

Tesco Christmas Trends Report 2025

The Christmas Trends Report uses research from Tesco conducted by Censuswide, alongside Tesco sales data to offer unique insights on the year's biggest seasonal celebration.

This is how the nation will be celebrating Christmas 2025.

Nearly three quarters (73%) of people expect they will, or may, host at some point over the Christmas period, including casual, family-style meals (49%), formal, sit down meals (30%) and drinks and nibbles (28%).

(Hopefully) The most wonderful time of the year



Most meaningful parts of Christmas¹

- Opening presents together
- Playing games together
- Watching a Christmas movie together

Most stressful parts of Christmas



- Cooking the main meal
- Washing up/cleaning afterwards
- Cleaning/prepping the house before

Who's around the table?



Average table size for Christmas in UK



Average table size for Christmas in Northern Ireland

Fall in love with frozen to help simplify hosting

80%

Of hosts plan to use frozen food this Christmas

31%

will buy shop-bought frozen desserts

27%

will buy shop-bought frozen party-food



Almost a quarter (24%) will cook ahead of time and freeze food to reduce prep time on the day.

Why not try our frozen Finest range



Tesco Finest Beef Wellington, £35.00



Tesco Finest 2 Black Garlic & Truffle Camembert Melts, £3.90



Tesco Finest 2 Butternut Squash, Chickpea & Chilli Parcels, £6.00



Tesco Finest Belgian Chocolate and Honeycomb Choux Wreath, £7.50

Party Food preferences

Cheese is the nation's favourite party food². Tesco sold over

1.5 million kgs

of cheese last Christmas

- the equivalent of approximately **257** elephants



Sales of Christmas frozen party food grew

6% YoY



All Tesco frozen party food cooks at the same temperature, so hosts can spend less time in the kitchen, and more time at the party

The humble 'crisps and dips' is the second most popular party food³.



Why not try our Finest range

Tesco Finest Turkey Tikka Tortilla Chips or Tesco Finest Japanese Fried Chicken Crisps

Turkey, Chicken or Pizza

Save the date: The majority of hosts say they will start preparing for Christmas Day 12 days before, on the 13th December, however **13%** leave it to the day before and **12%** leave it to the night before! Those aged 35-44 are the most likely to leave prep to the night before (**15%**).



52%

Will have Turkey



23%

Will have Chicken



20%

Will have Beef



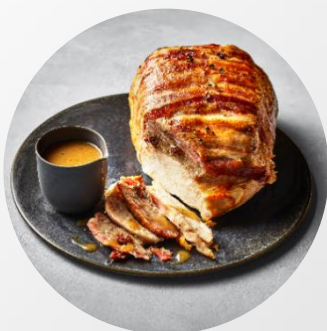
21%

Will have plant based

The younger generation (25-34 year olds) are mixing things up, with **17%** of the age group saying they will be serving up the likes of curry, pasta, pizza and frittata.



Why not try our Finest range



Tesco Finest Slow Cooked Turkey Crown, **£55.00** (serves 6)



Tesco Finest Free Range Whole Chicken, **£13.50** (serves 5-6)



Tesco Finest Chef's Collection Black Treacle Butter Aged Côte de Boeuf, **£62.00-£77.40** (serves 4-6)



Tesco Finest British Free Range Bronze Turkey Crown with a Pork, Cranberry & Chestnut Stuffing, available in Medium and Large, **£51.80-£81.20** (M serves 8-10, L serves 10-12)

Soaring soft drinks

Last Christmas, Tesco saw sales of Low & No Spirits and Ready to Drink products up by almost **5% YoY**, and Low & No wine sales up **9%**



28% of people plan to drink less alcohol this Christmas



12% of people don't plan to drink at all

For those still raising a glass

For those still raising a glass, Tesco has been awarded the **IWSC Classic Supermarket of the Year 2025** as well as the **International Wine Challenge Own Label Range of the Year** and **Supermarket of the Year 2025** meaning there is something for every Christmas occasion:



1. The Christmas Party: Tesco Finest English Sparkling Rosé, 11%, **£21.50**
2. Friendsmas: Papa Salt Coastal Gin, 42.8%, **£39**
3. Gingerbread house decorating: Brown Brothers Orange Muscat & Flora, 9.5%, **£8.75**
4. Christmas Day dinner: Tesco Finest Chablis Premier Cru, 12.5%, **£24**
5. The New Year's Eve party: Tesco Finest Premier Cru Brut Champagne, 12.5%, **£26**

Getting the right trimmings

Pigs in Blankets are the nation's favourite trimming⁴

Yorkshire Puddings are the second favourite trimming⁵

25-34 year olds prefer rice and chips to Pigs in Blankets⁶

Tesco sold 35 million Pigs in Blankets last Christmas



Decorating the tree kicks off Christmas

More than a quarter of people (26%) say putting up the Christmas tree signals the arrival of the Christmas season for them, with the second week of December being the most popular time to do it. Although younger generations are more likely to decorate earlier – with a fifth of 18-24-year-olds putting their tree up in November, and a further 3% doing it even earlier! And it isn't just inside people's home getting the festive treatment, with 43% of people saying they will be decorating outside as well this year.

15%
of people will have three or more trees

11%
of people have had their artificial tree for over 10 years

70%
of people will have an artificial tree



A very Merry Christmas from Tesco

No matter the plan for Christmas this year, may it be big or small, well planned or last minute, traditional or unique, Tesco is here to help ensure the most wonderful time of the year is just that.

Please visit the [Tesco Christmas Press Hub](https://www.tesco.com/press-office) for more information and inspiration on the 2025 Tesco Christmas range, including imagery. For additional questions, or to request samples, please contact the Tesco PR team at press.office@tesco.com

Too sweet to savour

Despite a lot of love for mince pies, a whopping 21% of people say they don't like the traditional pie.



This year, however, that needn't be a concern as Tesco has launched the decadent new **Tesco Finest Chocolate & Gingerbread S'more Tarts** – think sweet gingerbread sponge, s'mores marshmallow-flavoured buttercream and glossy chocolate fondant.

But hosts will need to keep a close eye on them – nearly three in five (59%) of people admit that either they and/or someone in their household has eaten food bought for Christmas early, with chocolate (52%), biscuits (35%) and mince pies (34%) the most likely to disappear.

Tesco sold 57 million mince pies last Christmas

Turning the novelty up a notch with *Paperchase*

With more people seeking inspiration from social media than anywhere else⁷, Christmas trees are set to be more experimental this year with people more likely to choose:

+4pp

Vibrant colours

+3pp

Homemade designs

+3pp

Contemporary (disco balls and feathered baubles etc)



Paperchase Iced Matcha Latte Decoration, £6



Paperchase Hot Sauce Decoration, £5



Paperchase Jelly Decoration, £6

The Tesco Christmas Trends Report uses research from Tesco conducted by Censuswide, sampling 2,000 adults alongside Tesco sales data to offer unique insights on the year's biggest seasonal celebration.

¹ Opening presents together (18%) is believed to be the most meaningful Christmas moment, followed by playing games together as a family (13%) and watching a Christmas movie together (8%).

² 41% of people say cheese is the food they most enjoy at a Christmas party

³ 39% of people say crisps and dips is the food they most enjoy at a Christmas party

⁴ 48% of people say Pigs in Blankets are their favourite Christmas trimming

⁵ 34% of people say Yorkshire Puddings are their favourite Christmas trimming

⁶ 25-34 year olds prefer stuffing (36%) and even rice (32%) and chips (23%) to the classic Pig in Blanket (22%).