

# Know your Christmas Sweden 2024

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# From all of Us to all of You

Christmas is magic and cozy and is one of the holidays that is of great importance to many. Christmas also means a lot to Norstat and our employees. At Norstat, we would therefore like to contribute to the good Christmas atmosphere with this little report.

The purpose of the report is to uncover the Christmas atmosphere among our panellists - how the panellists relate to Christmas and some of the Christmas traditions, what they expect from Christmas 2024 and other fun Christmas-related insights.

The report is based on 1.000 interviews in the Norstat Sweden online panel. The interviews were collected between November 11th-22nd 2024.

Christmas greetings,  
Norstat Sweden



# Christmas in Sweden

Christmas is a time for traditions. But what traditions do the panellists really have when it comes to Christmas? Several researchers believe that the earlier you get into the Christmas spirit (decorating), the greater the feeling of happiness you achieve.

So, how much have our panellists gotten into the Christmas spirit, and what does Christmas mean to them?



80%

of the population enjoy Christmas and personally contribute to the good Christmas atmosphere. Whereas some love Christmas so much that they would like to have Christmas all year round, others love Christmas when it is Christmas, and others think that it is just a nice and cozy tradition.

Christmas is almost all around in Sweden. 24% of the population 'love Christmas at Christmas time' whereas 52% find that Christmas is a fine and cozy tradition. More women (30%) than men (17%) love Christmas at Christmas time.

Christmas doesn't mean that much to 17% of the population. They mostly celebrate it for the sake of their family. More men (22%) than women (17%) share this view.



4%

of the population love Christmas so much that if it were up to them, it should be Christmas every day - all year round. More 18-39-year-olds (7%) share this sentiment.

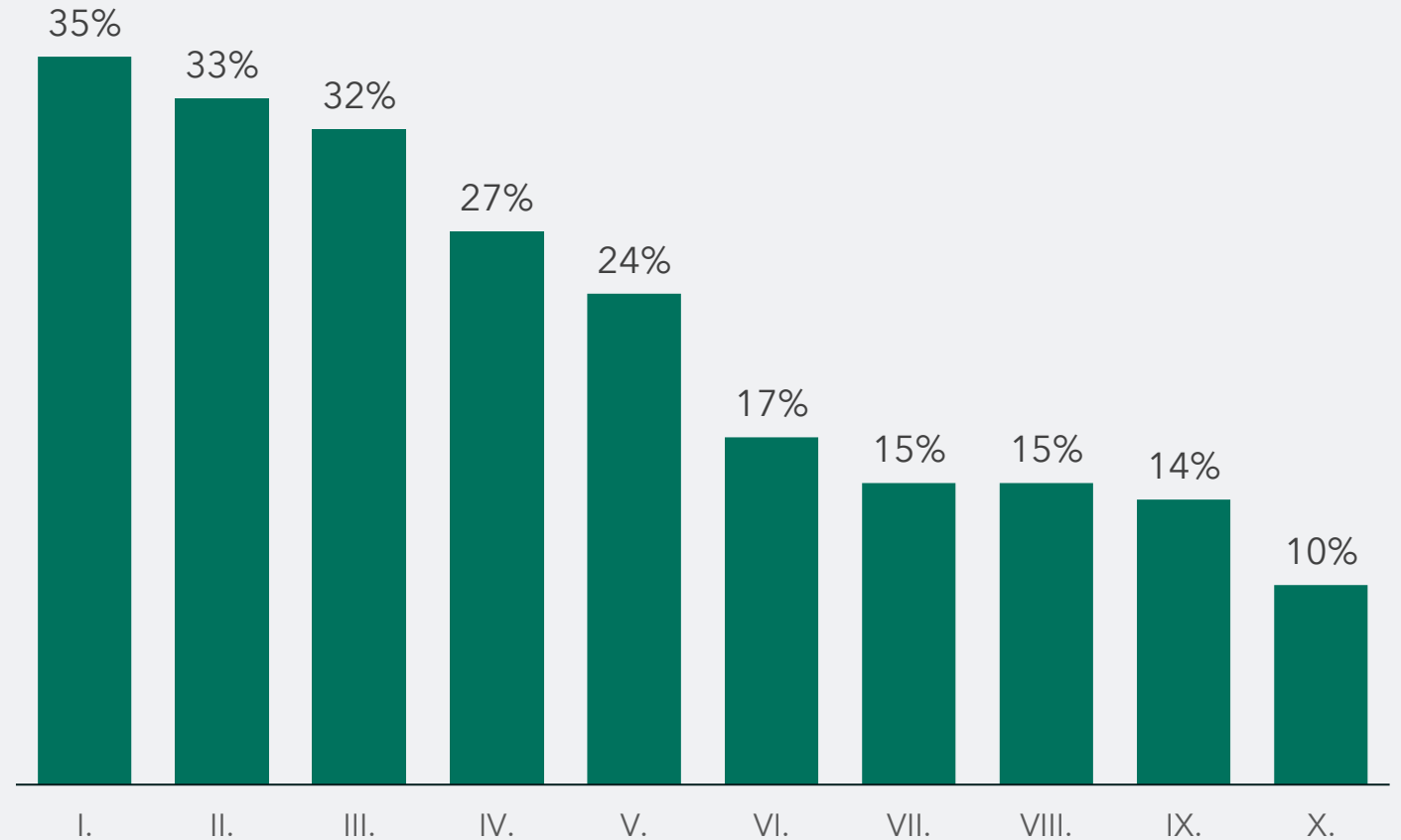
# All I want for Christmas is ...

