tesco

For 2022, we are bringing back our Tesco Finest Candy Cane Pigs in Blankets with the brand-new flavours of honey and rosemary. They are shaped like a traditional candy cane sweet and are a great addition to your Christmas table. The Tesco Chwek Pigs in Blankets offer another great twist, stuffed with mozzarella and cheddar - they are such a treat!

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THE EVOLVING CHEESE BOARD:

In 2018, 58% of people had cheddar on their festive cheeseboard. This year, the percentage of people tucking into cheddar has reduced to 33%, whilst other varied cheese options making an appearance this year include Brie (24%), Stilton (13%) and baked cheese (8%) - all of which are becoming more popular. This is especially true amongst Gen Z, who are opting for less traditional cheese board staples such as halloumi (8%), burrata (3%) and flavoured cheese (7%).

Whatever the preference, Tesco can help create an affordable yet impressive cheeseboard and as Lead Product Manager, Kaysha Keane says: “Our Tesco Cheddar with Cracked Black pepper is in the shape of a Christmas tree and coated in green wax to add colour and exciting shapes to your cheeseboard, while our new Tesco Mini Baking Camembert with Bacon Jam features rich and gooey soft cheese served with a sweet and sticky bacon jam.”

GETTING SAUCY

Whilst traditional sauces are still a key feature on the Christmas dinner plate, some people are opting for more quirky options. Six in ten (60%) will have gravy with their meal, 35% go for cranberry sauce, and 16% go for the ultra-traditional bread sauce. 12% have mint sauce, while 10% choose mustard and the same number have apple sauce. 5% even opt for ketchup.

18- to 24-year-olds are three times more likely to add a spicy twist to their Christmas dinner - 12% eat hot sauce with it, versus just 4% of the general population.

A PLANT BASED CHRISTMAS

Over a third (34%) of UK households will be catering for people with special dietary requirements this year.

A quarter (25%) will be catering for vegan (6%), vegetarian (14%) or plant based (5%) guests. However, amongst 18- to 34- year-olds, the number of people catering to these guests has risen from 33% to 37% in the last year.

Bristol is the city most likely to serve a plant based Christmas dinner with 40% of people saying they will have vegetarian, vegan or plant based meals.

Almost a third (30%) of those catering to alternative diets plan to serve the same dishes to all guests, while 25% will give them different options.

Earlier this year Tesco won the Retailer of the Year award 2022 for its Free From range in recognition of its wide and delicious range of Free From products.

To help hosts plan a spectacular Christmas Day menu, whatever their budget or dietary requirements, the Tesco Festive Menu Helper is an online tool which helps design a festive menu curated to all kinds of requirements. Launching in early November.

DESSERTS – PUDDING IS BACK!

Christmas pudding is rising once more. A third of the nation (33%) name it their top Christmas dessert and young people are now saying “bring us some figgy pudding” too, Gen Z are embracing this traditional dessert, with the number of people aged 18- to 24- who plan to eat it this year more than doubling, from 8% in 2021 to 17% in 2022.

The popularity of the classic pudding has been steadily rising among all generations. Back in 2018 only 36% of 35- to 64-year-olds were set to tuck into one after dinner, now that’s up to 56% in 2022.

Tesco has a range of Christmas puds to suit all tastes this festive season, from traditional flavoured to those with a twist. Including a new zero-alcohol Christmas Pudding. The range also includes the Tesco Finest Black Forest Christmas Pudding and the Tesco Finest Hidden Clementine Christmas Pudding.

This Christmas, other nostalgic and traditional dessert options are also proving popular, with mince pies (20%) and trifle (16%) also high on the list.

CRISP-MAS

Crisps are the top choice of snack for parties in 2022, but almost one in ten (10%) will eat them with dips as a starter. They are also featuring on cheeseboards, with 15% opting to include them. In fact, 6% of people say their most exciting food moment of the entire festive period will be eating festive flavoured crisps, such as Tesco Finest Crinkle Cut Pigs in Blankets Crisps or Tesco Finest Christmas Pudding Crisps.

TRENDS

As the findings have shown, this year, people are looking for twists on the traditional, whether that’s tweaking the classics or re-Inventing and combining food types.

