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## **CHRISTMAS WRAP UP** *2022 Consumer Retail Trends Report*

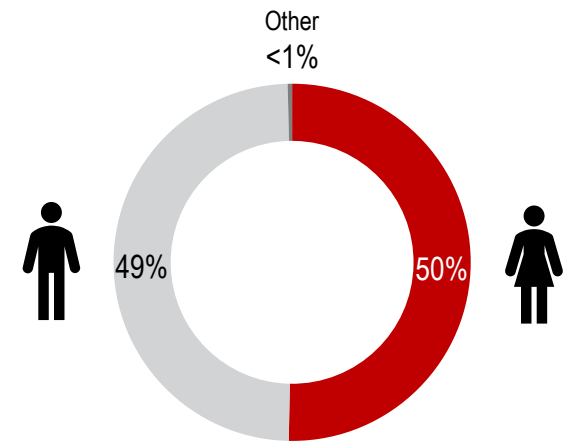
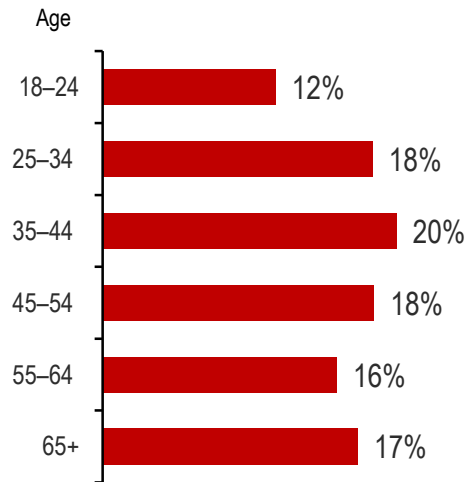
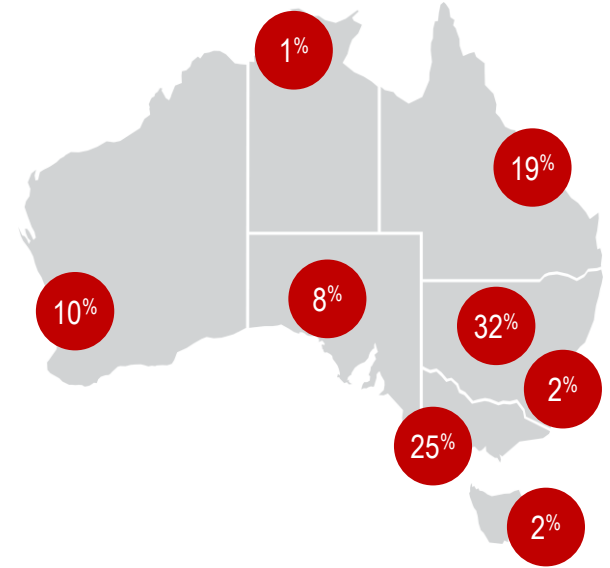


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ACRS conducted research into the attitudes and behaviours of Australian shoppers towards Christmas shopping in 2022.

This report outlines key insights and trends from data collected from over 1,000\* shoppers across Australia.



\* n=1,004

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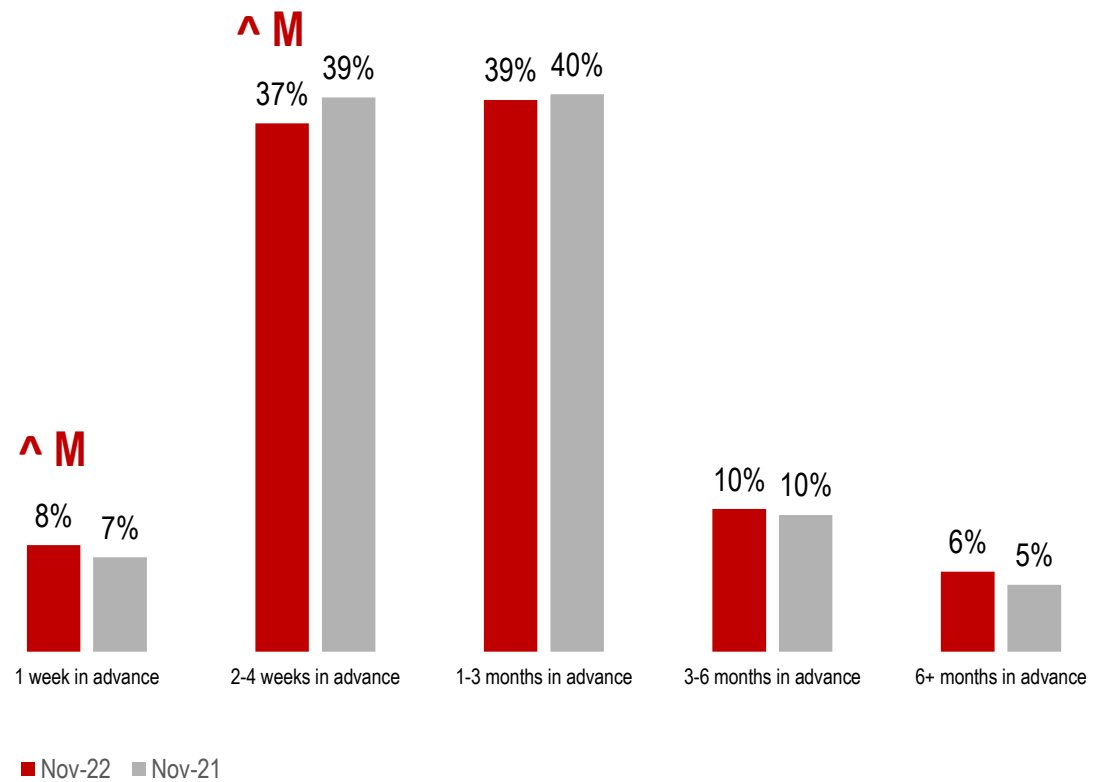
90%

of Australians will buy Christmas gifts and related products this year. This is slightly down from 92% from last year.



