

# CHRISTMAS

December 1st to 24th, 2025

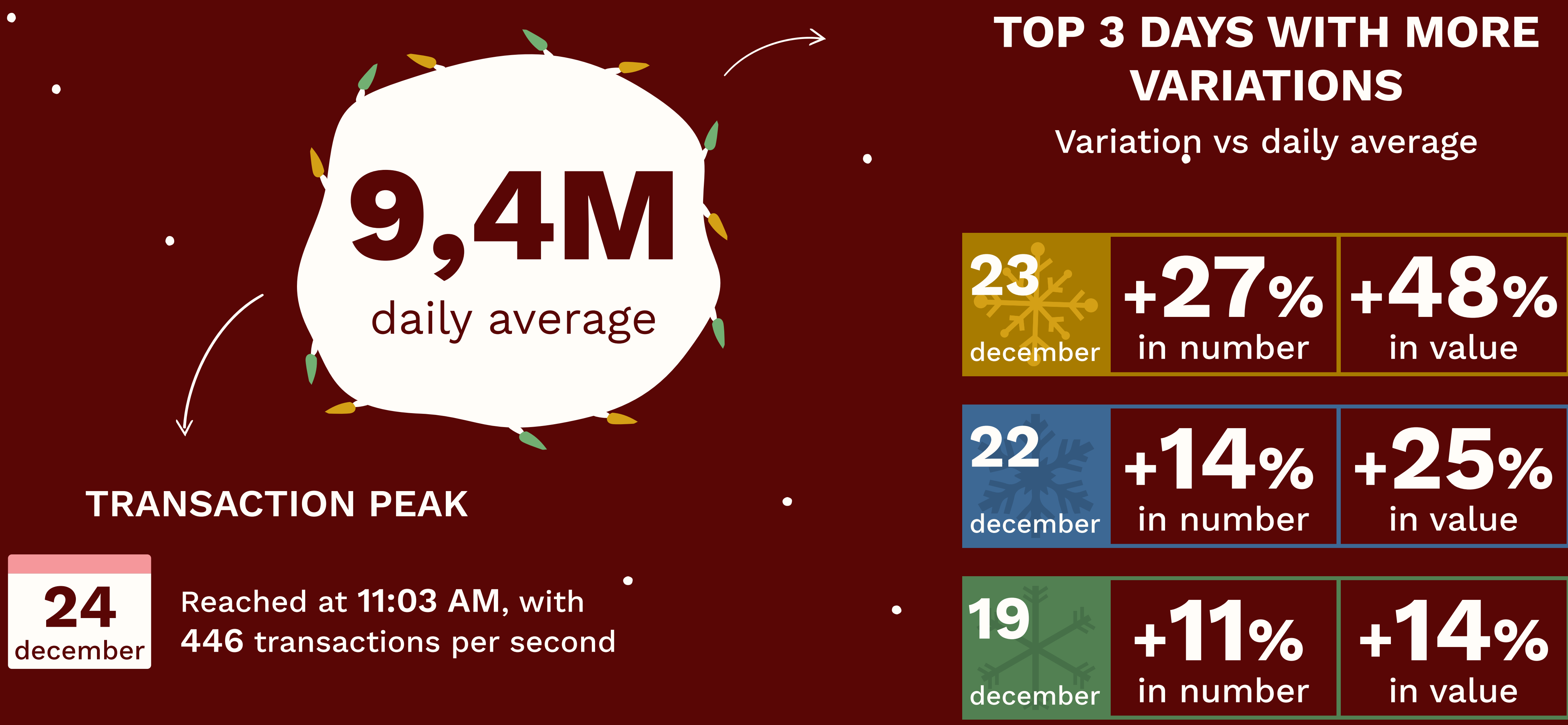
## IN-STORE AND E-COMMERCE PURCHASES

Variation vs 2024



## PURCHASES IN DECEMBER

Variation throughout the Christmas season



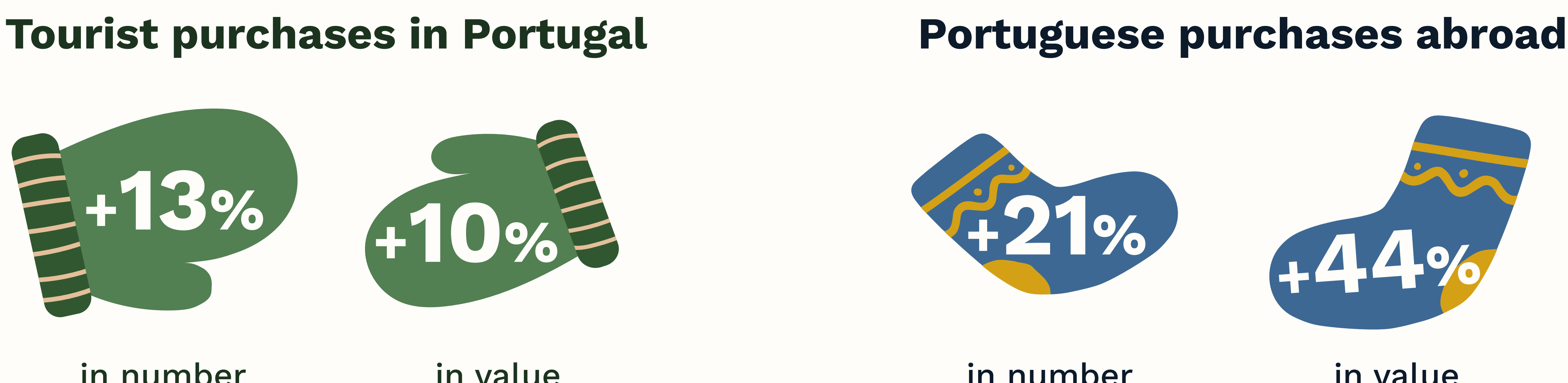
## PURCHASES WITH MB WAY

Variation vs 2024



