

# ARE YOU A PREPPER OR A PANICKER?



**HERE'S HOW TO SURVIVE  
THE FESTIVE SEASON -  
WHATEVER YOUR THING**



**Ready or not, Christmas is coming** – but does that thought fill you with festive cheer, or creeping dread? While for most of us December is a very merry time, for others it's a bury-your-head-in-the-sand situation, where everything is left to the last minute and frenzied panic shopping ensues.

If you tend to fall into the latter category, fear not – as seasoned hosts who like to get ahead, we've got a few tricks up our sleeves. From picking the perfect present to ho-ho-hosting like a pro, we've surveyed the nation about their Christmas preparation habits, and created this comprehensive guide to getting through the season without the stress this year.



# ALL WRAPPED UP



It may be the thought that counts – but let's be honest, you're probably going to have to buy more than a few presents this year. The majority of shoppers start this process in October or at the start of November (well, it makes sense to capitalise on those Black Friday deals!). Most shoppers are sorted within the last two weeks before Christmas, although 24% reported finishing their shopping in the third week of December – cutting it precariously close to the big day itself...

## SHOP SMART

**Keep a note in your phone when you notice friends and family admiring an item throughout the year** – then come Christmas, you'll have a ready-made shopping list of things you know they'll love.

Bookmark bigger buys early and set aside time on Black Friday to grab the best prices.

Suggest a gift exchange or Secret Santa for larger groups – this way you only need to find one brilliant gift, not dozens of them!

## HOW DOES YOUR SPENDING STACK UP?

Our survey saw a broad range of budgets, but most spent around £200–£500 on gifts. A frugal 2% spent under £50, while 10% splurged over £1,000!

## MEANING BEATS MONEY



One major takeaway from our research was that personal meaning outranks cost or brand – 60% cited ‘thoughtfulness’ as the top factor when present shopping. Bear this in mind, a day out together or a personalised present could be appreciated much more than an expensive gadget or designer shoes.

## THOUGHTFUL GIFT IDEAS EVERYONE WILL LOVE



Tickets to a local attraction or event – quality time you can spend together.



A booking at a favourite restaurant – or one they’ve always wanted to try.



A homemade hamper of treats, or a curated selection of their shop-bought favourites.



A subscription for their go-to magazine or streaming service.



A carefully compiled photo album or piece of personalised artwork.



An upgrade to something they use every day – anything from socks or coffee beans to festive new mugs.

# HOSTING AT HOME

There's nothing more magical than having loved ones gathered around your decorated tree or dining table – until you start worrying about seating or space for the turkey!

32% of respondents were considering new furniture for Christmas, with [sofas](#) and [sofa beds](#), [dining tables](#), and [beds](#) topping their wishlist. While 42% planned to refresh their soft furnishings, such as [cushions](#) and throws to make their space cosier.

94% said it was important that larger furniture items were delivered in time for Christmas, so consider this your sign to get organised this year and start looking for the perfect piece.

We have [Guaranteed Christmas Delivery](#) available on a wide range of sofas, beds and mattresses – ensuring everyone's sitting and sleeping comfortably!

## THE MOST POPULAR WAYS TO PREP

*Consider this your pre-Christmas checklist*

Putting up decorations – 71%

Stocking up on food and drink – 66%

Tidying the house of all clutter – 48%

Lighting festive candles or scents – 45%

Deep cleaning the house – 40%

Changing bedding or soft furnishings – 25%

Rearranging furniture to make space – 24%



## WHAT REALLY MATTERS

Most people said they want their home to feel comfortable (65%), welcoming (64%), and cosy (58%) at Christmas. Here's how to bring these vibes into your home – plus a quick-fix tip to impress even if you're short on time...



### 1. MAKE IT COMFORTABLE

- ★ A large sofa so everyone can gather for films – **corner sofa** is perfect if you've got the space.
- ★ An **extendable dining table** to suit the occasion – compact for family dinners or extended for parties.
- ★ Choose a high-backed **dining chairs** with arms, especially for older guests.
- ★ Quick fix: Leave slippers or cosy socks by the door so everyone can slip into something comfy.



## 2. MAKE IT WELCOMING

- ★ Introduce festive fragrances with candles or reed diffusers – pine, fir, or cinnamon.
- ★ Remove unnecessary clutter from social spaces – a storage [footstool](#) can be an easy solution.
- ★ Dress guest beds with festive bedding and a basket of mini toiletries and treats for them.
- ★ Quick fix: Whip up a signature welcome drink to serve – think mulled wine or cranberry punch.

## 3. MAKE IT COSY

- ★ Add a thick-pile [rug](#) to any spaces that currently have bare floorboards for extra warmth
- ★ Pile up the cushions and strategically place soft, indulgent throws on sofas and armchairs.
- ★ Curate a playlist of Christmas songs to add to the ambience when serving canapés or opening gifts.
- ★ Quick fix: Switch off the big light and stick to lamps, candles and fairy lights!



Feeling inspired to be a prepper, not a panicker this year? Start with our edit of [Guaranteed Christmas Delivery](#) buys that will set the scene beautifully – just don't leave it too late to order!

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