



CIJ GROUP CHRISTMAS PRESS SHOW

POST SHOW REPORT 2026

HOSTED BY
CIJ GROUP

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The Christmas Press Show 2026

A day to remember

As the dust settles on another spectacular year of The Christmas Press Show, you can almost hear the sound of jingle bells in the distance. The end of the show marks the beginning of the most festive time of year and we were honoured to bring a selection of fantastic brands and retailers to the Business Design Centre to showcase what they have in store for 2026.

This year's event was a celebration of retail innovation, creativity and connection from brands and retailers big and small. The Christmas Press Show 2026 proved to be one of our best yet, welcoming our highest number of VIP journalists to date. Every year we strive to make the show better than the year before and this year was no different, highlighting that The Christmas Press Show is the ultimate destination for offering an unmissable look at the latest trends, gifts and experiences set to define Christmas 2026.

Brands, retailers and festive magic

Our goal has always been to create an environment where brands and retailers can showcase their products face to face, build meaningful relationships, and spark the conversations that lead to standout

Christmas coverage, and that's exactly what this year's show delivered.

Across the day, exhibitors met with new media, strengthened relationships with journalists, and forged valuable partnerships with fellow brands and retailers. The show created countless opportunities to put products in front of the people shaping the UK's Christmas gift guides, features and seasonal shopping inspiration.

A record-breaking year for The Wishlist Awards

The Christmas Wishlist Awards reached new heights this year, receiving a record-breaking number of entries from the exhibiting brands from every corner of retail. From household names to emerging brands, the awards once again celebrated the creativity and innovation behind the season's most exciting Christmas launches.

Spanning everything from indulgent food and drink to nostalgic keepsakes, toys to beauty, the awards crowned the products destined to top Christmas wishlists and capture the attention of shoppers across the UK.

Looking ahead - our 10th Anniversary

The Christmas Press Show 2026 wouldn't have been possible without our brilliant community of brands, retailers, journalists, judges, influencers, and the dedicated CIJ Group team, so thank you to everyone involved for being a part of the day. This year's show may have only just come to a close but we're already looking ahead to next year when we'll be celebrating and hosting our 10th edition of The Christmas Press Show.

Next year is set to be the biggest and best yet, we hope to see you there!



Courtney Rogers

Courtney Rogers
Founder, CIJ Group

@CIJGROUP #XMASPRESSSHOW2026

Highlights Video



[CLICK TO WATCH](#)



The Christmas Press Show in numbers

The event brought together the retail industry, creating opportunities for coverage and relationship-building

Scale & Reach Statistics

262

Most media contacts
met by a retailer



243

Most media contacts
met by a brand



150+

Media contacts met per
exhibitor, on average



25

Each VIP engaged with
25 exhibitors on average



21

PR agencies representing
clients at the show



360

Complimentary Uber Trips
taken by the media



Growth & Engagement

We endeavour to build momentum, attendance and quality year on year. We are proud to report increases in VIP media attendance, journalist participation and Wishlist Award entries

+48%

increase in
VIP attendance
compared to 2025



+41%

increase in
Media attendance
compared to 2025



+26%

increase in
Wishlist Award entries
compared to 2025





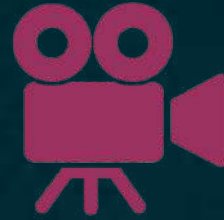
Which Brands and Retailers Attended

A festive first look: 55 brands and retailers
and 21 PR agencies unveiled what's in store
for Christmas 2026

Brands & Retailers







Which Media Attended

Hundreds of national, regional, consumer
and broadcast media from across the UK attended
The Christmas Press Show

Sample Press List



Media Attendees

ITV - Producer/Director
Cosmopolitan - Journalist
ELLE - E-commerce SEO Manager
Tatler - Contributing Editor
Grazia - Fashion Commerce Writer
Good Housekeeping - Picture Director
Woman & Home - Editor-in-Chief
Guardian / Woman - Freelance journalist
Harper's Bazaar - Journalist
GLAMOUR UK - Senior Commerce Writer
The Telegraph - Business Reporter
OK! - Journalist
Daily Mail - Reporter
The Sun - Retail & Luxury Affiliates Lead
The Mail Online - Freelance journalist
ITV This Morning - Senior Home Economist
Daily Express - Journalist
The Filter - Editor
Closer - Lifestyle Editor
Prima - Senior Features Writer
Daily Express - Senior Reporter
Daily Mail - Freelance Journalist
The Sun - Showbiz Features Editor
The Telegraph, The Times - Freelance Journalist
Time Out London - Partnerships Manager
IndyBest / The Guardian - Journalist
HELLO! - Online Editor
The Guardian - Freelance journalist
Women's Health - Freelance journalist
Metro - Reporter

