

## A quarter of Brits will re-gift unwanted presents this Christmas

*New research from VoucherCodes.co.uk suggests UK shoppers may want to keep the receipt for their Christmas purchases as two fifths of Brits will be disappointed with their presents.*

- All I want for Christmas: Two fifths of Brits receive unwanted gifts at Christmas (42 per cent)
- Luck of the Scottish: Yorkshire and Humberside residents are the most unlucky with their choice of gifts as half receive unwanted ones (50 per cent) while the Scottish get the best presents (30 per cent receive unwanted gifts)
- What a waste: The average cost of these undesired gifts is £45 each and a third simply go to waste (35 per cent)
- Savvy Santas: A quarter re-gift their unwanted presents (25 per cent)
- Festive flogging: A fifth of dissatisfied recipients sell, refund or exchange them (22 per cent)

New research\* from VoucherCodes.co.uk suggests UK shoppers may want to keep the receipt for their Christmas purchases as two fifths of Brits will be disappointed with their presents (42 per cent).

Yorkshire and Humberside is the most unlucky region as half of residents receive undesired gifts (50 per cent), while the most satisfied on Christmas morning are the Scots with only 30 per cent getting presents they do not want.

Furthermore, VoucherCodes.co.uk's research reveals women dislike their presents (48 per cent) more than men as over double claim they are given gifts they do not want or would never use (21 per cent for men).

**Anita Naik, lifestyle editor of VoucherCodes.co.uk comments:** "UK household budgets are still very tight and consumers looking to make ends meet really do have to count every penny. With the average cost of an unwanted gift at £45 and a third of these simply not being used by their recipient, it really is a waste of money at a very expensive time of year."

However, the majority exert a more pragmatic attitude when faced with a disappointing gift as a quarter of the nation will re-gift their unwanted presents to others (25 per cent). A further fifth risk displaying a lack of gratitude by exchanging, returning or selling their items so money is not wasted but go into their pocket (22 per cent).

**Anita Naik, lifestyle editor of VoucherCodes.co.uk continues:** "Picking out the perfect present for a loved one is always a daunting task in case they do not like your choice; however with constant cash concerns on top of this, consumers cannot afford to buy something that will never be used. While it is the thought the counts, counting the pennies is also important especially at this time of year so shoppers should consider their purchases carefully beforehand."

"In these hard times consumers are now searching for options to make the most of their unwanted gifts. While refunding and selling items can be a good way to drum up some extra cash, Brits could also consider something more in the festive spirit and re-gift them to family and friends or donate them to their local charity shop - particularly as many of these rely on the extra stock they receive during this time of year."

Notes to editors:

\* Research conducted amongst 1,000 adults by One Poll between 21st and 26th September 2013

---

<https://retailmenot.mediaroom.com/2013-12-23-A-quarter-of-Brits-will-re-gift-unwanted-presents-this-year>