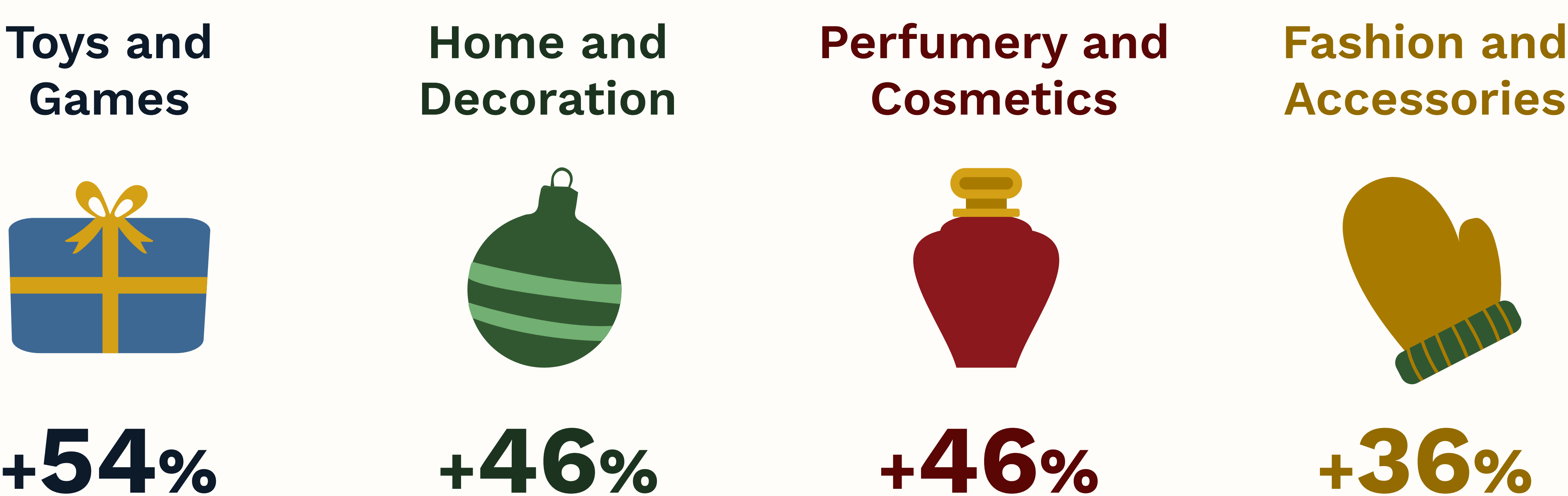
## TOURISTS IN PORTUGAL AND PORTUGUESE PEOPLE ABROAD

Variation in in-store purchases vs. 2024



## PURCHASES BY SECTOR

Sectors with the highest growth in number of purchases compared to the year's monthly average



## CONSUMERS AT CHRISTMAS

In the most prominent sectors of Christmas

