



**ACRS**

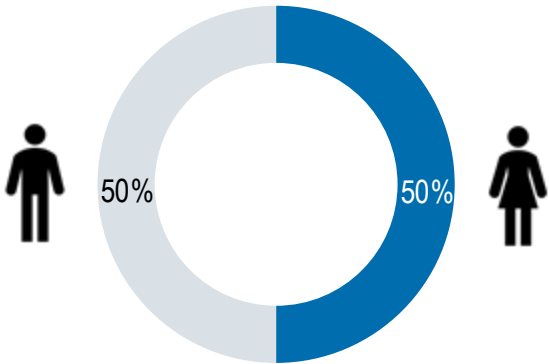
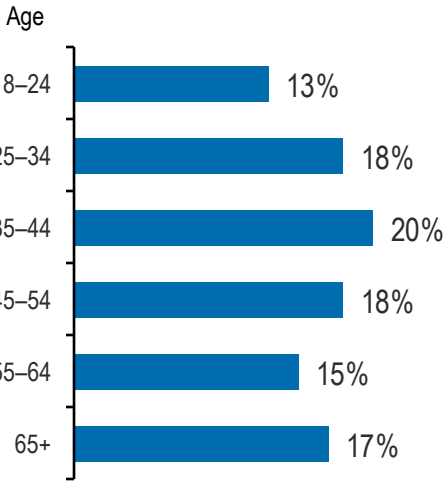
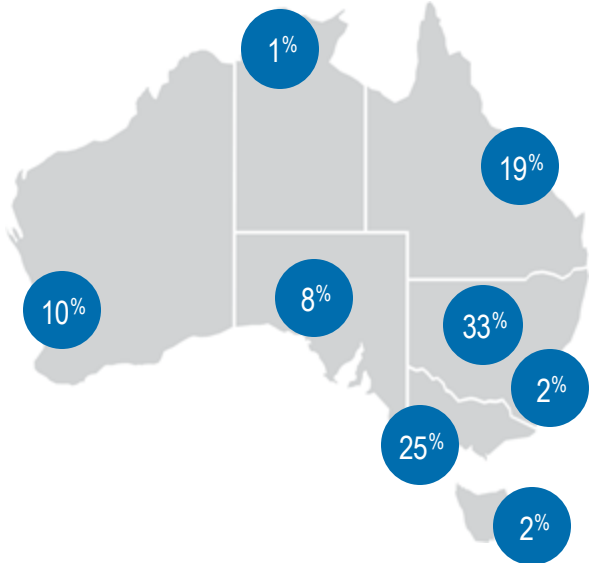
**RETAIL WRAP UP**

*2024 Christmas & Seasonal Retail Trends Report*



ACRS conducted research into the attitudes and behaviours of Australian shoppers towards seasonal sales and Christmas shopping in 2024.

This report outlines key insights and trends from data collected from 1,012 shoppers across Australia in October 2024.

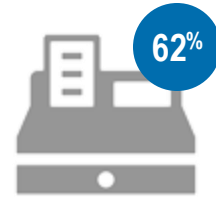


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**Sales events** remain popular among Aussie shoppers, with almost two-thirds of shoppers planning to make a purchase at an upcoming 2024 sales event.

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





Almost two-thirds of Australian shoppers (62%) were planning to make a purchase at an upcoming 2024 sales event.



**Black Friday/ Cyber Monday** was the most popular upcoming sales event in 2024, with 41% of shoppers planning to make a purchase during this sales event with plans to spend \$481 on average. It is a common favourite among shoppers due to perceived superior deals, ideal for early Christmas shopping, and a good mix of sales across categories.



