LIBERTY COUNSEL



# Naughty and Nice Retail List in 2026

**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 retailers' seasonal approach on their website.*




**Bass Pro Shops**
Bass Pro Shops is a newcomer to the Naughty and Nice List in 2026 and doesn't disappoint. The outdoor retailer's "Christmas Gift Guide" is front and center on its website. Contact Bass Pro Shops at 1-800-227-7776 and thank them on behalf of all the outdoorsy types who love Christmas.




**Barnes & Noble**
Plot twist! After a streak on the Naughty List, Barnes & Noble joins the Nice List in 2026. This well-known bookstore is offering a variety of holiday gift cards saying, "Merry Christmas." The store also sells many Christian books and Christmas products. Call Barnes & Noble at 1-800-843-2665 to congratulate them on making Christmas a bestseller.




**Bath & Body Works**
Bath & Body Works has a festive website decorated for a "Season of Wonder," but mainly uses generic holiday sentiments in its large graphics, and "Christmas" is absent on its main page. However, a little browsing will reveal a few mentions of "Christmas" in their smaller text, graphics, and product titles. They barely stay on the Nice List in 2026. Contact Bath & Body Works and encourage them for more "Christmas" fragrance in the air next year.




**Bealls Department Store**
At the time of this list's publication, Bealls was focusing on Thanksgiving, yet it maintained a "Christmas" section offering many traditional Christmas items. Call Bealls at 1-800-683-8655 to encourage them to keep Christmas in store!




**Bed Bath & Beyond**
This home décor store offers a wintery feel, and a visit to the site's "The Holiday Shop" offers a blast of "Christmas" categories and options. Call them at 1-801-947-3100 to thank them for keeping Christmas close to home.




**Big Lots!**
Big move to the Nice List for this retail chain in 2026. While the Big Lots! website hadn't yet moved on from a general spooky feel at the time of this list's publication, it did feature a basic "Christmas" graphic on its seasonal page. It doesn't take a lot to make the Nice List. Contact Big Lots! to ensure they know that Christmas is a big deal.




**Bronner's CHRISTmas WONDERLAND**
Obviously, 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.




**Costco**
While Costco's website displays a generic winter feel touting "Holiday Savings," their "Holiday & Seasonal" 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 once again 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 at 1-800-345-5273 or use their contact page to wish them a "Merry Christmas."




**Dollar General**
Dollar General makes its debut with an entry on the Nice List for its "Christmas" categories in its "Holly Jolly Savings" theme. This general store is not afraid to keep Christmas on the shelves. Call them at 1-800-678-9258 and congratulate them on making the Nice List.




**Dollar Tree**
Dollar Tree begins its tenure on any list in 2026 on the Nice List for prominently using "Christmas" in its graphics and for its plethora of Christmas shopping categories. This general retail store has plenty of Christmas under the tree. Contact Dollar Tree and congratulate them on making the Nice List.




**Gabe's**
Gabe's homepage offers minimal indication that Christmas is approaching at the time this list was published. A search for the word "Christmas" yielded their "Christmas 2025" campaign of "Deck the Halls with Holiday Deals." An oldie but a goodie. Reach out to Gabe's on social media to encourage them for fresh take on Christmas next year.




**Hallmark**
Hallmark, the time-honored greeting card giant, is in the "holiday" spirit in 2026 and 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 1-800-425-5627 or contact Consumer Care to encourage them to keep sending the "very best" during the Christmas season!




**Hobby Lobby Stores**
Christmas is front and center at Hobby Lobby. 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 1-800-888-0321 for honoring their Christian roots and celebrating Christmas!




**The Home Depot**
Amid focusing on a certain retail sales event held on the day after Thanksgiving, Home Depot's website still featured a strong festive "Gift Ideas" section for building your "Christmas list" at the time of this publication. Contact Home Depot or call them at 1-800-466-3337 to show your appreciation for giving Christmas a home.




**The Incredible Christmas Place (Christmasplace.com)**
Of course, a store called "The Incredible Christmas Place" stays 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 865-453-0415, email santa@christmasplace.com or use their contact page to express your appreciation!




**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, bedding, 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 keep storing up on Christmas!




