

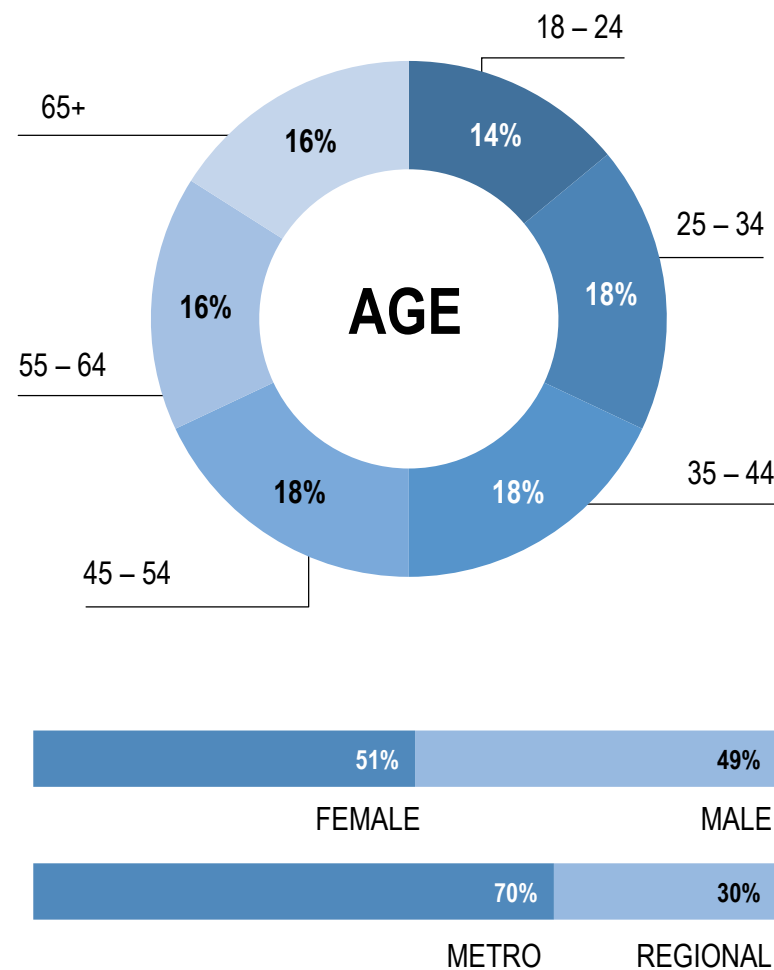
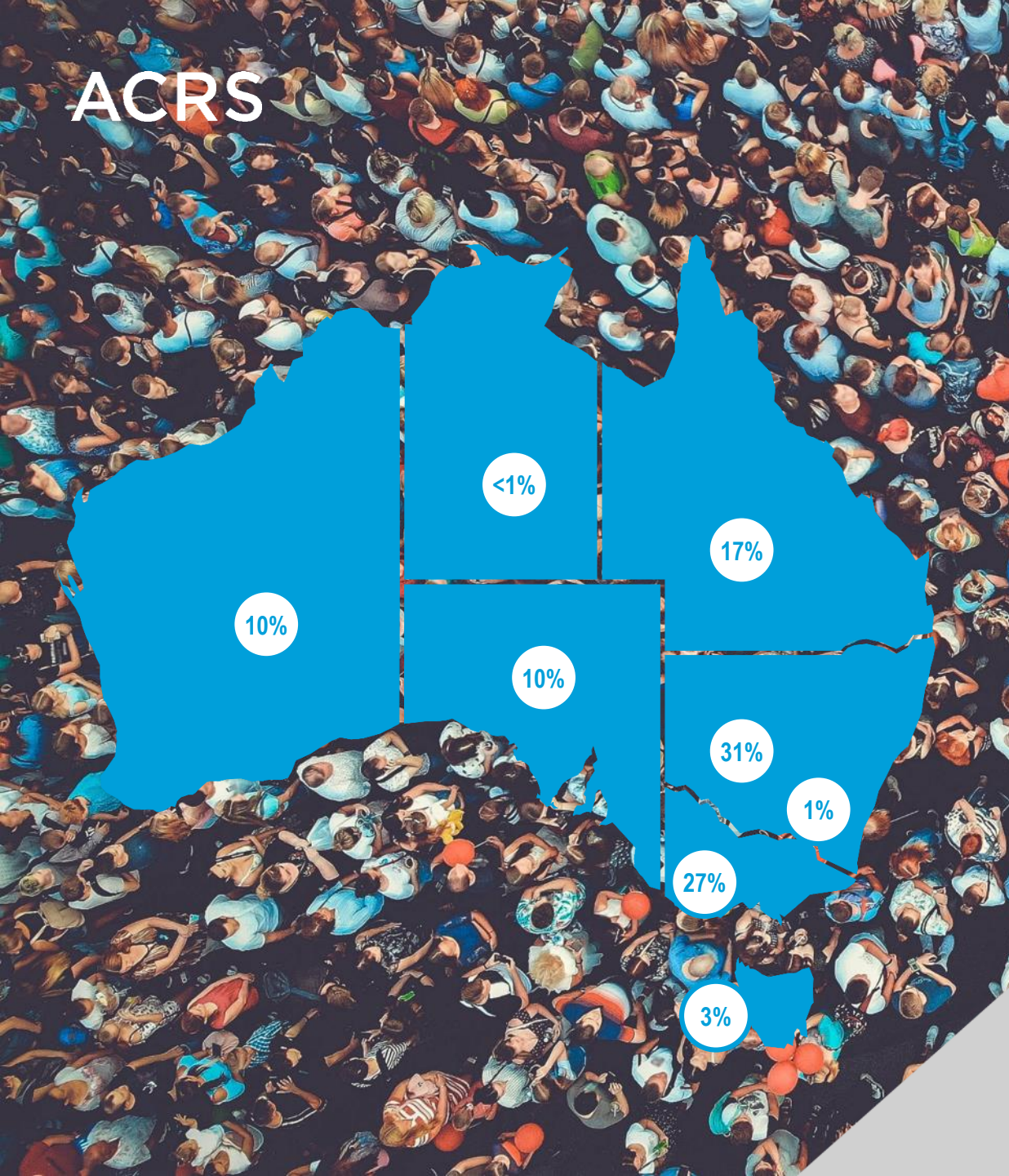
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CHRISTMAS UNWRAPPED