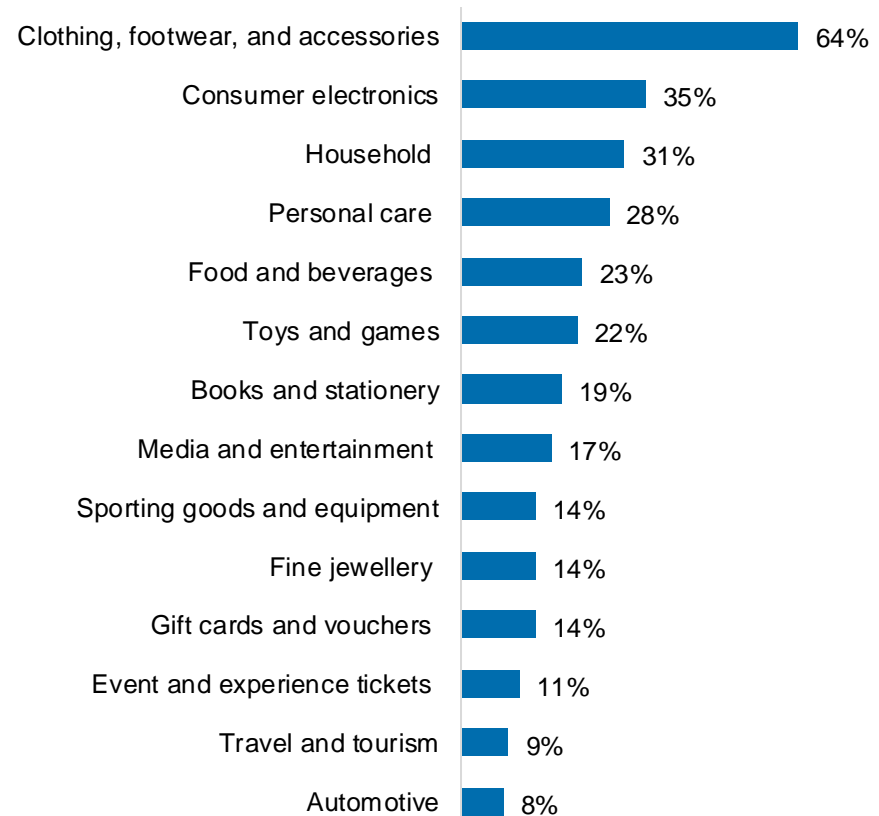
Over a third of shoppers (37%) were planning to make a purchase during **Boxing Day** with plans to spend \$367 on average. It is a common favourite among shoppers due to perceived superior deals and stock clearances post-Christmas.



Only 4% of shoppers were planning to make a purchase during **Single's Day**, but planned to spend \$350 on average.

Almost two-thirds of sales event shoppers (64%) plan to purchase **clothing, footwear, and accessories** at an upcoming event this year, while over a third (35%) plan to purchase **consumer electronics**.