**Kirkland's**
Kirkland's has Christmas prominently on display. Its homepage is once again decorated for Christmas with a several "Christmas" sections right up front. This home décor store also as 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 1-877-541-4855 to say thank you for featuring Christmas proudly.




**Kohl's**
While Kohl's embraces a robust but general holiday feel on its website, it features a "Christmas Décor & More" 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 feature 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" section at the top right of its website featuring an assortment of holiday items. Many items in stock are labeled as "Christmas" and several feature Nativity scenes. Contact Lehman's Hardware online or at 1-800-438-5346 to encourage them to keep featuring Christmas items!




**Lowe's**
Lowe's had a light, generic holiday feel to its website at the time of this publication. However, its "Gift Zone" had a few Christmas selections. The bar is set pretty low to get on the Nice List, and Lowe's barely clears it. Call Lowe's at 1-800-445-6937 to ask them to raise their standard next year!




**Macy's**
Macy's main website is visually in the holiday season with colors and designs, but you must search for "Christmas." When you do, you'll find Macy's has a "Christmas Shop" that has multiple categories of Christmas products. Reach out to Macy's at 1-800-289-6229 to shine more light on their Christmas Shop!




**Menards**
The Menards Christmas Department wishes you a "Merry Christmas & Happy Holidays." Menards continues to welcome shoppers with Christmas sentiments and Christmas-themed décor and accessories. Thank Menards for their sustained and confident use of the word "Christmas" by contacting them on Twitter or Instagram.




**Sam's Club**
This wholesaler keeps its membership on the Nice List with its "Christmas" category in its "Seasonal Moments" 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 maintains a subdued holiday approach 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 keep up on the Christmas spirit.




**Staples**
Staples—home of the easy button—has a bright holiday visual for its website and even features a clickable "Merry Christmas" section on its main page for Christmas cards. In its "Holiday Shop," Staples does offer a large variety of products like stationery, wrapping paper, and décor that mention the name. As for staying on the Nice List, "That was easy." Call Staples at 1-800-333-3330 to wish them a "Merry Christmas!




**Target**
"Let the Christmas fun begin," says Target on its website. Target earns a threepeat on the Nice List by featuring a strong Christmas section. Contact Target at 1-800-440-0680 to keep them aiming for those "Christmas" bullseyes.




**Walmart**
Walmart's website prefers the word "holiday" like it's going out of style, such as "Holiday Shop," "Holiday Gifting," "Holiday Décor,"—you get the idea. However, it has many Christmas items in its holiday shop. Contact Walmart through their website and tell them you expect more when Christmas is coming!

# NAUGHTY

## Companies That Silence and Censor Christmas




**Academy Sports + Outdoors**
Academy Sports + Outdoors stays on the Naughty List in 2026 with a noticeable avoidance of the word "Christmas." While their website had the beginnings of festivity at the time of this publication, only one mention of "Christmas" was stirring thanks to a rewards coupon from a different company, Magellan Outdoors' Christmas Market. Contact Academy Sports at 1-888-922-2336 and encourage them to put "Christmas" back in the game.




**American Eagle Outfitters**
American Eagle's "Gift Guide" and "Grinch Shop" on its website were not available at the time of this list's publication. "The Grinch" must have stolen them like he stole "Christmas" the last few years at this retail clothing chain. It appears something at American Eagle Outfitters remains "two sizes too small." Give the company a call at 1-888-232-4535 or email them to encourage them to rescue Christmas.




**Belk**
As Christmas approaches, Belk makes its way to the Naughty List in 2026. Belk says it's "cozy season" at the time of this list's publication but only offers a limited number Christmas-labeled products and gifts. Overall Belk has a festive look that has been sanitized of the word "Christmas" leaving it out in the cold. Contact Belk or call them at 980-447-5442 to encourage them to get back on the Nice List next year by cozying up to Christmas.




**Best Buy**
After a year on the Nice List, Best Buy returns to the Naughty List in 2026 by forgetting something. "Christmas" and even the word "holiday" are hard to find on its website. Best Buy's signature blue and yellow brand proclaims its "officially saving season" with "deals for every list." It is a clinical, corporate way of saying, well, nothing. Contact Best Buy or call them at 1-888-237-8289 to encourage them to say, "Merry Christmas." At least "Happy Holidays" would be a start.