2023 Christmas Retail Trends Report



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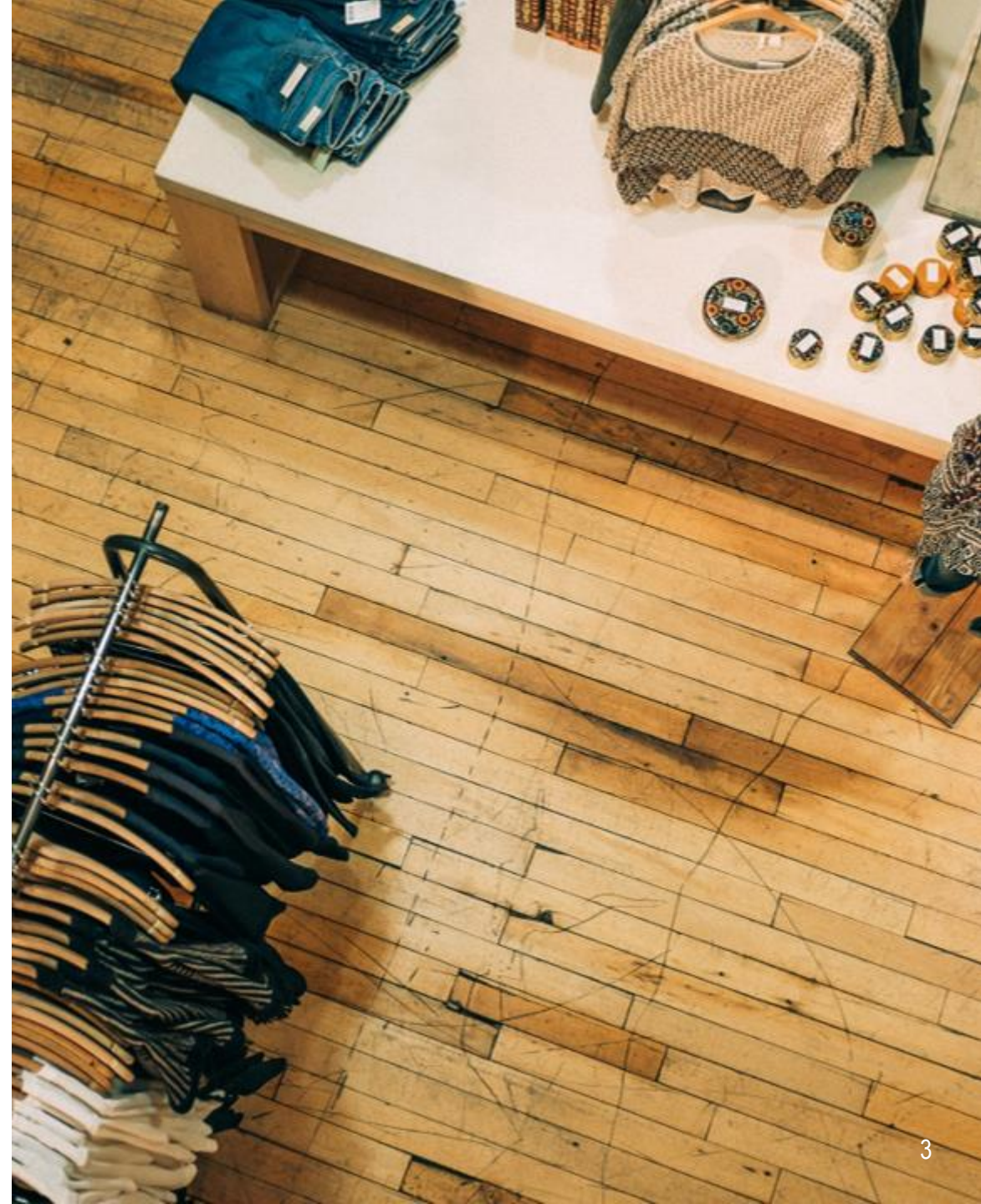
In October 2023, ACRS surveyed 1,014 shoppers across Australia and asked them several key questions on their attitudes and behaviours towards seasonal sales and Christmas gift shopping.