Planned product category purchases for 2024 sales events\*

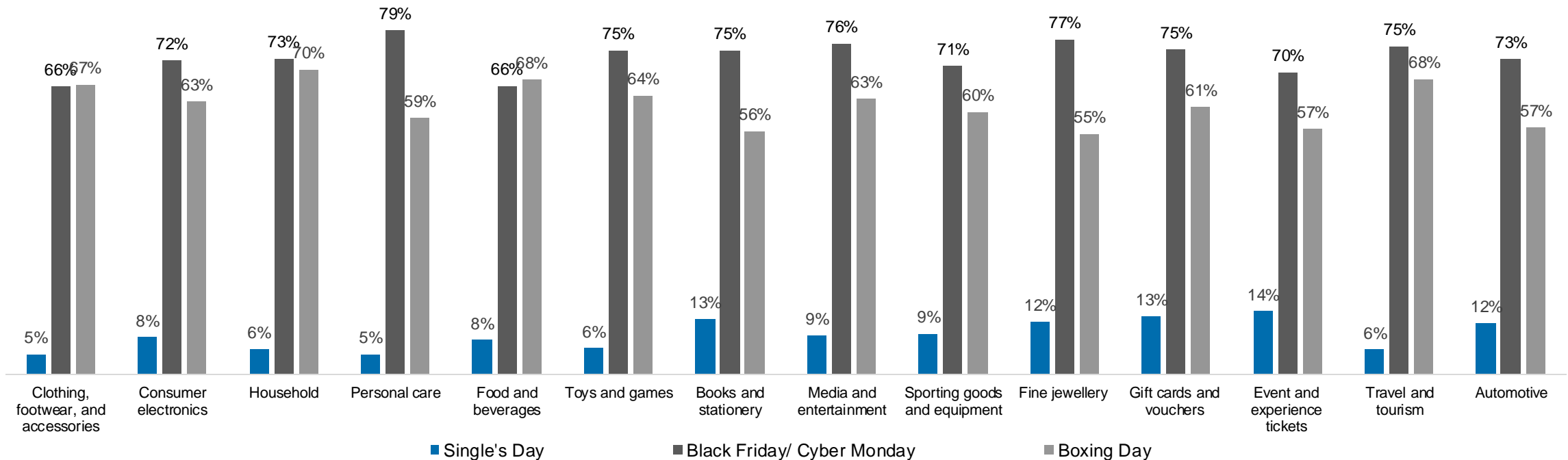


\* This is a multiple response question and therefore total responses do not sum to 100%

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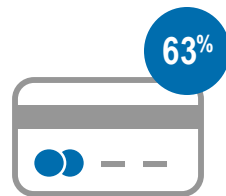
**Black Friday/ Cyber Monday** is the **most popular sales event** for planned purchases across nearly all categories; **personal care** purchases are planned most commonly for Black Friday, while **household** purchases are planned most commonly for Boxing Day.

Proportional planned category purchases for upcoming sales events this year\*

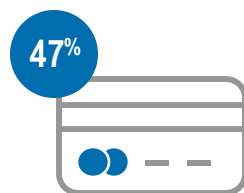


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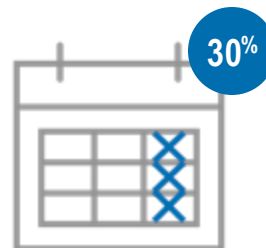
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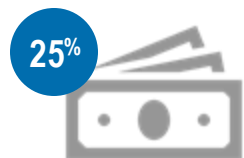
Debit card was the most popular payment method for sales event purchases in 2024, with 63% of sales event shoppers planning to pay with a debit card, which was a similar proportion compared to last year (65%).



Almost half of sales event shoppers (47%) are planning to pay for their purchases with a credit card in 2024, a similar proportion to 2023 (45%).



Over a quarter of sales event shoppers (30%) are planning to pay for their purchases with Buy Now, Pay Later in 2024, which was a similar proportion compared to last year (31%).



A quarter of sales event shoppers (25%) are planning to pay for their purchases with cash in 2024, a smaller proportion compared to 2023 (32%).

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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 shoppers **plan to splurge more on family and friends** this year compared to 2023.





91%

of Australians will buy Christmas gifts and related products in 2024. Compared to last year, this is trending upward from 88%.

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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 (16%).



The most common reason for starting Christmas shopping earlier was having more time to plan Christmas shopping this year (60%).