Kirsty Preston, Desserts Product Development Manager, explains how Tesco has taken inspiration from popular cocktails to create a twist on classic desserts:

“We’ve seen a fun trend of people enjoying cocktail flavours in desserts which we’ve leaned into for 2022. The popular Tesco Finest Peach Bellini Trifle is back, and new for 2022 we’ve developed the Tesco Finest Espresso Martini Dessert. Truly indulgent but with a hint of bitterness, we think it is the perfect way to finish off the Christmas meal. We’ve also taken inspiration from the popular passion fruit martini by incorporating the sweet and citrusy flavours into our showstopping Tesco Finest Passion Fruit Pavlova Wreath. Many hosts will be looking to feature trending foods in their festive spread as a means of impressing guests this year. Out of all age groups, 18- to 34- year-olds are hoping to impress the most this Christmas, with 71% planning to make additional efforts, compared to 40% of the general population.

Amongst this age group, double the national average are looking to impress guests by using trending foods such as truffle (13%).

Tesco Executive Chef, Jamie Robinson said: “Truffle is hugely popular at the moment, it’s everywhere – from restaurant menus to social media. As a result, we predict that many people will also be looking to include it in their Christmas spreads this year in some capacity. We’ve incorporated it into numerous products in this year’s range - from our Slow Cooked Beef Shin with a Rich Beef and Truffle Jus to our Brie with Truffle, and Truffle Mac and Cheese Bites. There’s something for all truffle lovers.”

THE RISE OF CHRISTMAS BRUNCH AND BRINNER

Despite Christmas dinner being the nation’s top festive food moment (44%), two in five (40%) people say they would be open to replacing the traditional meal with something slightly different.

A popular idea with more than one in ten (12%) of 18- to 34- year-olds is Christmas “brinner” - a mix of Christmas dinner and breakfast. Those keen on trying the trend could start with Tesco Smoked Salmon Blinis, enjoyed with a mimosa and then move slowly into Tesco Finest Slow Cooked Beef Shin with a Rich Beef and Truffle Jus to our Brie with Truffle, and Truffle Mac and Cheese Bites. There’s something for all truffle fans.

Crisps are the top choice of snack for parties in 2022, but almost one in ten (10%) will eat them with dips as a starter. They are also featuring on cheeseboards, with 15% opting to include them. In fact, 6% of people say their most exciting food moment of the entire festive period will be eating festive flavoured crisps, such as Tesco Finest Crinkle Cut Pigs in Blankets Crisps or Tesco Finest Christmas Pudding Crisps.

As the findings have shown, this year, people are looking for twists on the traditional, whether that’s tweaking the classics or re-Inventing and combining food types.

Kirsty Preston, Desserts Product Development Manager, explains how Tesco has taken inspiration from popular cocktails to create a twist on classic desserts:

“We’ve seen a fun trend of people enjoying cocktail flavours in desserts which we’ve leaned into for 2022. The popular Tesco Finest Peach Bellini Trifle is back, and new for 2022 we’ve developed the Tesco Finest Espresso Martini Dessert. Truly indulgent but with a hint of bitterness, we think it is the perfect way to finish off the Christmas meal. We’ve also taken inspiration from the popular passion fruit martini by incorporating the sweet and citrusy flavours into our showstopping Tesco Finest Passion Fruit Pavlova Wreath. Many hosts will be looking to feature trending foods in their festive spread as a means of impressing guests this year. Out of all age groups, 18- to 34- year-olds are hoping to impress the most this Christmas, with 71% planning to make additional efforts, compared to 40% of the general population.

Amongst this age group, double the national average are looking to impress guests by using trending foods such as truffle (13%).

Tesco Executive Chef, Jamie Robinson said: “Truffle is hugely popular at the moment, it’s everywhere – from restaurant menus to social media. As a result, we predict that many people will also be looking to include it in their Christmas spreads this year in some capacity. We’ve incorporated it into numerous products in this year’s range - from our Slow Cooked Beef Shin with a Rich Beef and Truffle Jus to our Brie with Truffle, and Truffle Mac and Cheese Bites. There’s something for all truffle lovers.”

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Additionally, almost one in ten (10%) say they would swap Christmas dinner for brunch on the big day - rising to 13% of 18- to 34- year-olds.
With 87% of the nation intending to drink alcohol this Christmas, it looks like 2022 will be the year of sparkling celebrations, as the findings suggest that for millions of UK residents, only bubbles will do on the big day.

While five years ago, white wine was the top Christmas tipple, chosen by 32%, this year around 35% of people will be drinking sparkling wine of some sort – with Prosecco (16%) the top choice, followed by Champagne (12%), English sparkling wine (5%) and Cava (4%).

Both beer and red wine have declined in popularity as a drink to enjoy with Christmas dinner over the last five years. The number of people choosing to drink beer has declined from 10% in 2018 to 7% in 2022, and those drinking red wine has declined from 28% to 7%. Residents of Edinburgh enjoy Prosecco the most, with almost a quarter (24%) of people having a glass at Christmas.