Note: Percentages may not add up to 100% due to rounding.

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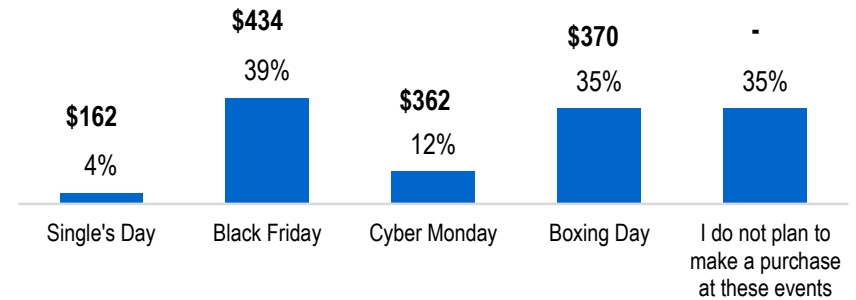
Sales events have become more popular than ever, with many shoppers planning to make a purchase at a 2023 sales event.

We asked shoppers at which sales events they were **planning to make purchase this year**, and what they were planning to purchase.

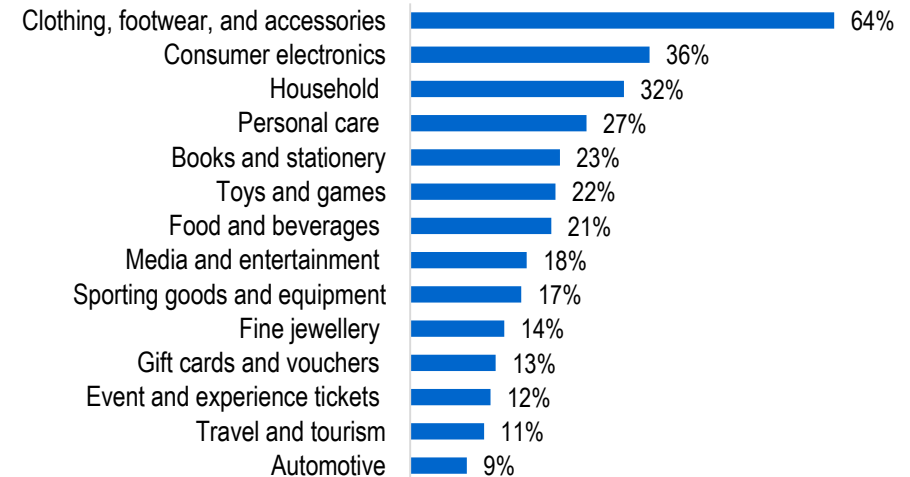


Two thirds of Australian shoppers (65%) are planning to make a purchase at a 2023 sales event

Planning to purchase at 2023 sales events and planned average spend



Type of product purchase planned for 2023 sales events



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The **majority of Australians** are planning to buy Christmas gifts and related products this year.

