

CANADIANS' SPIRITS ARE UP WHILE SPENDING IS DOWN THIS HOLIDAY SEASON

The Chartered Professional Accountants of Canada (CPA Canada) 2021 Holiday Spending Survey examines Canadians' holiday spending plans this year

45% feel optimistic about the upcoming holiday season, up from **33%** last year.

FINDINGS AND TRENDS



35% plan to do the majority of their holiday shopping at brick-and-mortar stores, compared to **30%** last year.



While holiday spirits are up, Canadians plan to spend **\$555** on gifts this year, a small decrease from **\$588** in 2020.



TRAVEL, ENTERTAINMENT AND GIFTING PLANS

38% of Canadians plan to spend less than \$200 on holiday travel in 2021 - the same as last year.



48%

intend to spend less than \$200 on holiday entertaining, similar to last year at **45%**.



43% plan to give a non-traditional gift this year (handmade gifts, re-gifting a previous present or promising to do something special for others).



SPENDING, SAVING AND 'SLEIGHING' THE SALES

48%

of Canadians normally set a budget for holiday gift giving.



34%

say that COVID-19 has made it easier to save for the festive season, while **30%** think the pandemic made it harder to save.



37%

save money during the year to help pay for holiday gifts.



57%

of Canadians plan to buy gifts at sales, with **36%** looking forward to online Black Friday sales the most.



CPA CANADA'S HOLIDAY SPENDING TIPS

1



START SAVING EARLY

2



SET A BUDGET AND STICK TO IT

3



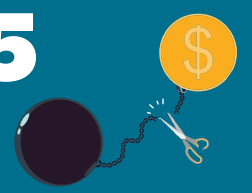
FIND THOSE DEALS

4



GET CREATIVE WITH HOMEMADE GIFTS

5



PAY DOWN POST-HOLIDAY DEBT