Christmas is all about traditions and for many a yearly reminder of the value of traditions. According to the population, some of the greatest things about Christmas are the traditions, the food and the atmosphere. In general, it seems like the décor and the 'act of giving' is a more important part of Christmas for women than men. More women (17%) than men (10%) value Christmas decorations around town and more women (22%) than men (12%) value Christmas decorations. When it comes to giving presents more women (27%) than men (20%) enjoy this part of the holiday.

- I. Christmas traditions
- II. Christmas dinner
- III. The atmosphere
- IV. Cozying up indoors
- V. Giving gifts
- VI. Christmas decorations
- VII. Christmas trees
- VIII. Christmas lunches
- IX. Christmas decorations around town
- X. Christmas cookies/Mulled wine

The top 10 of the 'best things about Christmas' in Sweden.

Base: 1.000  
interview



29%

own a Christmas jumper.

The concept is more popular among the 18-39-year-olds (47%).

13% plan to get a Christmas jumper, whereas 57% have no plans to 'jump' on the bandwagon before Christmas.



21%

of the population plan to spend less money on Christmas gifts this year compared to 2023. 6% plan to spend more, and 63% expect to spend the same amount this year.







17%

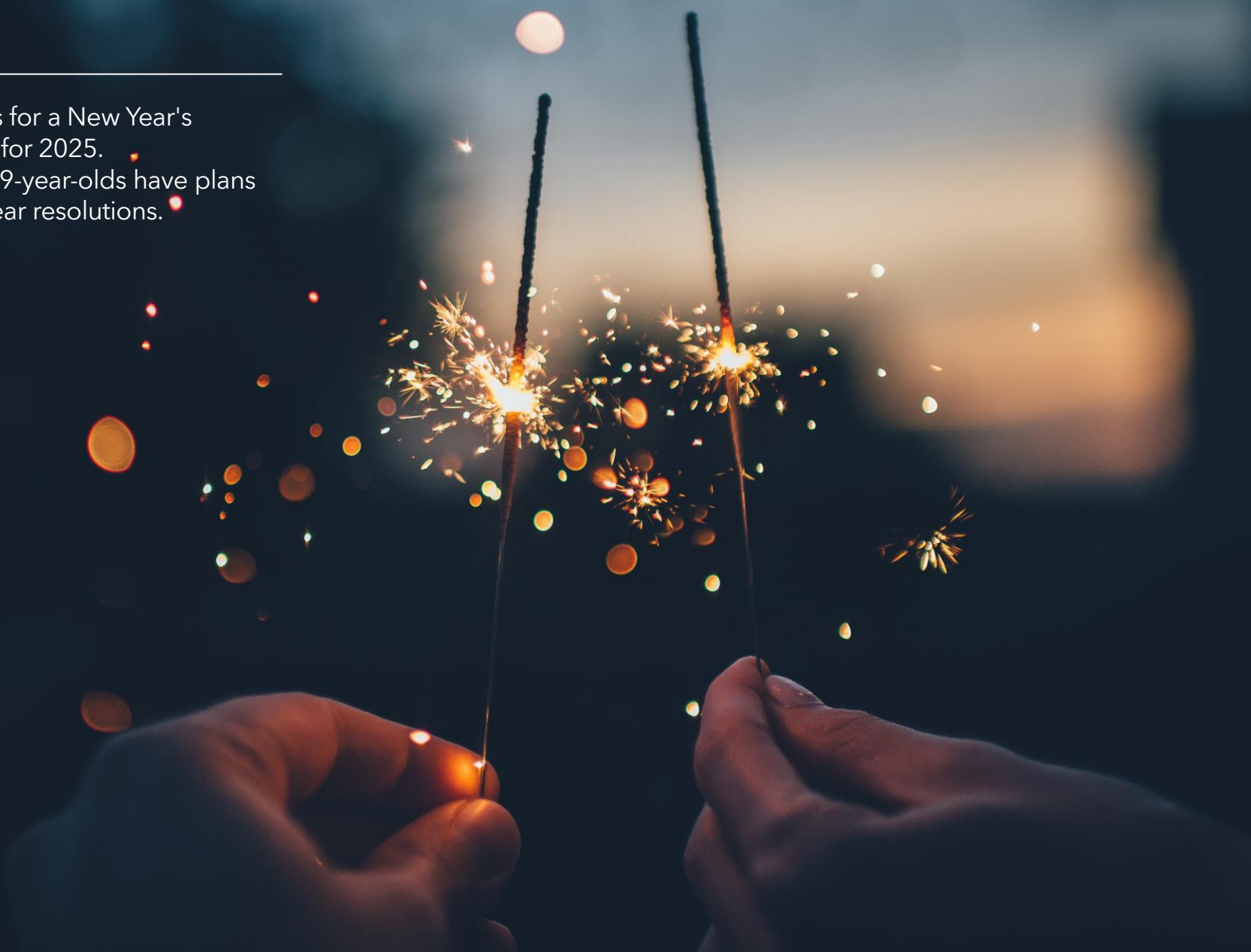
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plan to go to church on Christmas Eve or  
Christmas Day.

