

ACRS

Christmas 2020

SPECIAL REPORT:

A 'Covid-normal' Christmas



ACRS

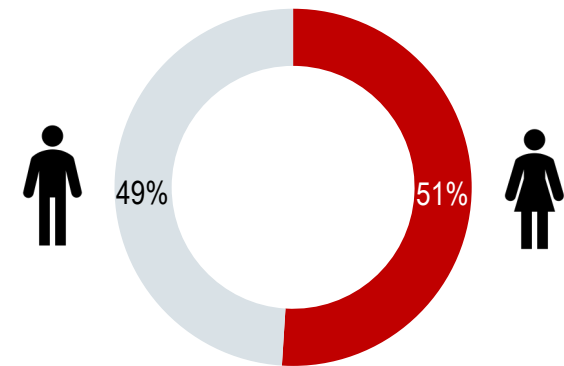
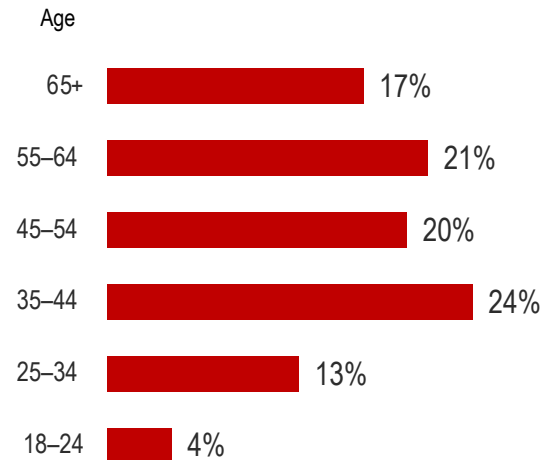
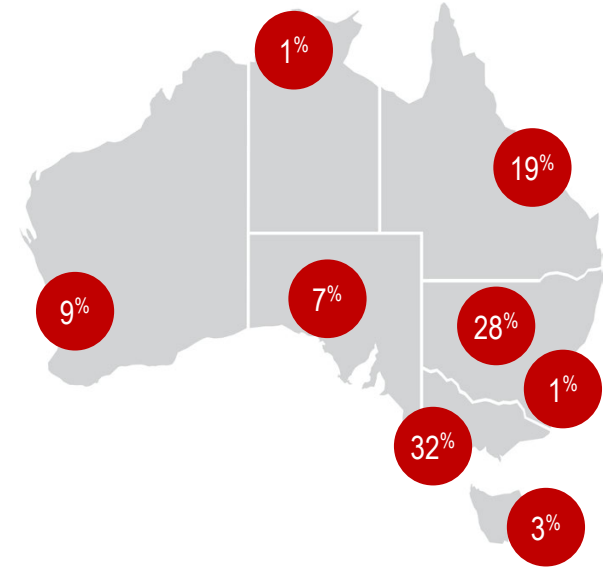
ACRS has been conducting a monthly shopper pulse investigating attitudes and behaviours towards Christmas retail in the context COVID-19 since September.

From September to October 2020, we surveyed over 3,000 shoppers from across Australia.

This special report covers insights from the October data collection period and identifies key changes in people's retail behaviour and attitudes towards Christmas shopping in 2020.