Great British News - Head of Lifestyle
Daily Star / Sunday Mirror - Showbiz Editor
Daily Star - Video Editor
The Sun - Home Shopping Expert
Good Food - Editor
Olive - Digital Commissioning Editor
Immediate media - Commercial content creator
Telegraph Recommended - Commissioning Editor
Daily Mail/Mail on Sunday - Senior Showbusiness Reporter
ITV Daytime - Producer
Toy World Magazine - Editor
Indy100/The Independent - Assistant Editor
ITV This Morning - Senior Digital Producer
Bauer Media - Commerce Editor
Guardian, Expert Reviews - Freelance reviews journalist
Take a Break - Feature Writer
Express and Mirror Group - Section Editor
Ideal Home - Deputy Editor
ITV This Morning - Lifestyle, Consumer & Beauty Editor
Daily Telegraph - Deputy Head of Lifestyle
Heat - Life & Style Writer
Daily Mail - Freelance journalist
Mumsnet - Senior Content Editor
HuffPost UK - Parents editor
Metro - Editor
The Mirror - Deputy Head of Showbiz
Reach PLC - Affiliate Account Manager
Stylist - Editor
ITV Lorraine - Senior Producer
Fabulous - Lifestyle Editor

Heart Radio - Presenter
The i Paper - Sub editor iWeekend
Heart Breakfast - Producer
Global Studios - Producer
The Filter, the Guardian - Deputy editor
Mother&Baby - Features & Reviews Editor
Bella - Life & Style Writer
Take a Break - Features Writer
ITV - Freelance Producer
Closer - Editor
ITV competitions - Executive Producer
Condé Nast - Journalist/Senior Trend Forecaster
That's Life! - Brand Editor
Your Home, HomeStyle - Freelance Editor
Radio X - Broadcaster
HuffPost - Shopping writer
My Baba - Assistant Editor
Prima - Feature Writer
ITV This Morning - Producer
The Times - Director of Affiliates and Partnerships (Commerce)
Daily Telegraph/DailyMail - Contributor
Ladbible Group - Overnight Social Reporter
The Daily Star - Senior Social Video Producer
Press Association - Consumer Affairs Correspondent
Hearst - Deputy Lifestyle Editor
Best - Journalist
Retail Week - Senior Commercial Content Editor
Bella - Content Creator / Writer
Fabulous Magazine - Stylist
Daily Express - Consumer Editor

Media Testimonials

“ Fantastic day, so many great brands showcasing products and it's organised so well. Always blown away by the amount you can see - and it's so beneficial to speak to the brands directly. As always, such a valuable use of time. ”



“ I attend the show every year and this one was possibly the best yet. Some really great brands - both new and established - and with passionate representatives and really exciting products. The atmosphere was fantastic, everyone was so helpful, and I came away with lots of inspiration and ideas for features - it's the highlight of my editorial calendar! ”

Daily Mail

“ Again, a fantastic trip to The Christmas Press Show where I discovered a breadth of unique brands and products for Christmas features. Excellent product showcases and great to meet the teams behind them. A must attend for me, every year. ”

RetailWeek
AN ASCENTIAL COMPANY

“ I look forward to this event every year, and it just keeps getting better. It's genuinely so useful to get Gift Guide ideas, and a wonderful chance to socialise and make valuable professional connections. ”

The Guardian

“ The Christmas Press Show always provides lots of gift guide inspiration ”

GOOD HOUSEKEEPING

“ I really enjoyed the show, there was a great selection of brands - it was definitely the best year yet! ”

Bella

“ An annual event I always look forward to, so smoothly run. A great range of brands and really kicks off the Christmas press season. ”

Mother & Baby





VIP Media

It's our priority to ensure the show is visited by top tier media all day, so we treat our VIP journalist guests like royalty

VIP's benefit from:

- **VIP Access:** our VIP Golden Ticket Holders, have access to our exclusive VIP Lounge including sofas and charging stations
- **Laurent Perrier Champagne:** VIP guests are welcomed with a glass of champagne and exclusive VIP lounge treats
- **VIP Lifestyle Goody Bag:** Members are treated to an exclusive goody bags brimming with amazing products courtesy of selected brands and retailers at the show
- **Tailored invitations:** Our VIP media receive personalised invitations and communications in the lead up to the show tailored to their interests and publications

The results:

- This year producers from ITV This Morning spent 4.5 hours at the show
- 130 VIPs from top national consumer and broadcast publications attended
- Each VIP engaged with 25 exhibitors on average





Brand and Retailer Testimonials

Hear directly from those in attendance

Brand and Retailer Testimonials

“ This was our third year exhibiting at the Christmas Press Show, and without doubt our most successful yet. The quality of media attending was exceptional, with genuine interest shown across our product ranges and highly engaged conversations taking place throughout the day. We had the opportunity to connect with more top-tier and VIP media contacts than ever before, giving us valuable exposure and helping to strengthen key relationships. The atmosphere was fantastic, and our team thoroughly enjoyed showcasing the breadth of our range and discussing the exciting products we have coming up. We left feeling incredibly positive about the connections made and the opportunities generated from the event. ”

PR, Influencer & Events Manager, B&M



“ The show was a great opportunity to meet journalists face to face, in an engaging environment and to build up a rapport. We secured almost 150 strong leads from the show. ”

