

The Rise of Advent Calendars

Trends, Insights and Opportunities
for Your Business.

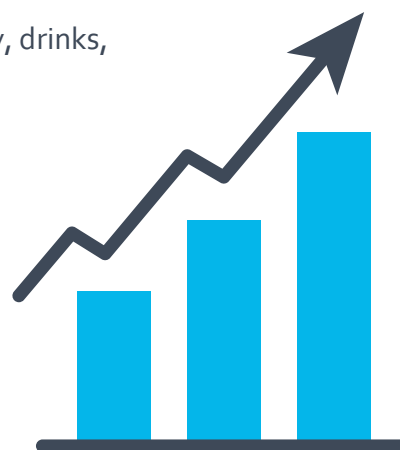


Market Commentary

Advent calendars have evolved from traditional chocolate-filled countdowns into highly sought-after luxury experiences across various industries. Businesses are capitalising on their growing popularity to enhance customer engagement, create anticipation, and drive seasonal sales. The shift towards premium, innovative and reusable calendars reflects evolving consumer preferences for exclusivity and value.

Key Drivers Behind the Growth:

- Increased Consumer Demand – Customers seek unique and interactive experiences, enhancing the customer journey beyond a single purchase
- Expansion Beyond Chocolates – Top industries such as beauty, drinks, and lifestyle brands are redefining advent calendars.
- Premiumisation & Limited Editions – High-end packaging and exclusive products create a luxury appeal.
- Social Media Influence – Unboxing videos and influencer promotions drive engagement and desirability.



Advent calendars are no longer just about counting down to Christmas, they're a powerful marketing tool that enhances brand storytelling and customer loyalty.



Hayley Simon

Head of Staci Create

Why Are Brands Investing in Advent Calendars?

The evolution of advent calendars highlights how brands have adapted to changing consumer behaviours. Limited-edition launches, personalised experiences, and high-end packaging have turned advent calendars into must-have seasonal products, making them a strong tool in marketing strategies worldwide.

1. Increase Customer Engagement

Advent calendars create a daily interaction point with consumers. This interactive experience keeps your brand top of mind throughout the holiday season, strengthening customer connections and boosting engagement.

2. Showcase Product Range

Introduce customers to a diverse selection of products, from specialty samples to exclusive offerings. An advent calendar can showcase new launches, highlight hidden gems, and encourage customers to explore more of what your brand has to offer.

3. Attract New Customers

Advent calendars offer a curated sampling experience, making them ideal for first-time buyers who want to explore your brand without committing to full-sized products.

4. Drive Customer Loyalty

By delighting customers with high-quality products and a memorable unboxing experience, advent calendars foster a deeper emotional connection with your brand, encouraging repeat purchases.

5. Revenue Boost

Often coming at a premium price point, they provide an opportunity for increased sales. They also encourage consumers to try a variety of products, potentially leading to future purchases of full-sized items.

6. Leverage Social Media Buzz

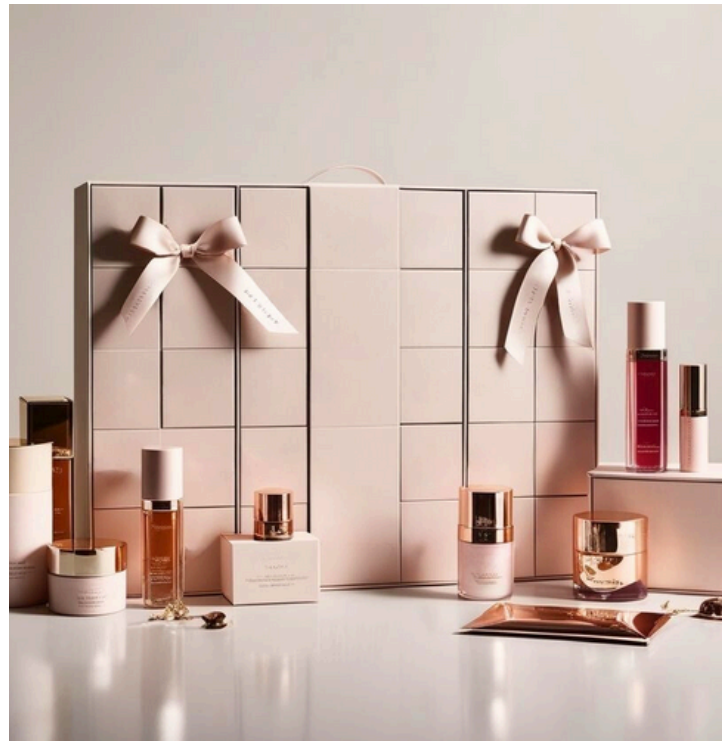
Luxurious advent calendars are Instagram-worthy. Customers love unboxing and sharing their daily discoveries online, providing your brand with organic social media exposure and boosting visibility.

Industries

Beauty & Cosmetics

“Many beauty brands now offer advent calendars containing skincare, makeup, and fragrance items. These calendars often feature a mix of sample-sized and full-sized products, providing consumers with an opportunity to explore a brand's range.”

VOGUEBUSINESS.COM



Food & Beverage

“The drinks industry has embraced advent calendars by including miniatures of spirits, wines, or craft beers. For instance, some calendars offer a different whisky sample each day, catering to enthusiasts and encouraging exploration of various labels.”