We also asked who shoppers are buying for and how much they are planning to spend, and **average spend has gone up** across all categories compared to 2022.



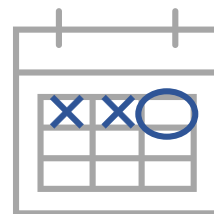


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88%

of Australians will buy Christmas gifts and related products this year. This is trending down from 90% in 2022 and 92% in 2021.

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Most Australians expect to do their Christmas shopping about the same time as usual (77%), but some have started or will start earlier than usual this year (18%)



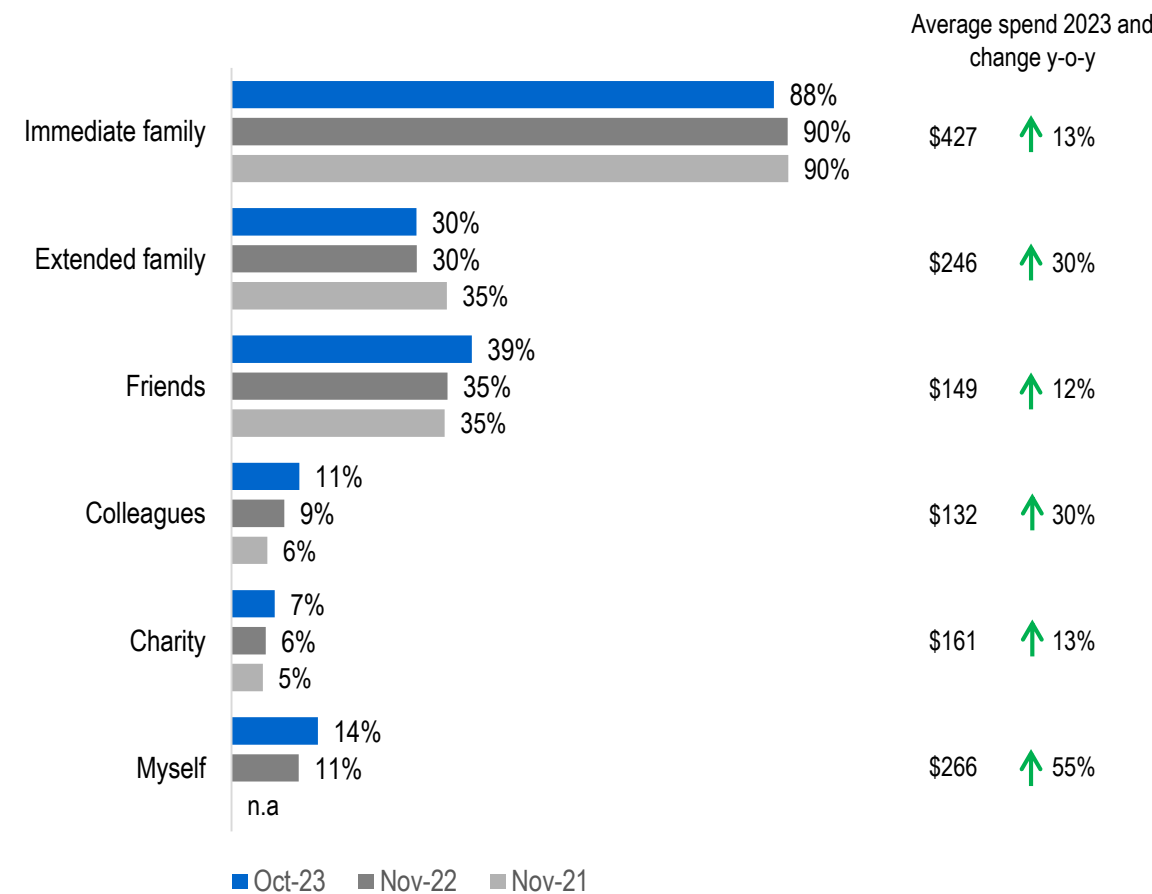
The most common reason* for starting Christmas shopping earlier was having more time to plan Christmas shopping this year (59%)