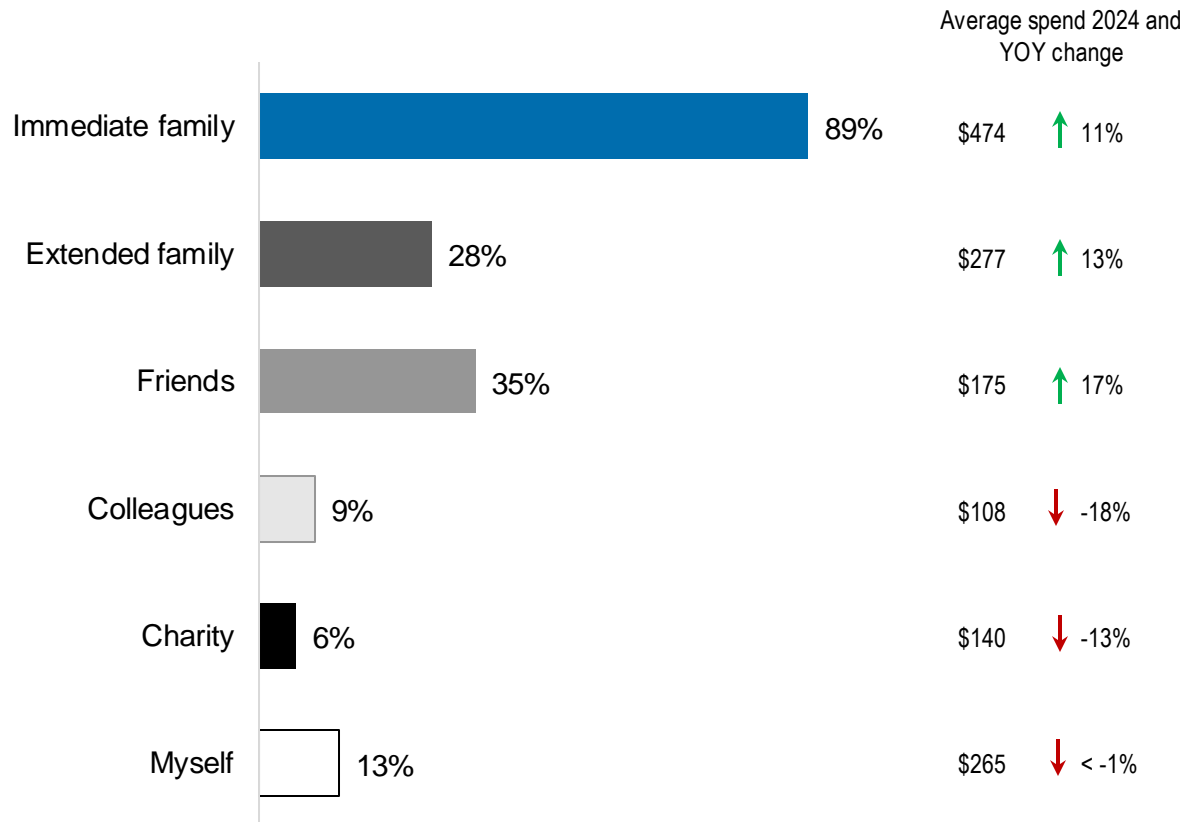


Other common reasons for starting Christmas shopping earlier were to buy during promotion periods or sales events (37%) and for budgeting purposes (36%).

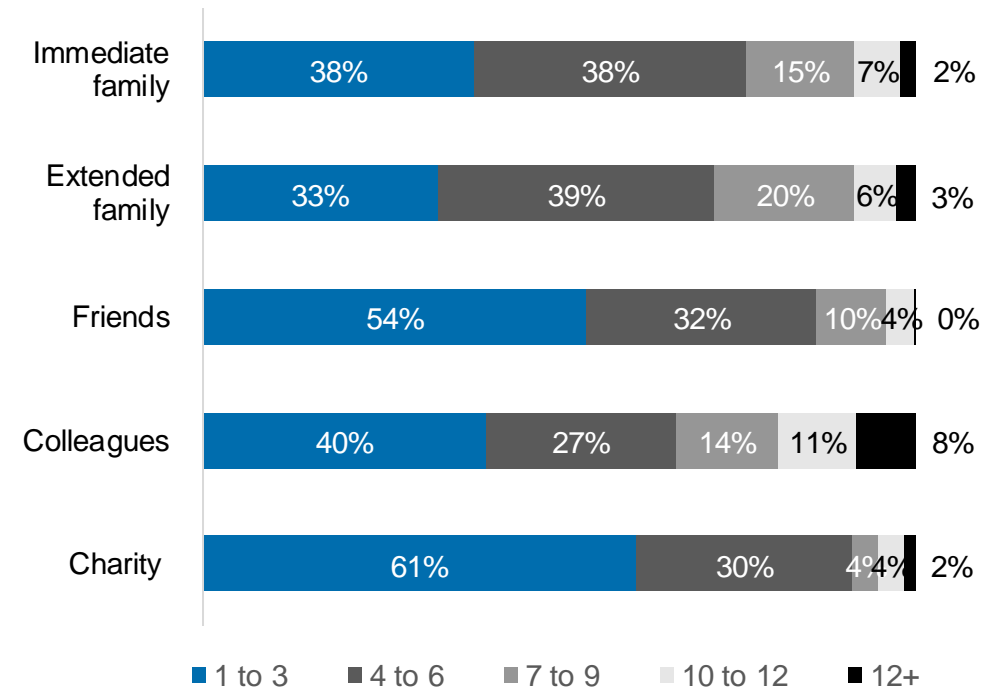
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Christmas shoppers mainly buy gifts for **immediate family** and **splurge the most** on this group, followed by **extended family** and **friends**.