**Burlington**
A Naughty List regular. Burlington routinely makes the Naughty List by avoiding the word "Christmas" and only featuring generic holiday or Santa Claus themes and items. The store's holiday approach lacks meaning as it obviously avoids of the reason for the season. Call Burlington at 1-855-355-2875 to graciously request a purposeful Christmas to avoid a lump of coal next year.




**CVS Pharmacy**
"Christmas" is chronically absent from CVS' "The Holiday Shop," which 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 continues to put Christmas in the penalty box and remains on our Naughty List. While it has a "Holiday Gift Guide," there is no mention of what this season is all about. Contact Dick's at 1-877-846-9997 to encourage the organization to get the all-star player of Christmas into the game.




**Eddie Bauer**
Eddie Bauer offers plenty of fashionable ways to stay warm with its "Holiday Gift Guide," but the lack of Christmas spirit leaves you feeling you need an extra layer. Contact Eddie Bauer to warm up to Christmas next year.




**Gap, Inc.**
Awkward. This Naughty List regular, which includes the affiliated **Old Navy**, **Banana Republic,** and **Athleta** stores, all are wearing the same lack of "Christmas" outfit. Other than the warm apparel and seasonal colors, these clothing retailers pay no attention to what season it is. Call 1-800-333-7899 to try on some Christmas in 2027.




**H&M**
This chic apparel store remains on the Naughty List with a token holiday theme as minimalist as it is generic. Contact H&M and tell them Christmas is fashionable.




**J. Crew Outfitters**
J. Crew's seasonal theme is "Home for the Holidays with J. Crew," and its website is decoratively festive with beautiful apparel options. However, the retailer leaves the word "Christmas" seemingly uninvited. Contact J. Crew at 1-800-562-0258 to tell them Christmas is the reason for coming home.




**Kmart**
According to the Internet, Kmart is down to three stores—one in Guam, the U.S. Virgin Islands, and Florida. Kmart is paying no attention to Christmas on its website at the time of this list's publication. Contact Kmart while they're still in business and encourage them to make "Christmas" a "blue-light special." And, of course, bring back the "blue light special."




**The Loft**
The Loft's holiday theme has all the colors and accoutrements for the season except the reason. It leaves "Christmas" in the basement. The campaign may be visually stunning but is once again devoid of any authentic Christmas meaning. Call The Loft at 1-888-563-8444 so that they might give Christmas a room above ground.




**Lord and Taylor**
Lord and Taylor's website proclaims, "A Season To Celebrate." While its chic and beautiful fashions are worth celebrating in, the high-end retailer gives no indication of the reason why people would be celebrating in the first place. Call this posh company at 1-833-307-0177 or email them at cs@lordandtaylor.com to tell them Christmas is the reason we celebrate in this season.




**Neiman Marcus**
Neiman Marcus remains extravagantly and stylishly on the Naughty List. While this high-end clothing retailer features a healthy Christmas décor selection, the company's 2024 departure from its annual "Christmas Book" to "Holiday Book" continued in 2026 with its "Holiday Fantasy" theme. The retailer appears quite bankrupt regarding the reason for the season. Call Neiman Marcus at 1-888-888-4757 and advise them to mark up a "Christmas" theme for 2027.




**Nordstrom**
Nordstrom stays on the Naughty List this year as it recognizes the need for gift giving but is silent on the reason for giving gifts. While you can search "Christmas" in the search bar and find Christmas items, you will mainly find generic items full of "Merry" but empty on "Christmas." Make sure to call Nordstrom at 1-888-282-6060 to wear the heart of Christmas on their sleeve next time.




**TJ Maxx, Marshalls, HomeGoods, Sierra Trading Co. and Homesense**
The holiday season is definitely here when you visit the websites of TJ Maxx and its sister companies of Marshalls, HomeGoods, Sierra Trading Co., and Homesense. However, while "Hannukah" gets a prominent mention by HomeGoods, "Christmas" did not have an overt reference across the websites of these chains at the time of this list's publication. Call 1-800-926-6299 to recommend that TJ Maxx and its sister retailers try on a Christmas campaign.




**Walgreens**
Walgreens remains on the Naughty List by keeping virtually any mention of Christmas in bed with its "Shop all Holiday" theme. Call Walgreens at 1-800–925–4733 and give them a prescription for a Christmas theme in 2027.