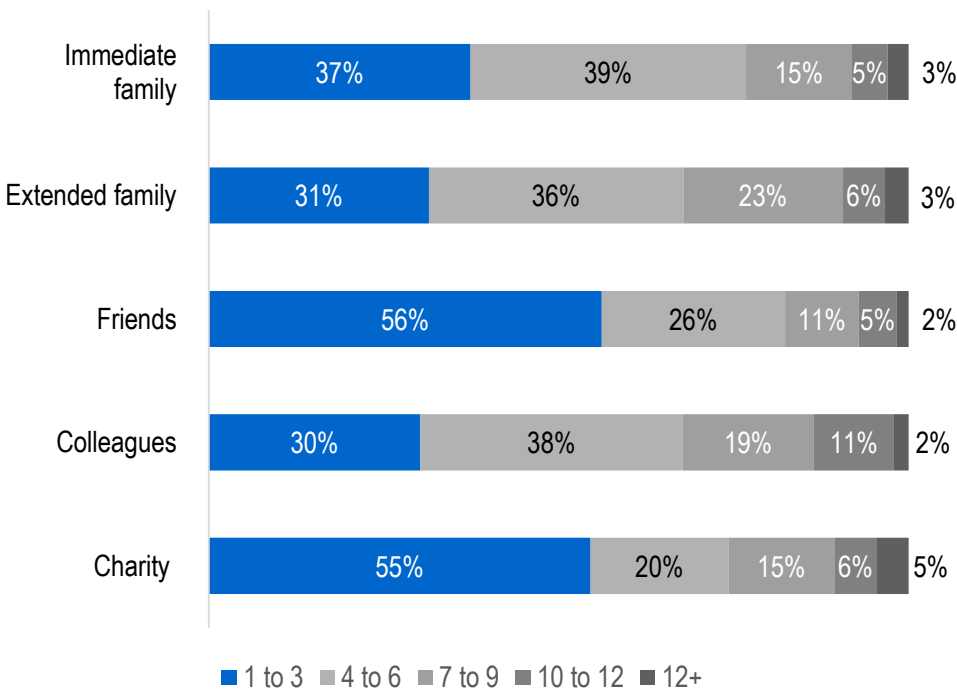
Other common reasons for starting Christmas shopping earlier were to buy during promotion periods or sales events (36%) and for budgeting purposes (36%)

Shoppers mainly buy Christmas gifts for **immediate family** followed by **friends** – splurging on immediate family

