



Naughty and Nice Retail List in 2025

Approximately 65 percent of adults **prefer greetings of "Merry Christmas"** over "Happy Holidays" according to a 2024 [YouGov survey](#).



Companies that recognize and celebrate Christmas.

Note: Naughty and Nice listings based solely on the retailer's seasonal approach on their website.



Bath & Body Works

Bath & Body Works continues to have its website decorated for the Christmas season. While Bath and Body Works mainly uses generic holiday sentiments in its large graphics, it mentions "Christmas" frequently in their smaller text, graphics, and product titles. This company is not afraid to use the word! Contact [Bath & Body Works](#) and encourage them to keep the Nice List festively fragrant next year.



Bealls Department Store

At time of this list's publication, Bealls had a subdued Fall theme for its homepage, yet it maintained a "Christmas" section offering many traditional Christmas items. Call Bealls at 800-569-9038 to encourage them to keep Christmas in store!



Bed Bath & Beyond

At first glance on their website, this home décor store offers a blast of wintery chill but visit the site's "The Holiday Shop" and click on its "Christmas" section and you will find many featured Christmas categories. Call them at 801-947-3100 to thank them for keeping Christmas close at hand.



Belk

While Belk gives off a sanitary feel toward "Christmas" at the time of this list's publication, the department store does offer many Christmas-labeled products and Christian gifts. [Contact Belk](#) or call them at 866-235-5443 to encourage them to "deck the halls" with more Christmas spirit!



Best Buy

Best Buy joins the Nice List in 2025 with its assortment of Christmas products. Under its "Christmas" category, this well-known electronics store offers Advent calendars, Christmas trees, and more "Christmas-labeled" items. [Contact](#) Best Buy or call them at 888-237-8289 to wish them a very Merry Christmas.



Bronner's CHRISTmas WONDERLAND

Naturally, Bronner's CHRISTmas Wonderland remains on the Nice List! As a Christian company, references to Christ and the Nativity are very prominent and the products are explicitly labeled "Christmas." Clearly this company sticks to their Christian roots and keeps Christ in the center of all they do! Email them at customerservice@bronner.com or call at 989-652-9931 to thank them for continuing their stand for Christ.



The Incredible Christmas Place (Christmasplace.com)

Of course, a store called "The Incredible Christmas Place" is on the Nice List. There is no lack of Christmas spirit here with plenty gifts and items appropriate for the season. Give the company a call at 800-445-3396, email santa@christmasplace.com or use their [contact page](#) to express your appreciation!



Costco

While Costco's website displays a generic winter holiday feel, their "Holiday & Christmas" section has several "Christmas" categories from which to shop. Costco offers many traditional Christmas items, such as Christmas trees, Nativity scenes, and ornaments. [Contact](#) Costco to encourage them to keep Christmas in stock.



Dillard's

Dillard's website presents an elegant holiday look and maintains its run on the Nice List by featuring a "Christmas and Holiday Gift Shop" for many festive apparel choices. Call Dillard's Department Store at 800-345-5273 or use their [contact page](#) and wish them a "Merry Christmas."



Hallmark

Hallmark is in the Christmas spirit in 2025. The time-honored greeting card giant puts its Christmas theme and products front and center. Hallmark stores carry a large variety of "Christmas" products, such as Christmas cards, nativity scenes, other and Christ-centered gifts. Give Hallmark a call at 800-425-5627 or [contact Consumer Care](#) to encourage them to keep sending the "very best" during the Christmas season!



Hobby Lobby Stores

Hobby Lobby is all in on Christmas. Their homepage prominently advertises "Christmas" as well as festive holiday products adorned with "Merry Christmas." Many other items are labeled as "Christmas" decorations and there is a large selection of Nativity scenes. According to its website, Hobby Lobby is a business "committed to honoring the Lord." [Contact Hobby Lobby](#) or call them at 800-888-0321 for honoring their Christian roots and celebrating Christmas!



The Home Depot

Home Depot's "Holiday" section has many "Christmas-labeled" categories. These include "Christmas trees," "Christmas lights," "Outdoor Christmas décor," and even a "Christmas Animatronics" section. [Contact Home Depot](#) or call them at 800-466-3337 to show your appreciation for giving Christmas a home!



JCPenney

While JCPenney continues to lean almost exclusively into the generic "holiday" theme on its main webpage, "Christmas" begins to appear when you shop for Christmas-themed items, such as trees, baking, décor, and more. As far as religious items go, there are several Advent calendars and Nativity scenes from which to select. Give them a call at 800-322-1189 to encourage them to store up on more Christmas!



Kirkland's

Kirkland's has Christmas in store. Its homepage is once again decorated for Christmas with a prominent "Christmas" section with many items to click on. This home décor store also has a "Holiday & Gifts" tab that leads you to many Christmas-dedicated categories and allows you to "Shop Christmas" for many winter- and holiday-themed items. Please [contact](#) Kirkland's or call them at 877-541-4855 to say thank you for featuring Christmas proudly.



