

# Christmas

December 1st to 24th, 2024

## - TOTAL PURCHASES -

Variation in physical and online purchases vs 2023



**PHYSICAL PURCHASES**  
**+11%** in number  
**+10%** in value



**+15%**  
 in number and value



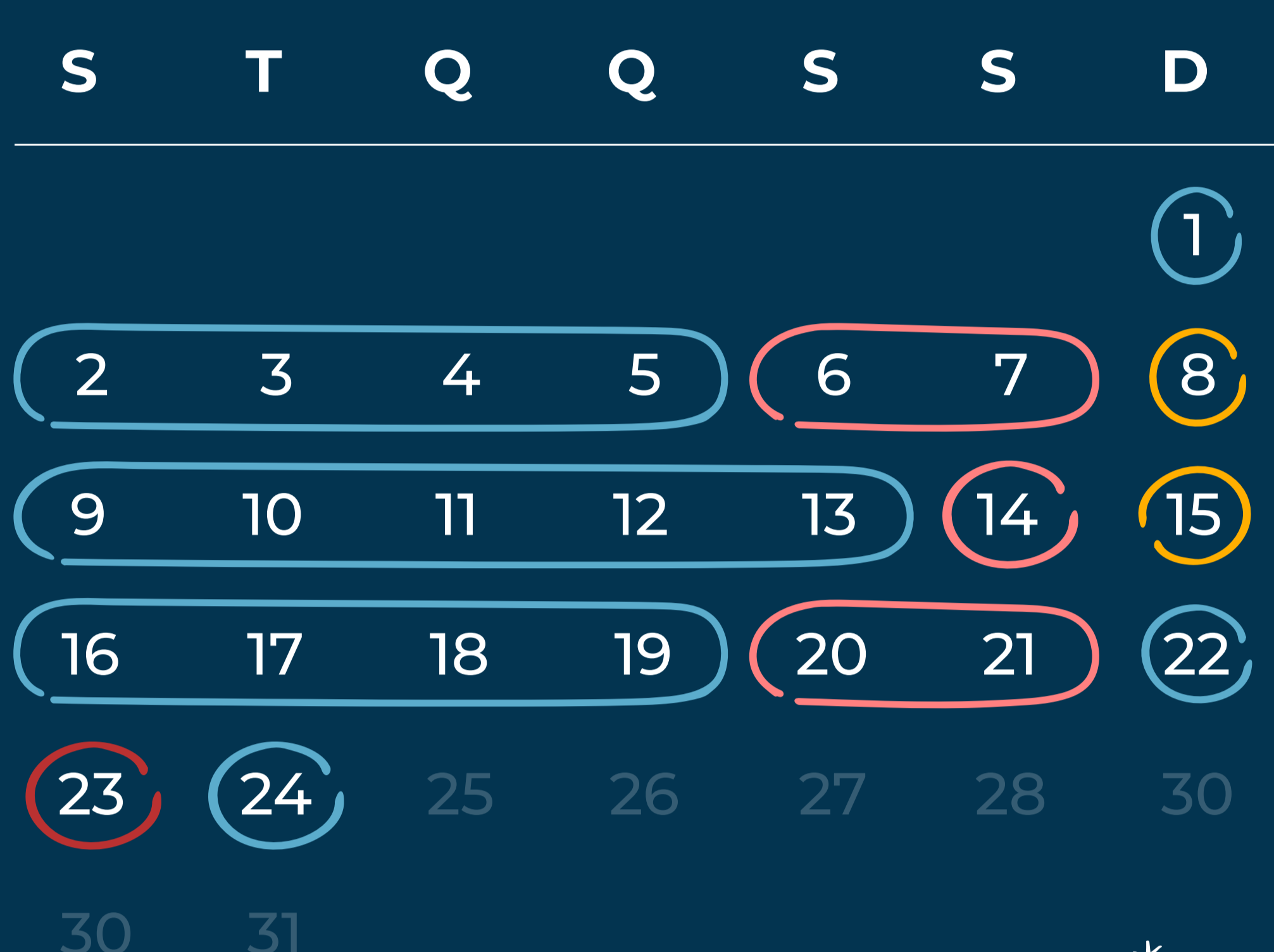
**E-COMMERCE WEIGHT**  
 in total purchases

