

## **Christmas 2021: Will Christmas Be 'Back to Normal' This Year?**

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Christmas 2020 was not the 'normal' festive time of year for many, with Christmas markets and special events being cancelled, and many not being able to visit family and friends during the holidays. This year, many restrictions have been lifted, making Christmas a happier time for many, however, is Covid still affecting people's holidays?

According to [BBC news](#), over 10,000 stallholders have left the Christmas market industry due to last year's restrictions causing such a huge loss on earnings. Not only this but due to Brexit, importing goods for stalls have been made much harder for stallholders, which also led to many closing their stalls down for good. Not only this, but research shows many stallholders actually travel from other countries to participate in UK Christmas markets, however, due to new travel rules, from both Brexit and Covid, these individuals can no longer travel back and forth during the holidays as freely as previous years.

However, this has meant smaller, more local markets and businesses are seeing an increase in visitors and sales, as many people are not travelling to different cities and bigger markets, due to a worry of Covid. Local business owners are seeing new opportunities to include small stalls within their places of work as a new way to increase their revenue.

Due to the impact of Brexit on the UK economy and supply of goods, it is not only businesses struggling this Christmas. The supply of goods falling has become a worry for many, who are now finding it more difficult to find gifts for their loved ones. Due to stock shortages, not only is it harder to find gifts, but they are also becoming more expensive. This does not just apply to gifts, but also good. According to the [Retail Gazette](#), Iceland boss Richard Walker is urging customers to avoid panic buying and stockpiling food for the Christmas period. Not only this, due to a shortage of lorry drivers, he has warned customers of a potential price increase. Many stores are now offering incentives for new lorry drivers, '[Tesco has offered a £1000 joining bonus to lorry drivers who join the Big 4 grocer before the end of September](#)', while Dixons Carphone is offering a £1,500 retention bonus to its lorry drivers and the same cash incentive to new recruits.'

However, Christmas this year has little to no travel restrictions, meaning many can visit their loved ones, and fewer people will be alone for the holidays!