Press release

Slovenia/economy/retail/shopping center

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Mediana: For Slovenian shoppers, giving gifts during the holidays and purchasing Christmas gifts in physical shops holds significant importance

Almost one in five Slovenians will spend between 200 and 500 euros on gifts

**With the Christmas holidays steadily approaching, Slovenian consumers are already eagerly anticipating the festive atmosphere and the tradition of exchanging gifts. SES Slovenija, the leading operator of large shopping destinations in Slovenia,** **which include ALEJA Ljubljana, Citypark Ljubljana, Center Vič Ljubljana, Citycenter Celje and Europark Maribor, conducted a survey in collaboration with the market research company Mediana, which identifies a general trend that Slovenians enjoy visiting shopping centers as the holidays approach. During the holiday season, as many as 40% of those surveyed make at least a weekly visit. Outside of this period, 66% of respondents visit shopping centers at least two to three times a month. The most popular places for holiday shopping are shopping centers, where more than 46% of respondents buy most of their gifts. The survey found that 60% of participants plan to purchase gifts in December, with a substantial third of them intending to spend between 100 and 200 euros. Nearly a fifth will budget between 200 and 500 euros for gifts. The survey also finds that the vast majority, or 90%, of shopping center visitors do their Christmas shopping by car.**

While most Christmas shopping occurs in December, young people tend to start shopping earlier

According to the survey, most Slovenians, 59.7%, buy most of their gifts in December, while 19.6% plan to start shopping already in November. Just over a tenth, or 10.5%, of respondents buy their gifts just before Christmas. The survey finds that young people, or individuals aged 15–29, are more likely to start their holiday shopping as early as November. For 21% of Slovenians, the holiday season begins in December, and for 17% just before the Christmas and New Year holidays.

Toni Pugelj, SES Slovenia Country Manager:

"During the period leading up to the holidays and throughout the holiday season, emotions tend to intensify. Christmas shopping in brick-and-mortar stores, especially in shopping centres, largely meets the expectations and desires of visitors. The survey highlights the significance of a festive atmosphere, which receives a great deal of focus and effort in our shopping centres. People look forward to Christmas and are happy to visit our shopping destinations, where they can indulge in a holiday experience."

More than one-third of survey participants will set aside between 100 and 200 euros for gifts

A good third (34.7%) of respondents plan to spend between 100 and 200 euros on gifts, 24.9% between 50 and 100 euros and 18.3% between 200 and 500 euros. According to the survey, women are set to budget more for gifts than men, with 36.5% planning to spend between 100 and 200 euros, compared to 32.8% of men. The percentage of men and women intending to spend between 50 and 100 euros, as well as those considering spending above 500 euros, is comparable.

The most common gifts are food products, toys and cosmetics, while gift certificates are also popular

When asked what type of gifts they intend to give, most respondents mentioned food products, confectionery, and sweets (23.4%), toys (22.4%), cosmetics and perfumes (21.8%), gift certificates (19.9%) and clothing and footwear (19.7%). A quarter of them have yet to decide on a gift. Here, too, generational differences can be observed, as young people are more likely to choose cosmetics, while older people are more frequently undecided. Furthermore, there is an interesting gender distinction, with women more likely to give food products and cosmetics, while men prefer to opt for gift certificates.

Festive atmosphere in shopping destinations key for one third of Slovenians

Festive decorations, a selection of music and Christmas trees are essential to the Christmas shopping experience and create a festive atmosphere in shopping destinations. More than a third of the survey respondents (35.9%) consider the festive atmosphere an important part of the pre-holiday shopping process. The predominant attractions Slovenians wish for in shopping centres are elaborate decorations (60.3%), festive music (49.5%), and a Christmas tree (46.6%).

More than a quarter will dress more smartly on Christmas Eve

A good third, or 36.3%, of respondents plan to don the same clothes as usual on the holiday eves, while one in four, or 26.3%, will dress more smartly than normal. In this respect, the share of women (29.9%) is higher than that of men (22.9%). 17.6% of respondents plan to wear a festive jumper or clothes with a festive motif.

About the survey

The survey on shopping habits ahead of the Christmas and New Year holidays was carried out in October 2024 on a sample of 1,000 visitors to shopping centres aged between 15 and 75. The survey was conducted by Mediana on behalf of SES Slovenia using the CAWI online survey method. The sample is representative of Slovenia in terms of gender, age and region. SES Spar European Shopping Centers manages more than 168,000 square metres of shopping space in Slovenia. The five shopping destinations, including ALEJA Ljubljana, Citypark Ljubljana, Center Vič Ljubljana, Citycenter Celje and Europark Maribor, employ more than 4,000 people.

**SES Spar European Shopping Centers**SES is active as a developer, constructor, and operator of shopping centers in six Central European countries: Austria, Slovenia, Italy, Hungary, Croatia, and the Czech Republic. The Salzburg-based company currently manages 31 shopping destinations in Central, Southern and Eastern Europe, with a total leasable area (GLA) of more than 855,000 square metres. SES is the market leader in Austria and Slovenia for large-scale shopping centers. With more than 112 million visitors per year, retail partners at SES shopping centers generated sales revenues in the total amount of EUR 3.32 bn in 2023. SES also offers its know-how in the areas of project development, construction management, leasing of shop space, as well as center and facility management very successfully to external owners of shopping malls. SES centers have already received several national and international awards for architecture and design, sustainability, traffic flow concepts, and innovative marketing. In 2023 the ALEJA Shopping Center in Ljubljana won the internationally acclaimed ECSP Design and Development Award in the category of New Centre Developments of 15,000 to 45,000 Square Metres. SES is part of the SPAR Austria Group.

More information can be found at: [www.ses-european.com](http://www.ses-european.com/) and presse.ses-european.com.

Images:

Toni Pugelj, SES Slovenia Country Manager © (Photo: Črt Piksi)

Christmas shopping © (Photo: Robert Fritz)

Christmas decoration © (Photo: Robert Krumpak)

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