

Nan'll never know: Nearly 8 million Brits predicted to send AI-penned Christmas cards

04-12-2025

AI is set to play Santa's little helper this Christmas, with almost half of Brits (42%) planning to use it for festive preparations - rising to 70% among 18-34-year-olds.

According to new Royal Mail research, AI is most likely to be used for researching gifts (19%), festive party ideas (13%), decoration inspiration (13%), and even for the timeless tradition of sending Christmas cards (11%).

It's the under-55s driving the trend, with 57% planning to lean on AI for guidance, compared to just 14% of over 55s. And keep an extra eye on cards from the men in your life, who are 67% more likely than women to use AI to help with their Christmas well wishes (15% vs 9%).

With so many AI inspired cards expected to be posted this Christmas the real question is: will your loved ones actually notice?

Probably not – especially Nan. A huge 90% of over 55s aren't confident they could spot an AI written card. Younger Brits however, back themselves: with over 60% aged 18-24 thinking they could probably tell the difference.

It's easy to see why people are turning to tech to find the right words. Nearly one in five (19%) Brits say they don't know what to

write in cards, with this rising to 31% for 18-24-year-olds.

Despite this, three quarters of Brits (74%) think it is important to keep the tradition of sending handwritten Christmas cards alive, and 78% believe handwritten cards are more meaningful than digital greetings.

Technology journalist and broadcaster Georgie Barrat says it's no surprise that people are turning to tech for inspiration:

"AI is becoming part of everyday life for many people, so it's natural we'll see it used during the festive season. When it comes to writing cards, it can help you go beyond a simple 'Merry Christmas' and choose words that feel more unique. Often, people know what they want to say—they just need a little help expressing it."

Finding the perfect festive message

For 42% of Brits, receiving a Christmas card is proof the sender has made a real effort to show they personally care. But crafting the

perfect message is taking more thought than ever, with over half (51%) of cards senders including more than a "Merry Christmas". And many are going deep, with 18% including a heartfelt note, 10% sharing a family update, and 10% slipping in a joke.

Regionally, the East of England takes the title

for the nation's funniest, with 14% including a gag or inside joke. Northern Irish senders, meanwhile, keep things sincere – only 4% go for humour, but they lead the nation in heartfelt messages (30%).

Source: [International Distribution Services](#)