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11%

have plans for a New Year's resolution for 2025.  
More 18-39-year-olds have plans for New Year resolutions.



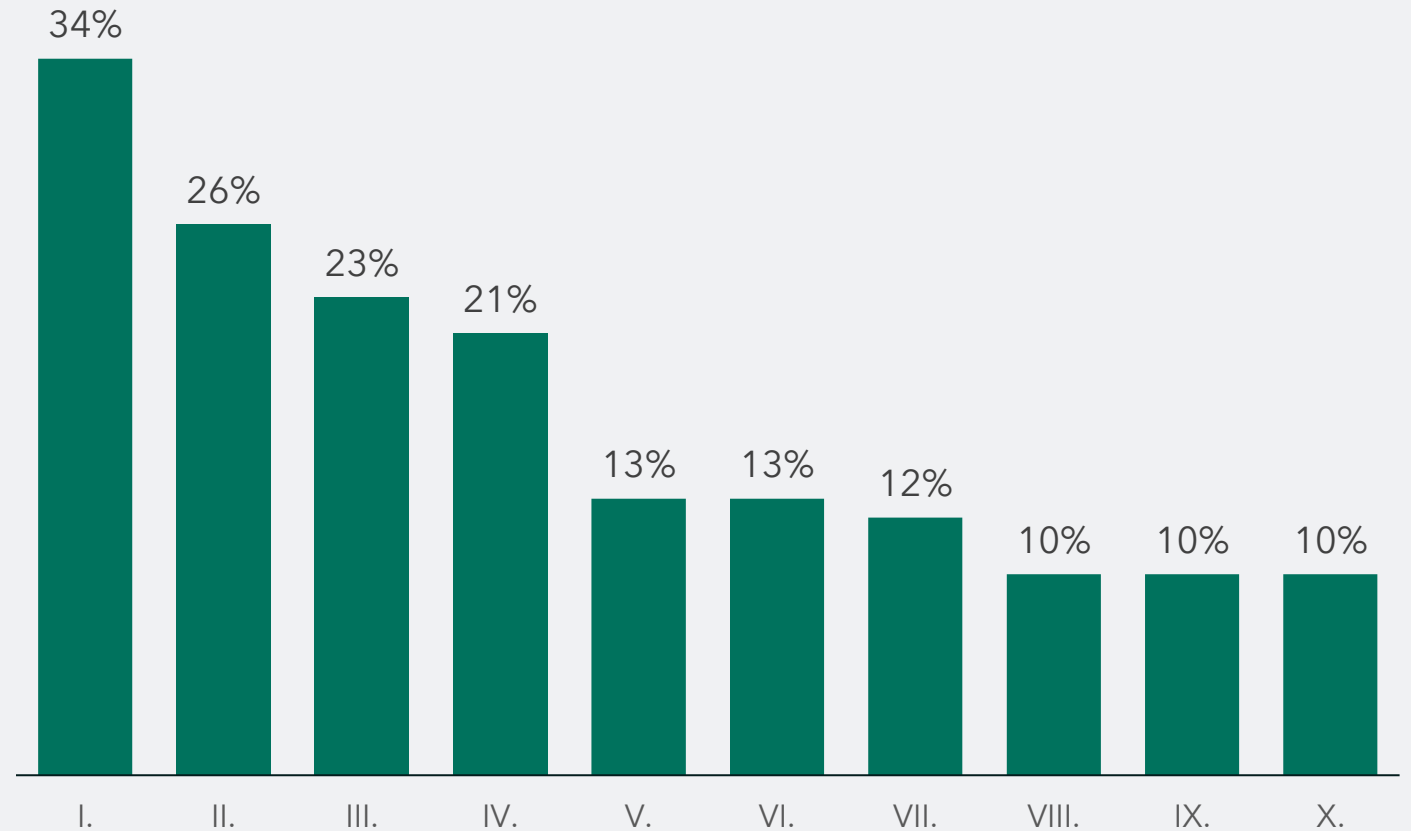
# Start spreading the new(s)

Top 10 New Year's resolutions for 2025.

Base: 114 interview

11% of the population have plans for a New Year's resolution for 2025. For some, it is a tradition; for others, it is an opportunity to say goodbye to old (bad) habits and welcome new, and for many more, positive routines that hopefully can manifest as a 'natural' lifestyle over time. Most New Year's resolutions are rooted in changes in physical behaviour, but changes to strengthening mental health and ensuring a better quality of life are also on the list for many.

- I. More exercise
- II. Weight loss
- III. Healthier eating habits
- IV. To get better at living in the now
- V. To eat less sweets and chocolate
- VI. To be more positive
- VII. To spend less time on social media
- VIII. Drinking less alcohol
- IX. To see more of my family
- X. To live more sustainably





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