THEGUARDIAN.COM

Industries

Luxury & Fashion

“High-end brands create advent calendars with luxury mini items like perfumes, jewelry, and accessories. Luxury advent calendars are not just about selling products but also about deepening customer engagement.”

FORBES.COM



Toys & Collectibles

“The toys and collectibles industry leverages advent calendars to engage both children and adults through daily surprises, unboxing excitement, and product discovery. These calendars build anticipation, drive brand loyalty, and boost sales by introducing consumers to a wider product range.”

EURONEWS.COM

Popular Advent Calendars of 2024 - Beauty & Cosmetics



Charlotte Tilbury

12-drawer beauty advent calendar filled with makeup and skincare secrets.

- Valued at £246
- Purchased for £170
- Can be kept as jewellery box
- Sells out every year

Kylie Cosmetics

Packed with 12 of Kylie Jenner's skincare and makeup products, available in full and mini sizes.

- Valued at £250
- Purchased for £190
- Online exclusive
- Introduces consumers to the new collections through 12 products



Popular Advent Calendars of 2024 - Beverages



Craft Gin Club

This calendar features a stunning array of classic, dry, and citrus-infused craft gins, many of which are new for 2024.

- Purchased for £89.99
- Packed with 25 expertly curated gins
- Contains brand new exclusives to one-of-a-kind seasonal surprises
- Each gin is paired with tasting notes to enhance customer experience

The Whiskey Exchange

Features some of the world's most renowned distilleries and includes a wonderful mix of Scotch, Irish, American, and Japanese whiskies.

- Purchased for £130
- Features 25 stunning whiskies
- Includes a free perfect measure glass to elevate each tasting experience



Popular Advent Calendars of 2024 - Luxury & Fashion



Astrid & Miyu

This 12-Day Advent Calendar is already their fastest-selling calendar ever, a journey through exquisite design, and a touch of everyday luxury.

- Valued at £755
- Purchased for £390
- Contains best selling designs and community favourites
- Arrives with a £50 voucher to be used online or in-store

Liberty Jewellery

Nestled in a beautiful Peacock Manor print, each day reveals a new treasure, from solid gold pendant necklaces to gemstone-encrusted earrings and dazzling diamonds by top brands like By Pariah, Alighieri, Astley Clarke, and Liberty.

- Valued at £1,236
- Purchased for £695
- Can be kept as jewellery box
- Contains best-sellers from various brands



Popular Advent Calendars of 2024 - Toys & Collectibles



Lego Spider-Man

Perfect for young Marvel fans aged 7 and up, this exciting calendar is packed with buildable models and iconic Lego Marvel Spider-Man mini-figures.

- Purchased for £29.99
- 24 Individual gifts hidden behind each door
- Includes 5 fan-favourite characters from Spider-Man
- Designed to fit seamlessly with other Lego sets

Pokémon

Unwrap a treasure trove of Pokémon-themed fun packs, collectible coins, and vibrant sticker sheets to infuse your holidays with a sense of adventure.

- Purchased for £45
- exclusive foil cards and booster packs to enhance your collection
- Contains redeemable code for Pokémon TCG Live to connect with others



Premiumise your calendar

A premium advent calendar isn't just about what's inside, it's about the entire unboxing experience. Thoughtful design elements, high-quality materials, and luxury finishes elevate your calendar from a simple countdown to an unforgettable brand experience.

Ribbons



Magnetic Closures



Embossing



Drawers



A well-crafted advent calendar elevates brand perception, engages customers, and creates a premium unboxing experience that they treasure.

Key Takeaways

- High consumer demand - Customers actively seek innovative and premium advent calendars.
- Cross-industry success - Beauty, drinks, food, and lifestyle brands are leveraging this trend.
- Brand awareness & loyalty - Advent calendars reinforce brand identity and encourage repeat purchases.
- Premiumisation drives value - High-end packaging and exclusive products increase perceived value.
- Social media & influencer impact - Unboxing experiences and limited-edition releases create buzz.

Production Timeline



Initial enquiry

This stage sets the foundation, where we discuss your vision, branding, and requirements. We explore design concepts, materials, and timelines to ensure a smooth process from start to finish.



Orders & designs signed off

Once designs are finalised and approved, production begins. We make sure all materials, branding, and structural elements align perfectly with your expectations for a high-quality end product.



Delivery

After careful production and quality checks, your advent calendars are packed and shipped on schedule, ensuring they arrive in perfect condition, ready to engage your audience.

Why Work With Us?

Staci Create specialises in delivering tailored packaging solutions that enhance brand identity and customer engagement. Here's why we're the right partner for your advent calendar project:

- Expertise in Custom Packaging – Innovative, high-quality designs tailored to your brand.
- End-to-End Solutions – From concept and design to production and delivery, we manage every step.
- Premium Materials & Finishes – Elevate your advent calendar with luxury touches and sustainable options.
- Scalability & Reliability – Whether a limited edition or large-scale production, we ensure seamless execution.
- Global Reach & Logistics – Efficient worldwide distribution for a hassle-free experience.



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Ready to create an advent calendar that **elevates** your brand?

Let's have a chat!