Brand Manager, Maldon Salt



“ Attending The Christmas Press Show for the first time was a fantastic experience and a great opportunity to showcase our Christmas range to a high calibre of journalists and influencers. The event provided an excellent platform to make valuable connections, meet with key media contacts face-to-face and generate excitement around our products ahead of the festive season. ”

PR & Partnership Manager, Robert Dyas



Robert Dyas

“ The Christmas Press Show offers an unrivalled opportunity to talk to some of the UK's most influential consumer media and influencers and to get them excited about Christmas at Dobbies. The event is always well attended and includes meaningful conversations with journalists, producers and content creators. ”

PR & Communications Manager, Dobbies



“ We met an excellent range of media who were highly engaged and interested in our products, including ITV This Morning, Reach plc titles, Bauer media titles, The Guardian, The Telegraph and more. It was a great day, and we've already secured opportunities off the back of the experience just one week later. ”

PR Manager, The Entertainer



“ The Christmas press show was amazing, we were able to meet the faces behind so many articles and edits and managed to talk to influencers who are interested in working with our brand. It was refreshing to see so many brands together in one space and the ability to see first hand Christmas picks. Overall the event was spectacular! ”

Marketing Manager, STABILO



“ We had a great experience of our first year at the show meeting a high number of journalists throughout the day ”

Marketing Director, Appleyard London





Showcase Benefits & Operations

Making your experience seamless
from setup to show day

Showcase Benefits & Operations



Save on average 80% of your budget compared to hosting your own press event



Meet hundreds of media, in one day, under one roof



Collaboration and networking opportunities with the other exhibiting brands and retailers



Access to an easy to use app to scan and collect the full contact details of every journalists you meet



Face to face time with VIP media who have an average dwell time of 2.5 hours



Introduction to our dedicated operations team to support with stand logistics and event planning



Bespoke stand customisation packages available



2 x Webinars hosted by our expert team to help you prepare for the show



Broadcast Media Sell-in opportunities





The Christmas Wishlist Awards

Shortlisting the top products from
the Christmas Press Show

The Christmas Wishlist Awards 2026

2026 saw our biggest Christmas Wishlist Awards Ceremony yet, shortlisting 35 of the most innovative products for Christmas coming out of The Christmas Press Show.

All exhibiting brands and retailers receive complimentary entries into the prestigious awards which are judged by a handpicked panel of nine industry experts, entrepreneurs, broadcasters and celebrities, each bringing their own unique perspective and expertise on what makes a perfect gift. The 2026 awards saw a 26% increase in entries on the previous year and spanned seven categories including Food & Drink Gifts, Lifestyle Gifts, Home Gifts, Children's Gifts, Kidult's Gift, Budget Gifts and Splurge Gifts all encompassing the diverse range of brands and products within retail.

The industry recognised awards then crowned their Category Winners and esteemed 'Judge's Pick' which are unveiled live at The Christmas Press Show during our highly anticipated awards ceremony. Representatives

from each winning product are invited to the stage to collect their awards and 2026's show saw celebrities including Diddy Squat Farm's Lisa Hogan and The Entertainer's CEO proudly take center stage for their photo moment. The winning products then remain on display throughout the show for the hundreds of attending media, VIP's and influencers to browse and photograph. Following the live ceremony the winners are sold into the national media in an official Christmas Wishlist Award press release, a recognised launch pad for securing additional coverage at the show. Less than one week on, winners from 2026 have been featured in The Express, The Sun, Glamour and more.



Benefits of entering



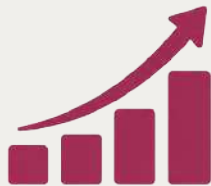
Press release inclusion

Winners are included in an official show press released picked up by the national media



Stand out from competitors

Be included in the show's official awards display



Amplified coverage potential

Winners are more likely to be picked up by the media



Judge's Pick Highlight

Offering an extra level of prestige

10th Anniversary of The Christmas Press Show

15th September 2027



2027 marks a huge milestone as we celebrate the 10th anniversary of The Christmas Press Show and we're already planning our biggest and most exciting show yet!

Over the past 10 years, we've brought together 400+ brands and retailers, 100+ PR agencies and thousands of media, creating countless opportunities for brands to meet the media, build valuable relationships and get their products in front of the journalists shaping Christmas shopping lists.

What started as an event to bring the retail industry together has grown into a must-attend date in the media calendar, helping brands and retailers kick-start their Christmas PR by securing coverage opportunities and making valuable connections ahead of the golden quarter.

For our 10th anniversary, we're going bigger than ever before. Expect more brands, more media, more opportunities and plenty of festive surprises as we celebrate a decade of bringing Christmas to life.

BOOKINGS FOR THE CHRISTMAS PRESS SHOW 2027 ARE NOW OPEN.

Secure your place and be part of the biggest Christmas Press Show yet.

CIJ GROUP CHRISTMAS PRESS SHOW



SEE YOU IN 2027
AT OUR 10TH SHOW!

GET IN TOUCH TO BOOK YOUR STAND

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