Kohl's

While Kohl's once again embraces a soft holiday feel on its website, this year it features a "Christmas" section that is easily found near the top left of its website. In addition, the search results will lead you to many items, such as Christmas trees, décor, apparel, and more. [Reach](#) out to Kohl's or say thank you on Instagram or Twitter for making an effort to highlight Christmas.



Lehman's Hardware

While the use of the word "Christmas" is not as prevalent on Lehman's website as it is on others, they do feature a "Christmas Store" section featuring an assortment of holiday items. Many items in stock are labeled as "Christmas" and several feature Nativity scenes. [Contact](#) Lehman's Hardware online to encourage them keep featuring Christmas items!



Lowe's

This year, Lowe's rotating banner offers a place to "Create Christmas Magic" leading to its Christmas section offering lights, trees, and décor. Call Lowe's at 800-445-6937 or contact them [online](#) to show your appreciation for them lighting the way this Christmas season!



Macy's

While Macy's website highlights its "Holiday Shop" and "Gift Guide," when we searched for "Christmas" items on Macy's website, we found Macy's "Christmas Shop" that has multiple categories of Christmas products. Here, the word "Christmas" far outweighs their use of the word "holiday." Reach out to Macy's at 1-800-289-6229 to wish them a Merry Christmas!



Menards

Menards' Christmas Department continues to welcome shoppers with a big "Merry Christmas & Happy Holidays." The department has clearly labeled categories, such as "Indoor Christmas Décor" and "Outdoor Christmas Décor." Thank [Menards](#) for their sustained and prevalent use of the word "Christmas" by contacting them on Twitter or Instagram.



Old Time Pottery / Gabe's

Old Time Pottery has become part of the Gabe's retail family, a chain of home merchandise stores. While Old Time Pottery's website has become a very plain offering of general retail savings, Gabe's homepage offers to "Deck the Halls with Holiday Deals" featuring "Christmas" décor and accents. Reach out to [Gabe's](#) on social media to encourage them, for "old time's sake," to let loose on Christmas next year.



Sam's Club

This wholesaler renewed its membership on the Nice List by featuring several "Christmas" categories in its holiday section. Sam's Club offers many traditional Christmas items for shoppers. [Contact](#) Sam's Club and encourage them to keep bulking up on Christmas.



Sears

While Sears continues a cold and sterile trend on its website, the retailer does have a "Christmas" section under the "Shop" tab, and then "Seasonal" tab. Here, Sears offers many items that say, "Merry Christmas." [Contact](#) Sears to encourage them to warm up to more Christmas spirit.



Staples

It's not hard for a retailer to get on our Nice List—just feature a little Christmas on their website. While Staples—home of the easy button—does this, you must search a little for Christmas within its "Have an Easy Holiday" campaign. But when you find it, Staples does offer a large variety of products like stationery, wrapping paper, and décor that mention the name. Staples also has thousands of Christmas decorations and Christmas-themed office supplies. Call Staples at 800-333-3330 and tell them it is not hard put Christmas front and center!



Target

For the second year in a row, Target hits the Nice List by featuring a blend of traditional holiday offerings in its Christmas showcase: "The Everything Christmas Market." Target continues to offer a strong selection of traditional and festive gifts and decorations. Contact Target at 800-440-0680 to keep aiming for the "Christmas" bullseye.



Walmart

While Walmart gives off a generic holiday vibe, it labels many of their Christmas items as "Christmas" rather than "holiday." There are also MANY options for Nativity scenes and items that say, "Merry Christmas." [Contact](#) Walmart through their website and say thank you for celebrating Christmas!

NAUGHTY

Companies that silence and censor Christmas.



Academy Sports + Outdoors

Academy Sports + Outdoors leaps from the Nice List to the Naughty List after changing its 2024 "Christmas Hot Deals" campaign to "Holiday Hot Deals" in 2025. While their website is certainly festive for the season, it appears to have kept "Christmas" under wraps and locked indoors. Contact Academy Sports at 888-922-2336 and encourage them to put "Christmas" back in the game.



American Eagle Outfitters

"The Grinch" keeps its hold on Christmas at American Eagle Outfitters. For the second year in a row, the clothing chain lands on the Naughty List by offering only "Grinch-related" items in its "Grinch Shop." It appears something at American Eagle Outfitters is "two sizes too small." Give the company a call at 888-232-4535 or [email them](#) to encourage them to rescue Christmas.



Barnes & Noble

Barnes & Noble continues its streak on our Naughty List. This well-known bookstore dresses for the Christmas season but conspicuously leaves out the word Christmas with at least one exception near the bottom of its page, below its "Hanukkah Gifts" section. While this store sells Christian and Christmas products, this bookstore remains distracted from the Reason for the season. Call Barnes & Noble at 800-843-2665 to encourage them to read up on Christmas.



Big Lots!