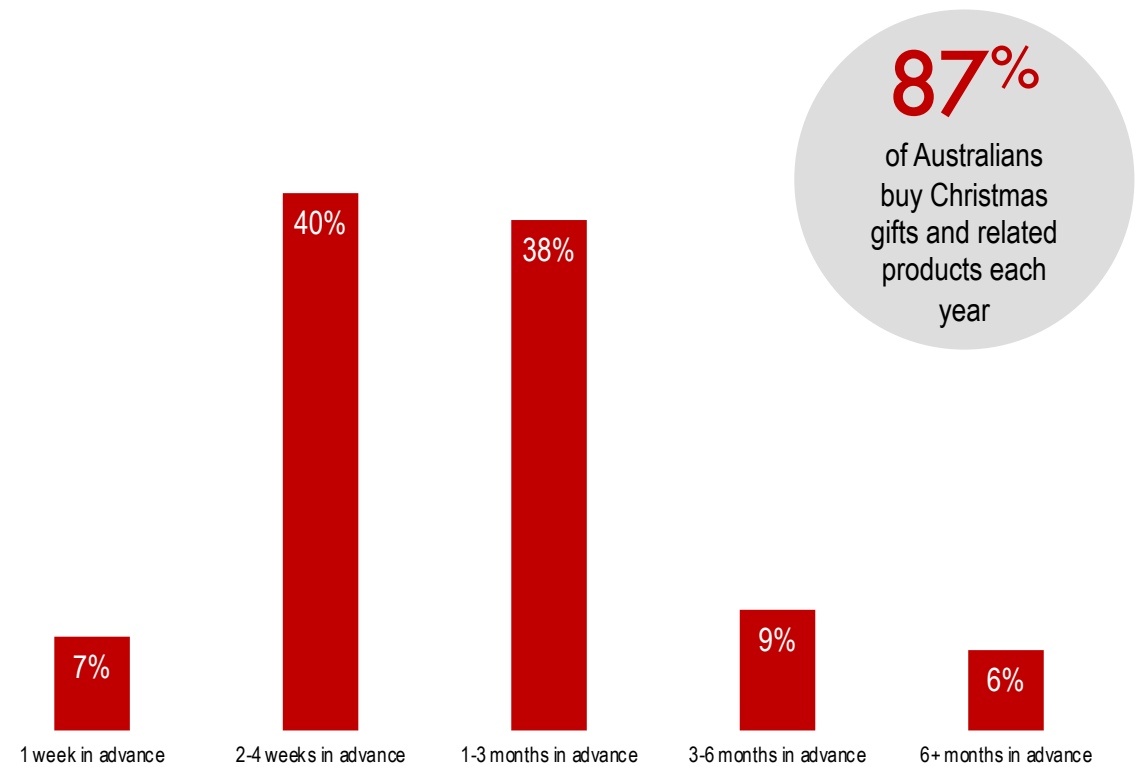
October data collection

n= **1,533**
Australian shoppers





ALMOST HALF OF CHRISTMAS SHOPPERS START THEIR SHOPPING IN THE FINAL FOUR WEEKS BEFORE CHRISTMAS

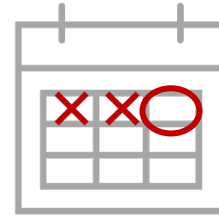


WHEN SHOPPERS USUALLY START THEIR CHRISTMAS SHOPPING

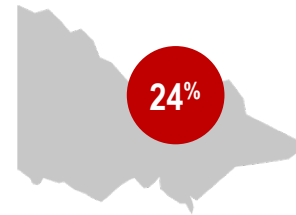
20%

of shoppers have started or will start their Christmas shopping earlier than usual this year

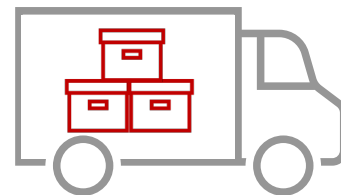




Although many Australians expect to do their Christmas shopping about the same time as usual (68%), many have started or will start their Christmas shopping earlier than usual this year (20%)



And this is even more pronounced in Victoria, with almost one quarter of Victorians beginning their Christmas shopping earlier than usual this year (24%)