Who shoppers will buy for and average spend*



Amount of people shoppers will buy for

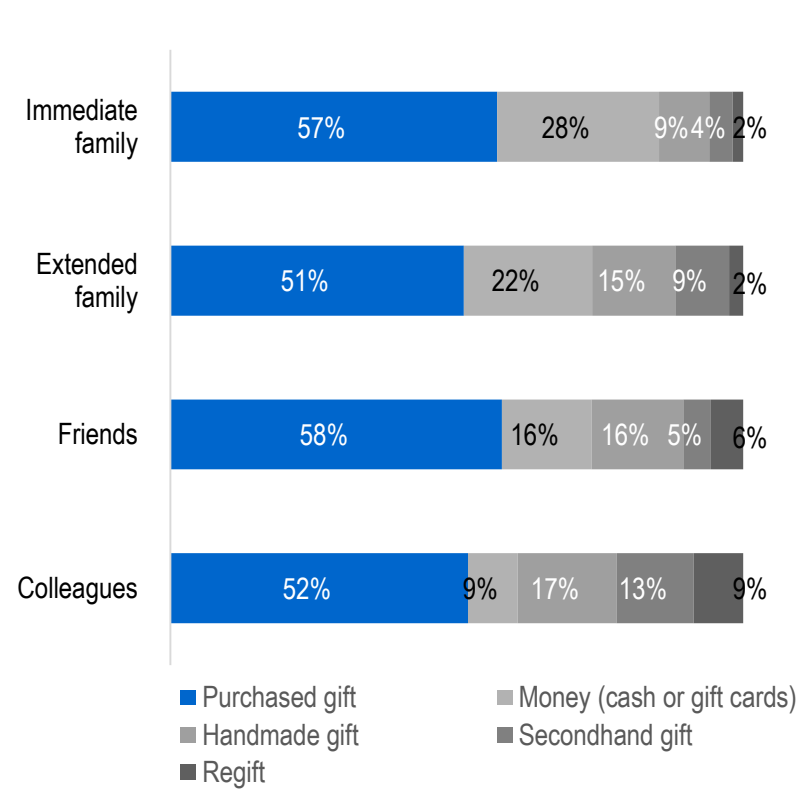


* This is a multiple choice question and responses may not sum to 100%; (n.a) Not included in 2021

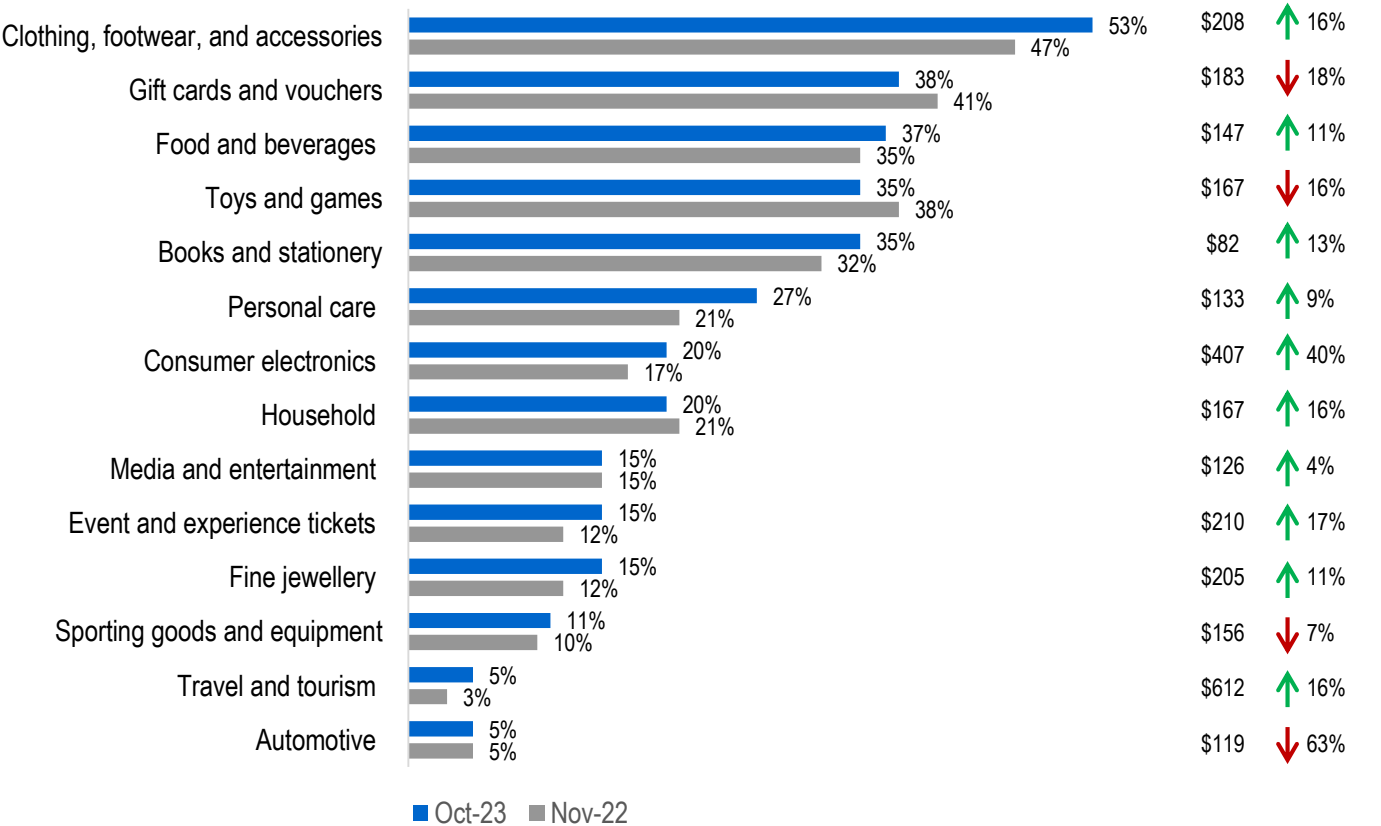
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Purchased gifts are the most popular present type this year, and shoppers plan to purchase across **more product categories** this year compared to 2022