Who shoppers will buy for and average spend\*



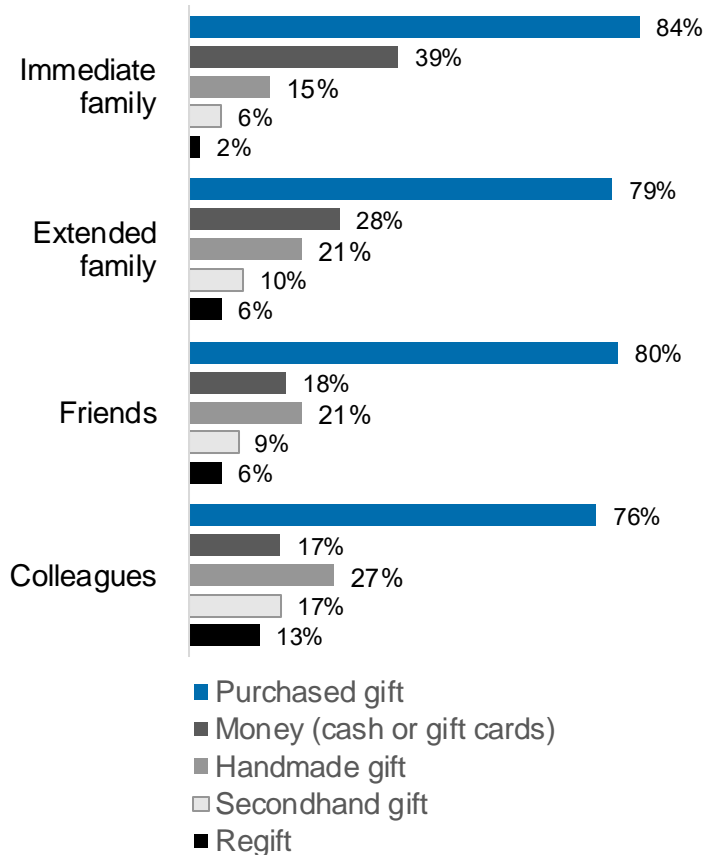
Amount of people shoppers will buy for



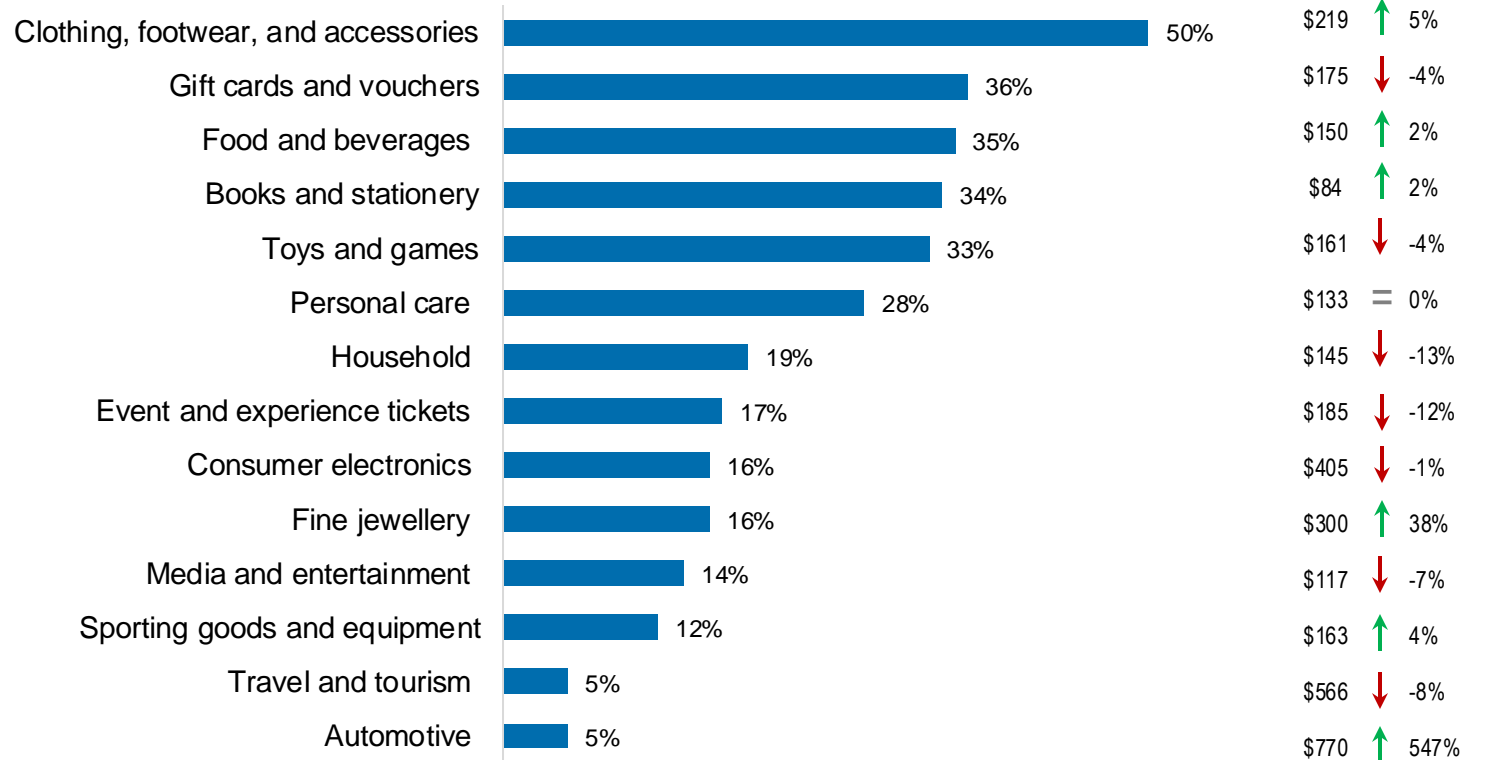
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**Purchased gifts** was the most popular present type to gift this year and **clothing, footwear, and accessories** were the most common planned product purchases.

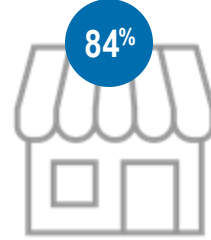
Type of present shoppers are planning to give for Christmas this year\*



Type of product purchased as part of Christmas shopping\*



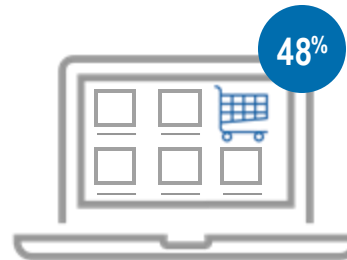
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Physical stores remained the most popular channel for Christmas purchases in 2024, with 84% of shoppers planning to purchase a product through this channel, a similar proportion to 2023 (82%).



Almost half of Christmas shoppers (47%) are planning to purchase through physical retailer websites (such as Myer) in 2024, a slightly higher proportion to 2023 (43%).