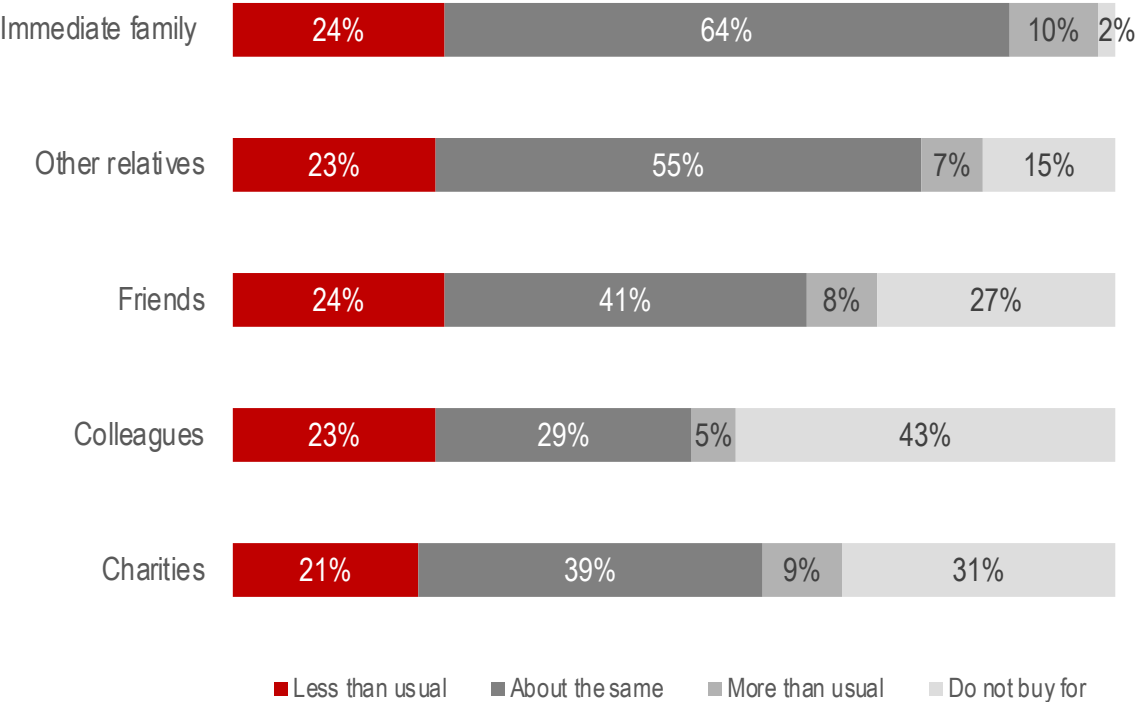


Australians are starting Christmas shopping earlier for two main reasons; they believe stock levels will be lower than usual (56%*) and they expect longer than usual delivery times (47%*)

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

SHOPPERS EXPECT TO BUY LESS FOR LOVED ONES THIS CHRISTMAS DUE TO UNCERTAINTY/ RESTRICTIONS AROUND TRAVEL AND GROUP GATHERINGS

CHRISTMAS SHOPPING FOR OTHERS COMPARED TO USUAL



I won't be seeing as much family so don't need as many gifts.

I'm not sure if we will even have a Christmas gathering as a family this year. I will not give gifts if I have to post them – postage is way too expensive to mail gifts for 23 grandchildren.

Not sure how Christmas will be celebrated this year, so will alter the amount of gifts I need to buy.

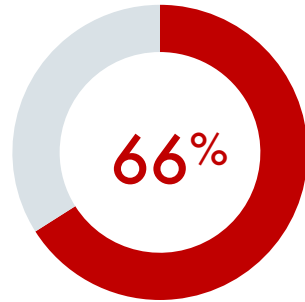
With less family gatherings my heart is just not in it.

ACRS

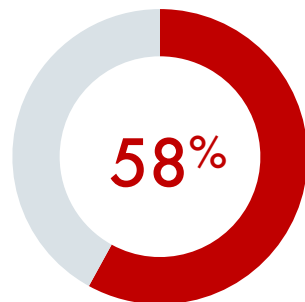
CHANGES TO **EMPLOYMENT AND INCOME** ALSO AFFECTS SHOPPER SPEND, WITH MANY EXPECTED TO BE MORE **CONSERVATIVE** OR HOLD OFF FOR **SALES OR SPECIAL DEALS**

44%

of Australian shoppers in the workforce or unemployed/looking for work reported that their employment has been affected by COVID-19*



of Australian shoppers expect to seek out sales or special deals



of Australian shoppers expect to be more conservative in their spending

“

Uncertainty of income; worry about having less disposable income.

I don't currently have the savings for Christmas shopping because there is no work and I had to use my savings already.

