

Press Release

Slovenia / Economy / Trade / Christmas / Shopping Centers / Study

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Study: The most popular holiday presents are food, toys and gift vouchers

In Slovenia, most Christmas presents are bought in shopping centers

A study conducted by market research company Valicon for SES Spar European Shopping Centers 2025 found that most Slovenians prefer to do their festive shopping at shopping centers such as ALEJA, Citypark Ljubljana, Center Vič, Arkadia, Citycenter Celje and Europark Maribor, both because of the range of products and atmosphere and because of the services provided. In the pre-Christmas period, 90 per cent of Slovenian respondents visit a shopping center. It is particularly interesting to note that 66 per cent of those who give presents buy them in a shopping center. In this respect, the share of online purchases is significantly lower. The vast majority of present buyers (86%) plan to spend up to 500 euro on presents this year. The most popular presents are food, toys and gift vouchers.

Toni Pugelj, SES Slovenia Country Manager:

"Shopping centers today are much more than just a place to shop; they are spaces offering emotional experiences. During the Christmas season, they create the very atmosphere that people are looking for: inspiration, socialising and joy amid beautiful Christmas decorations. Most present-givers buy their presents in shopping centers, indicating that physical stores are still very much alive in Slovenia."

We mainly give sweets as presents, followed by toys and gift vouchers

Sweets and food are undoubtedly the most popular present category, accounting for 35 per cent of all presents. They are followed by toys (27%) and gift vouchers (27%), ahead of perfumes and cosmetics (25%), clothing and footwear (23%) and books (21%). In Slovenia, gift vouchers are redeemed particularly quickly – as many as 37 per cent of Slovenians do so in the first few weeks after the holidays.

Atmosphere matters – festive decorations, music and experience are key

As the study findings show, Slovenians greatly appreciate a pleasant shopping experience. For 57 per cent of respondents, the pre-Christmas experience is very

important or quite important, and it is especially popular among young people aged 16 to 29. The most popular traditions are:

- festive decorations and lighting (71%),
- Christmas music (52%),
- Christmas tree (51%),
- events (42%).

Slovenians are most attracted to events such as Christmas markets (59%), Christmas concerts and performances (48%) and the visit from St. Nicholas (35%).

Shopping is done in December

In Slovenia, presents are most often bought in December (57%). As many as 40% of Slovenians only start buying presents early or mid-December. They are followed by those who do their shopping in the week before Christmas (17%). According to the study, women buy presents earlier than men.

SES Christmas study 2025

The study, conducted by Valicon in September this year, is based on the findings of an online survey of 1,000 Slovenians over the age of 16. The aim of the study was to gain insight into consumer behaviour during the festive season. The findings suggest the importance of shopping centers as key destinations for festive shopping with their pleasant atmosphere and a strong local touch.

SES Spar European Shopping Centers

SES is a developer, investor and operator of shopping destinations in six countries: Austria, Slovenia, Italy, Hungary, Croatia and the Czech Republic. The company currently manages 32 shopping locations in Central, Southern and Eastern Europe with a total leasable area (GLA) of more than 866,000 square metres. SES is the market leader in large shopping destinations in Austria and Slovenia. In 2024, tenants in SES shopping destinations generated €3.54 billion in sales revenue with more than 117 million visitors per year. SES also offers its expertise and experience in project development, construction management, retail leasing and center and facility management as a service to external owners of shopping destinations with great success. SES centers have received several national and international awards for architecture and design, sustainability, traffic design and innovative marketing. In 2023, the ALEJA Ljubljana shopping center received the prestigious ECSP Design and Development Award in the category of new shopping centers with an area of 15,000 to 45,000 square metres. SES is part of the SPAR Austria Group.

For more information, visit: www.ses-european.com and press.ses-european.com

Images (free):

Toni Pugelj, ALEJA Center Manager and SES Slovenia Country Manager © (Photo: Črt Piksi)
Christmas decorations at ALEJA © (Photo: Robert Krumpak)
Festive decorations at Citypark shopping center in Ljubljana © (Photo: Robert Krumpak)
Outdoor decorations at the Europark shopping center in Maribor

In front of the main entrance to Citycenter Celje you will be greeted by its biggest attraction – the fairy-tale character Rudolf Celjski.

Festive atmosphere at the Vič Center © (Photo: Matic Kremžar)

More information about SES

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