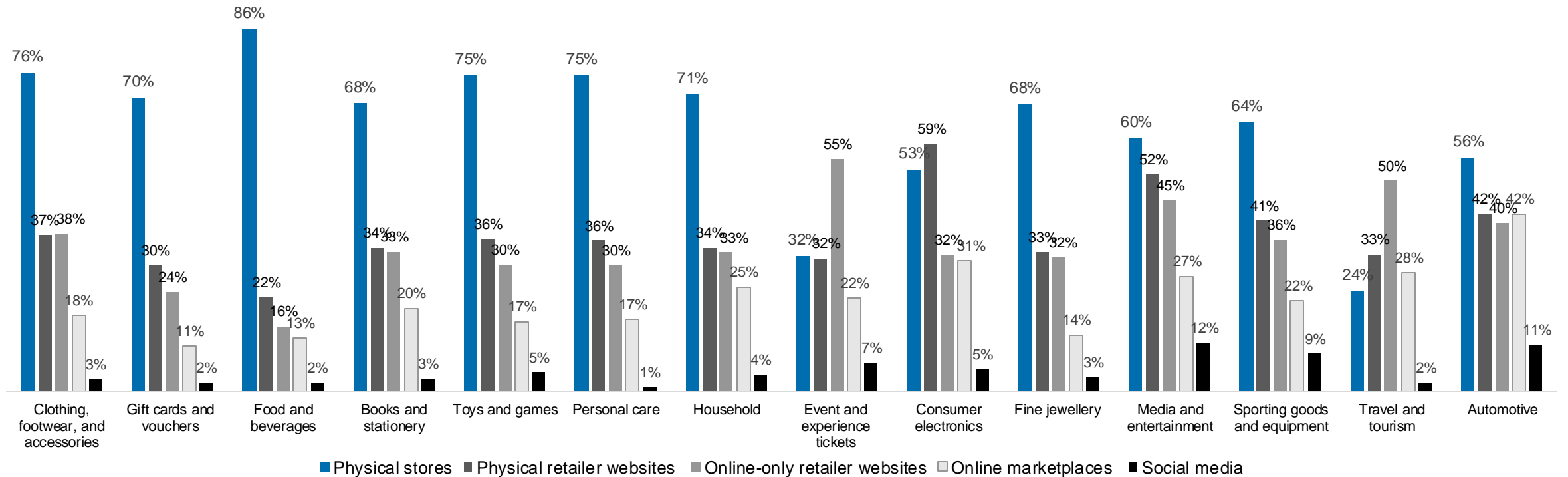


Almost half of Christmas shoppers (48%) are planning to purchase a product through online-only retailer websites (such as The ICONIC) in 2024, a slightly higher proportion to 2023 (44%).

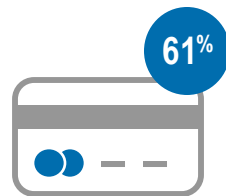
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**Physical stores** were the **most popular channel** for planned Christmas purchases across nearly all categories; **food and beverage** purchases were planned most often for this channel.

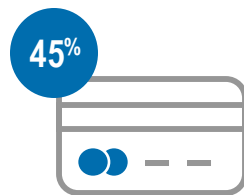
Proportional channel use for planned Christmas purchases this year\*



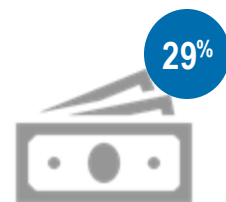
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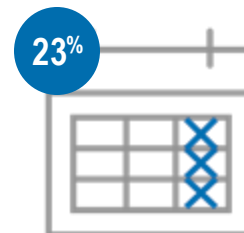
Debit card was the most popular payment method for Christmas gift purchases in 2024, with 61% of Christmas shoppers planning to pay for gift purchases with this method, a slightly lower proportion compared to 2023 (64%).



Almost half of Christmas shoppers (45%) are planning to pay for gift purchases with a credit card in 2024, a higher proportion compared to last year (39%).



Over a quarter of Christmas shoppers (29%) are planning to pay for gift purchases with cash in 2024, a slightly lower proportion compared to 2023 (33%).



Nearly a quarter of Christmas shoppers (23%) are planning to pay for gift purchases with Buy Now, Pay Later in 2024, a similar proportion to last year (21%).



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