After declaring bankruptcy in September 2024, Big Lots! is attempting a comeback and has reopened 218 stores across 15 states, down from more than 1,000 locations nationwide. However, the store's website works overtime to make sure you are not a "robot" with seemingly endless "reCAPTCHA" visual tests to make sure you know what "sidewalks," "bicycles," and "motorcycles" look like before letting you shop their very basic website. At the time of this list's publication, it appears surviving bankruptcy and fighting the robot war made "Christmas" a low priority. [Contact](#) Big Lots! to encourage them this season.



Burlington Coat Factory

Consistency. Burlington routinely makes the Naughty List by avoiding the word "Christmas" and only featuring a generic "gift shop." The store's holiday theme lacks meaning as it obviously avoids of the Reason of the season. Call Burlington at 855-355-2875 to graciously request a purposeful Christmas theme in their stores.



CVS Pharmacy

"Christmas" is once again conspicuously absent from CVS' holiday campaign. The company's "The Holiday Shop" avoids virtually any mention of the real Reason for the season. Be sure to [contact](#) CVS and prescribe a dose of Christmas spirit.



Dick's Sporting Goods

Dick's Sporting Goods fumbles Christmas yet again and remains on our Naughty List. While its holiday mentions include Halloween and Thanksgiving, the sports retailer strikes out with its generic "holiday gift guide" with virtually no mention of Christmas. Contact Dick's at 877-846-9997 to encourage the organization to stop benching Christmas and get this star player into the game.



Eddie Bauer

Eddie Bauer is a new addition to the Naughty and Nice List in 2025. All we can say is that Eddie Bauer knows it is getting colder outside by featuring warm clothes but seems not inclined to celebrate any holiday at the time of this list's publication. [Contact](#) Eddie Bauer to discover what Christmas is all about.



Gap, Inc.

Different year, same wardrobe. This Naughty List regular, which includes the affiliated **Old Navy**, **Banana Republic**, and **Athleta** stores, wears very minimal "Christmas" references. Other than the warm outfits, these clothing retailers pay no attention to what season it is. Call 800-333-7899 to politely encourage these stores to don a little more Christmas next year.



H&M

H&M is a new addition to the Naughty and Nice List in 2025. This chic apparel retailer avoids all holiday themes. You can almost hear Sgt. Joe Friday saying, "Just the facts clothes, Ma'am." [Contact](#) H&M and tell them where to find some Christmas.



J. Crew Outfitters

While J. Crew's home page is decoratively festive and emphasizes "gifts," the clothing retailer avoids using "Christmas" and even uses the term "holiday" quite sparingly. Contact J. Crew at 800-562-0258 to let them know the "gift of Christmas" would add so much more to their winter season.



Kmart

Kmart is doing well in Australia but closed its last full-size store in the mainland United States last fall. While the discount retailer still has a few smaller stores in some states as well as Guam and the U.S. Virgin Islands, Kmart is paying no attention to Christmas on its website. [Contact](#) Kmart while they're still in business and encourage them to make "Christmas" a "blue-light special."



The Loft

Alas, The Loft's holiday campaign leaves "Christmas" in the attic. The campaign may have the right color scheme but is devoid of any authentic Christmas meaning. Call The Loft at 888-563-8444 to kindly request a true Christmas campaign.



Lord and Taylor

At the time of this list's publication, Lord and Taylor's website did not have a discernible theme geared toward Christmas or the holiday season. Call this posh apparel retailer at 1-833-307-0177 or email them at cs@lordandtaylor.com to request they warm up to Christmas.



Neiman Marcus

Neiman Marcus remains on the Naughty List despite all its extravagance and style. While this high-end clothing and apparel retailer features a healthy Christmas décor selection, the company's 2024 departure from its annual "Christmas Book" to "Holiday Book" continues course in 2025 and appears quite bankrupt regarding the Reason for the Season. Call Neiman Marcus at 1-888-888-4757 and advise them to invest in "Christmas" next year.



Nordstrom

Nordstrom moves to the Naughty List this year as it seems reluctant to embrace Christmas or even the holidays in general with its low-key "gift" themes. While you can search "Christmas" in the search bar and find some Christmas items, you will also mainly find generic items loosely associated with "Christmas," including a sweatshirt that says, "It's beginning to look a lot like cocktails." Make sure to call Nordstrom at 888-282-6060 and advise to embrace Christmas so they avoid a lump of coal in their stocking.



TJ Maxx, Marshalls, HomeGoods, Sierra Trading Co. and Homesense

You get a sense there is a certain holiday approaching when you visit TJ Maxx's website, but they don't dare name what it is. While "Christmas" can be found in a few product titles, there is no overt reference to "Christmas" which lands TJ Maxx and its sister companies like Marshalls, HomeGoods, Sierra Trading Co., and Homesense on our Naughty List once again. Call 800-926-6299 to recommend that TJ Maxx consider a bolder Christmas campaign.



Walgreens

Walgreens remains on the Naughty list by keeping virtually any mention of Christmas under wraps within its holiday gift theme. Call Walgreens at 800-925-4733 and request a healthy Christmas theme next year.