Savvy Celebrations

With many having to tighten their belts in recent months, over half (58%) of people plan to take a different approach to their Christmas preparations this year, largely to save costs. This includes paying more attention to deals and good value for money (23%) and starting to buy earlier to make the most of sales and discounts (18%).

When thinking about Christmas shopping, over half (56%) claim that supermarket loyalty schemes such as Tesco Clubcard help them decide where to shop, and this rises to 70% of 18-to-34-year-olds. Additionally, just under a third (31%) save up their loyalty points for use at Christmas.

Other ways in which savvy spenders are seeking out savings include stockpiling up before December (24%), purchasing frozen items (14%), buying gifts in Black Friday or Cyber Monday sales (13%) and only purchasing products on special offer (11%) to name a few.

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LEFTOVERS

The following items are the nation’s most common festive leftovers:

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkey</td>
<td>25%</td>
</tr>
<tr>
<td>Potatoes</td>
<td>13%</td>
</tr>
<tr>
<td>Stuffing</td>
<td>9%</td>
</tr>
<tr>
<td>Christmas cake</td>
<td>9%</td>
</tr>
<tr>
<td>Cheese</td>
<td>8%</td>
</tr>
<tr>
<td>Other meats</td>
<td>8%</td>
</tr>
<tr>
<td>Christmas pudding</td>
<td>8%</td>
</tr>
<tr>
<td>Chocolate</td>
<td>8%</td>
</tr>
<tr>
<td>Carrots</td>
<td>8%</td>
</tr>
</tbody>
</table>

Social media has had an impact on Christmas in a myriad of ways. A staggering 79% of UK adults will post on social media on Christmas Day. But its impact runs much deeper than simple selfies. It is altering the way the nation cooks, decorates their homes and communicates with friends and loved ones.

The tradition we most intend to keep up from lockdown (12%) is connecting to others via video calls and social media to help make our day extra special. We’re also looking to impress people with aesthetics that ensure the spread looks as ‘Instagrammable’ as possible: 20% intend to serve dishes on platters or bowls rather than plates (12%), while 18% intend to “tablescape” their dinner table.

A fifth (20%) of 18-to-34-year-olds are planning to put in extra effort to make their Christmas decorations even more social media ready this season than in previous years. Social media is also where we get our inspiration – 18-to-34-year-olds are more likely to look on Instagram (11%) or TikTok (10%) for festive recipe inspiration than open a traditional recipe book (9%).

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Christmas is the season of goodwill and people will be making a difference through their generosity. A third of people (32%) will donate to a food bank, 8% will donate to a charity instead of giving presents and 7% will help a friend or neighbour in need.

The younger generations are leading the way with conscious celebrations, as while 52% of people plan to carry out some form of charitable act this Christmas, it rises to 70% of 18-to-24-year-olds.

For those who want to make a difference this Christmas, the Tesco Food Collection will be taking place, for the tenth year running. It is the biggest collection of its kind in the UK and Tesco tops up customer food donations by 20%. Last Christmas, Tesco and its customers provided 1.57m meals to its food charity partners the Trussell Trust and FareShare, while over 100 million meals have been provided since Tesco first launched its Food Collection points in 2013.

ECO-CHRISTMAS CELEBRATIONS

Much of the nation is looking for ways to be kinder to the planet over the festive season, with a third (33%) saying they plan to make more sustainable choices this Christmas. Nearly half (47%) of respondents will recycle and reuse wrapping paper and packaging where possible, and 45% will reuse all their decorations. While 35% will buy loose fruit and veg without plastic wrapping, 33% will be using up all their leftovers to avoid food waste and 32% are saying “no” to anything which has non-biodegradable glitter.

The younger and older generations are the most focused on being eco-friendly this Christmas. For those keen to be more sustainable may be interested in the Tesco Made Mindfully commitment, where materials used have been produced or grown to have a more positive impact on the environment. Additionally, Tesco greeting cards are made from paper that supports responsible forestry, which helps maintain and protect the planet’s forests.

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Every Christmas is meaningful, and 2022 is sure to be as special as any that have gone before. It will certainly be unique, with so many different ways to come together and enjoy the festive period.

However the nation chooses to spend the Christmas season, whether it is with family, or a ‘friendmas’, nights in or out, with Brussels sprouts or without, Tesco is on hand to help everyone have a joyful Christmas, whatever their budget.
Merry Christmas

The Tesco Christmas Report 2022

A NEW KIND OF CHRISTMAS