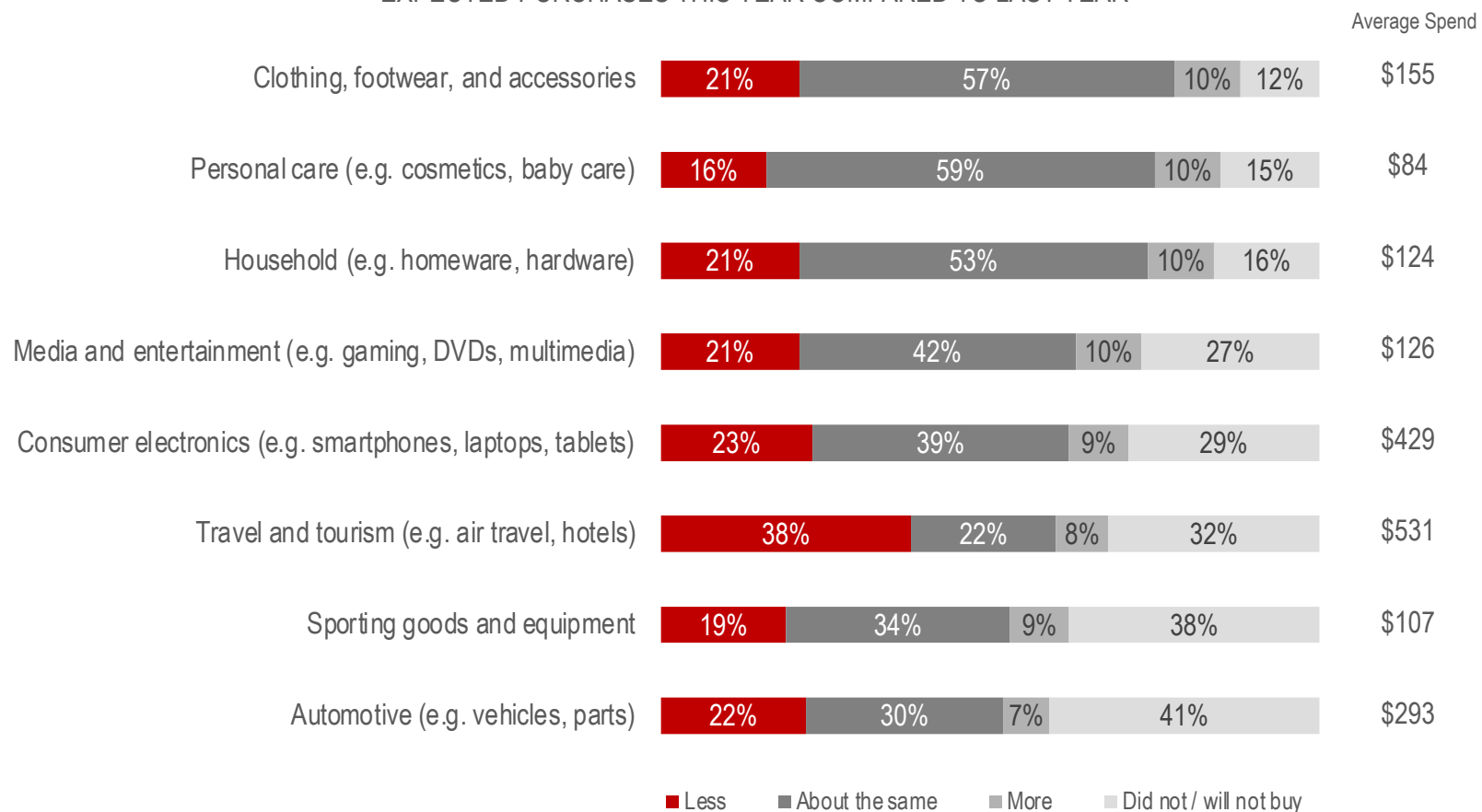
Have less money, so waiting to try to save for Christmas presents.

”

ACRS

CLOTHING, FOOTWEAR & ACCESSORIES, PERSONAL CARE AND HOUSEHOLD GOODS ARE MOST FREQUENTLY PURCHASED AND WILL BE LEAST IMPACTED OVERALL