**ONLINE PURCHASES**  
**+30%** in number  
**+36%** in value

**19%** in number  
**21%** in value

## - PURCHASES IN DECEMBER -

Variation throughout the Christmas season



### TOP 3 DAYS WITH MORE VARIATIONS

in number of purchases vs the daily average

**8,6M**  
 DAILY AVERAGE

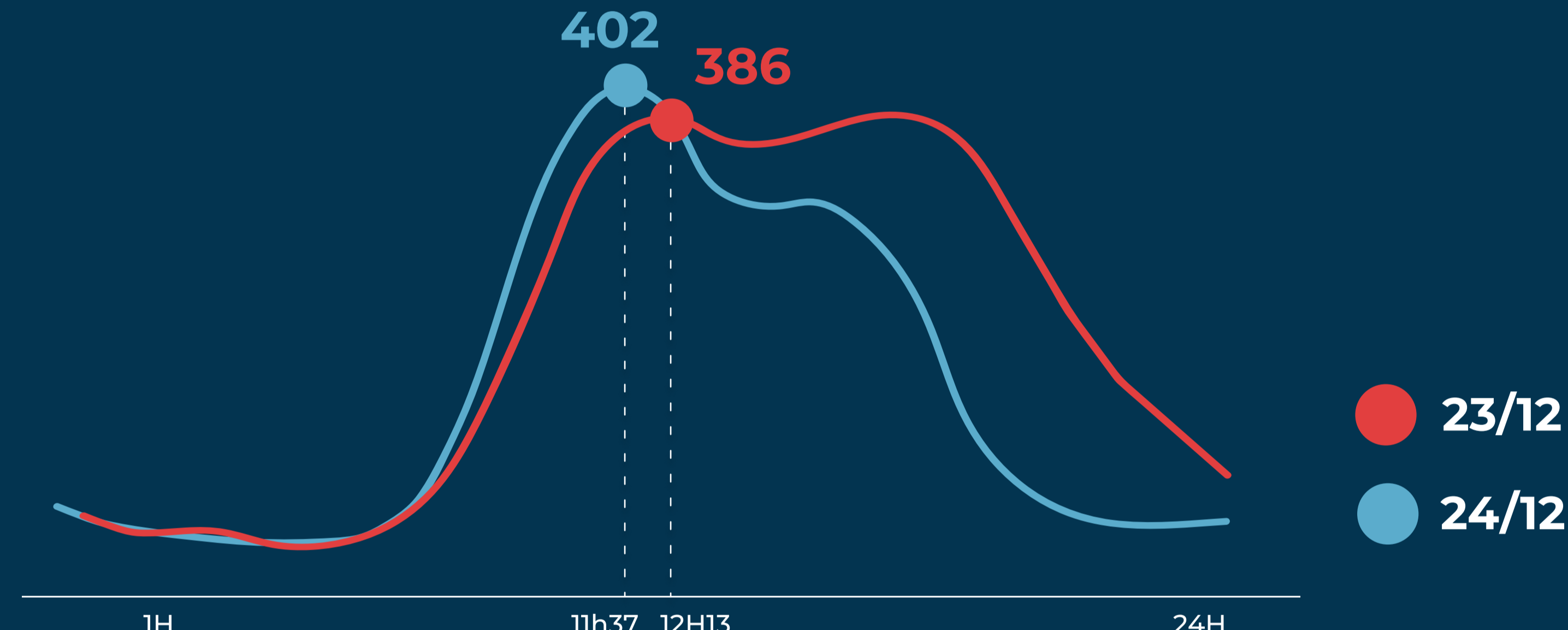
**+13%** December 20th  
**+13%** December 21st  
**+24%** December 23rd

● < 8M ● 8 - 9 M ● 9 - 10 M ● > 10 M  
 Quantity of purchases in millions per day from December 1st to December 24th, 2024



### EVOLUTION OF TRANSACTIONS

in transactions per second



**+43%** PHYSICAL PURCHASES  
**+44%** ONLINE PURCHASES

Variation in number of purchases compared vs 2023

## - PURCHASES ABROAD AND BY FOREIGNERS -

Variation in the number of physical purchases by Portuguese people abroad and by foreigners in Portugal during the Christmas season

**+12%**

**FOREIGNERS IN PORTUGAL**  
 in number of purchases

**+4%**

**FOREIGNERS IN PORTUGAL**  
 in value of purchases

**-2%**

**PORTUGUESES ABROAD**  
 in number of purchases

**-6%**

**PORTUGUESES ABROAD**  
 in value of purchases

## - PURCHASES BY SECTOR -

Sectors with the highest growth in number of purchases during the Christmas season, compared to the monthly average for the rest of the year



**TOYS AND GAMES**  
**+69%**



**HOME AND DECORATION**  
**+59%**



**PERFUMERY AND COSMETICS**  
**+46%**



**FASHION AND ACCESSORIES**  
**+39%**