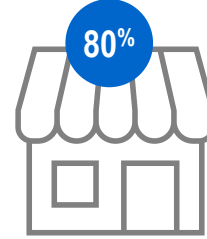
Type of present shoppers are planning to give for Christmas this year



Type of product purchased as part of Christmas shopping*



* This is a multiple choice question and responses may not sum to 100%



Physical stores remained the most popular channel for Christmas purchases in 2023, with 82% of shoppers planning to purchase a product through this channel, a similar proportion to 2022 (80%).



Almost half of Christmas shoppers (43%) are planning to purchase through physical retailer websites (such as Myer) in 2023, a similar proportion to 2022 (45%)

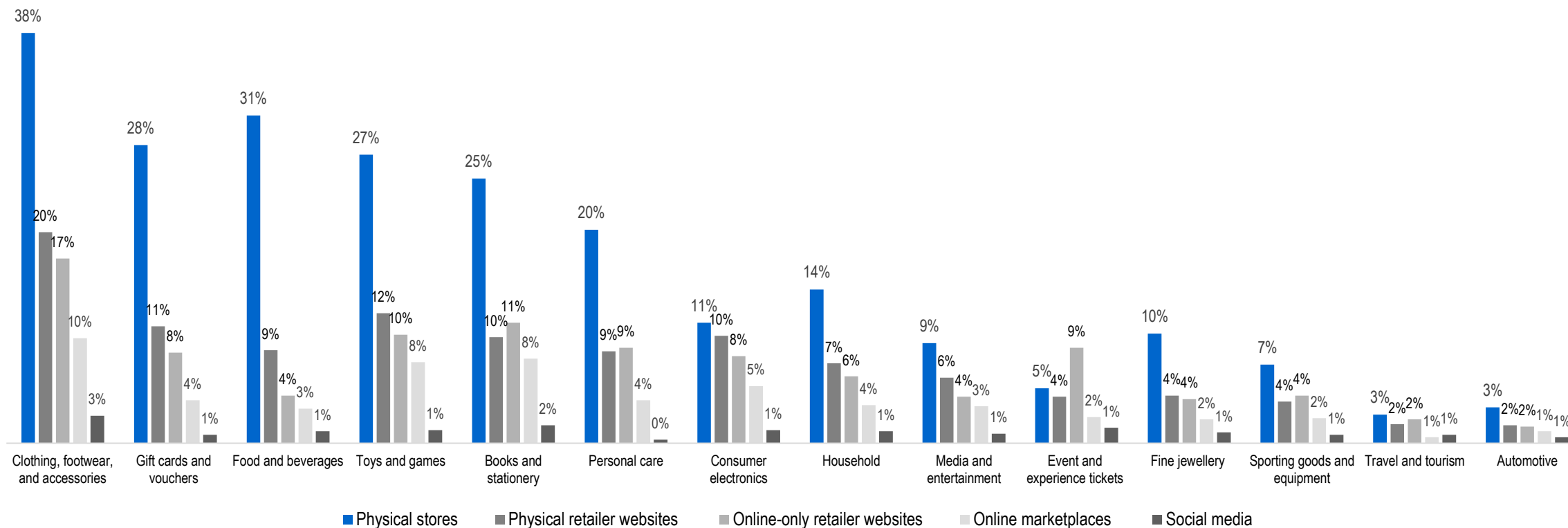


Almost half of Christmas shoppers (44%) are planning to purchase a product through online-only retailer websites (such as The ICONIC) in 2023, a higher proportion to 2022 (37%)

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Physical stores are the **most popular channel** for Christmas purchases across most categories

Channels used to make Christmas purchases this year*



* This is a multiple choice question and responses may not sum to 100%

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AUSTRALIAN CONSUMER & RETAIL STUDIES

Monash Business School

Level 6, Building S
26 Sir John Monash Drive
Caulfield East, VIC 3145

T: +61 9903 2869

E: acrs@monash.edu

W: monash.edu/business/acrs



MONASH University