

Over the Christmas period, the average person consumes an additional
500
calories per day

The average weight gain between Christmas Eve and New Years' Day is
5lbs

More than 1/3 of us take
4 months
to lose the additional weight gained

The over indulgence continues until
2nd January

Average person consumes
6,000
calories on Christmas day, with Boxing day and New Years' eve being the 2nd and 3rd highest days for calorie intake

Getting fit in JANUARY

January is
"diet season"

4 in 5
people will start a health kick at the beginning of January

New gym members splash out
£56
on sports clothing

31%
of people spend an average of
£28.30
on kitchen equipment; steamers and juicers to support their health kick

39%
of people give up drinking alcohol in January

45%
of people start a detox plan

eXPD8 are a field marketing and retail support agency providing quality services to retailers, suppliers and manufacturers across the UK & Ireland

Active in
14,000
retail sites

Visit
87
different retail chains

Achieve
6,000
visits to stores same day

We employ over
2,000
passionate retail experts across the country, who understand how to achieve maximum compliance

We can help maximise sales by ensuring your brand stands out in store

Operate
7
days a week

Take
136k
photos per week

2,100
tablets to provide the latest in high-tech field marketing with a real-time analytic portal.

Get in touch to see how we can help drive sales for the New Year

hello@expd8.co.uk