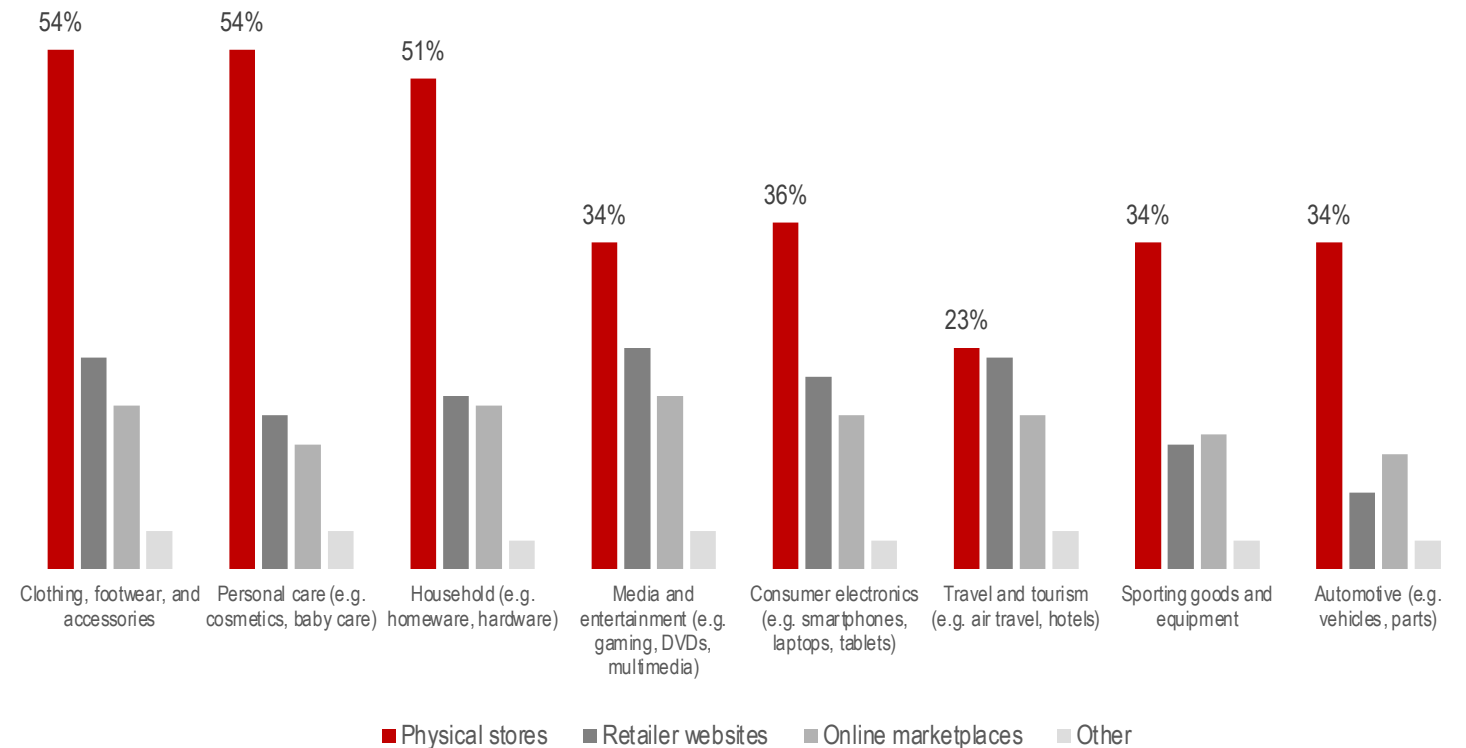
EXPECTED PURCHASES THIS YEAR COMPARED TO LAST YEAR



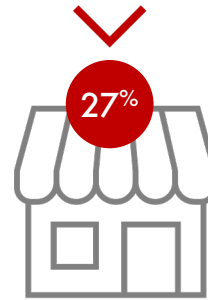


PHYSICAL STORES REMAIN THE MOST POPULAR CHANNEL FOR CHRISTMAS PURCHASES THIS YEAR

CHANNELS USED TO MAKE CHRISTMAS PURCHASES THIS YEAR



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



While physical stores remain the most popular channel, over a quarter of shoppers expect to use this channel less than last year (27%) – with a higher proportion in Victoria (41%)



Conversely, about a fifth of Australians (19%) – and a higher proportion of Victorians (27%) – expect to use retailer websites more to make their Christmas purchases this year



And across all states there has been a rise in Australian shoppers using online marketplaces to make Christmas purchases this year, reporting that they will use this channel more than last year (17%)



ACRS

AUSTRALIAN CONSUMER & RETAIL STUDIES

Monash Business School

Level 6, Building S
26 Sir John Monash Drive
Caulfield East, VIC 3143

T: +61 9903 2869

E: acrs@monash.edu

W: monash.edu/business/acrs



MONASH University