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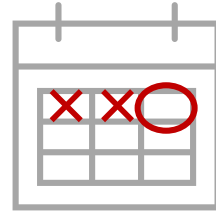
**ALMOST HALF OF SHOPPERS START PURCHASING GIFTS  
IN THE FINAL FOUR WEEKS BEFORE CHRISTMAS - WITH  
MALES ENGAGING IN LAST MINUTE SHOPPING  
SIGNIFICANTLY MORE THAN FEMALES**



WHEN SHOPPERS USUALLY START THEIR CHRISTMAS SHOPPING

Note: ^ M = Males selected option significantly more than other genders; This graph does not equal to 100% due to rounding

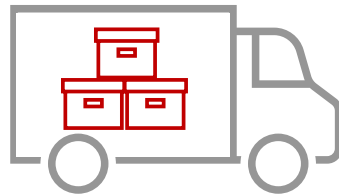
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Most Australians expect to do their Christmas shopping about the same time as usual this year (78%), but some have started or will start earlier than usual this year (17%)



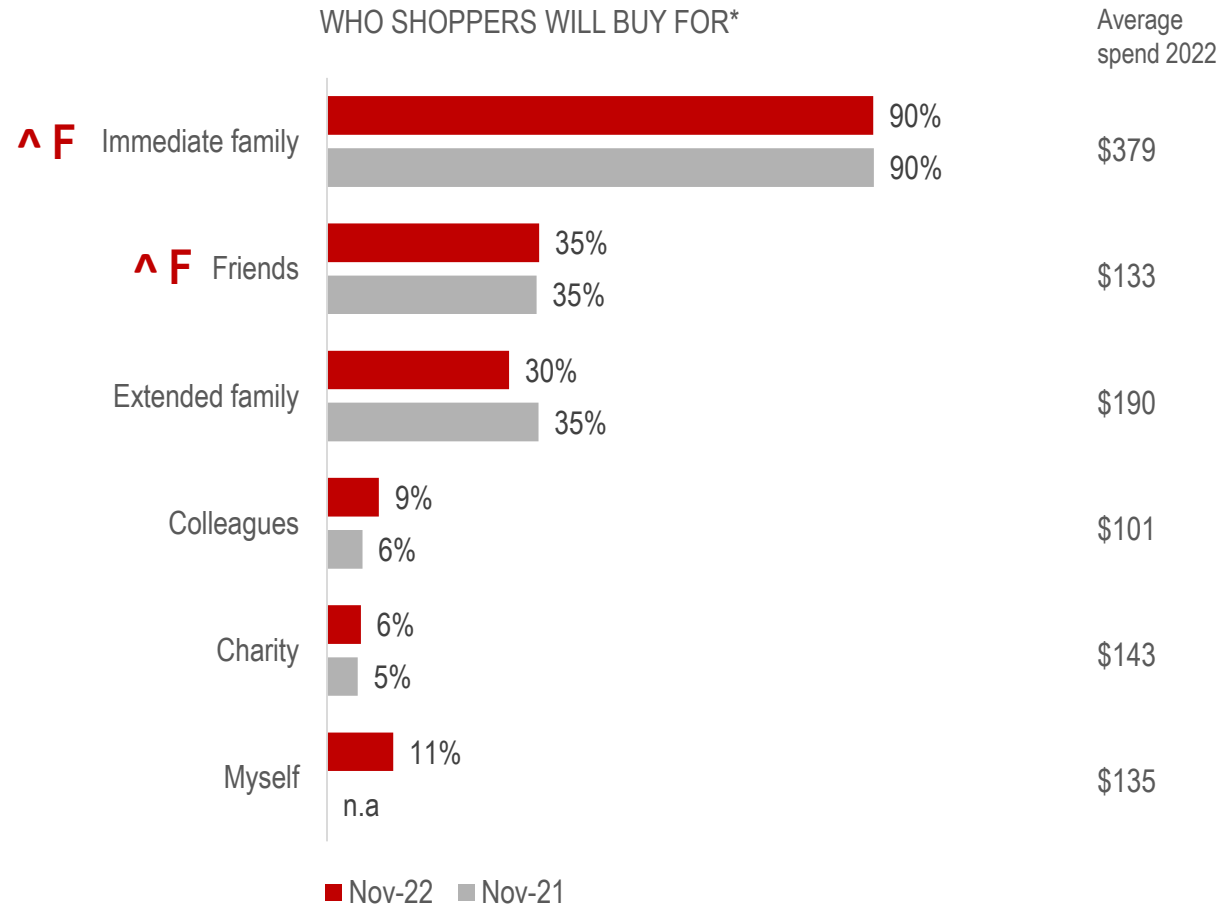
This is slightly less pronounced in Victoria, with 15% of Victorians beginning their Christmas shopping earlier than usual this year – a decrease from 22% in 2021.



More Australians indicated they have more time to plan their Christmas shopping (63%\*) this year, compared to 2021 (47%). Moreover, less believe stock levels will be lower than usual (34%\* compared to 58% in 2021), and less expect longer than usual delivery times (20%\* compared to 49% in 2021)

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

# SHOPPERS MAINLY BUY CHRISTMAS GIFTS FOR IMMEDIATE FAMILY, FRIENDS AND EXTENDED FAMILY – SPLURGING ON IMMEDIATE FAMILY

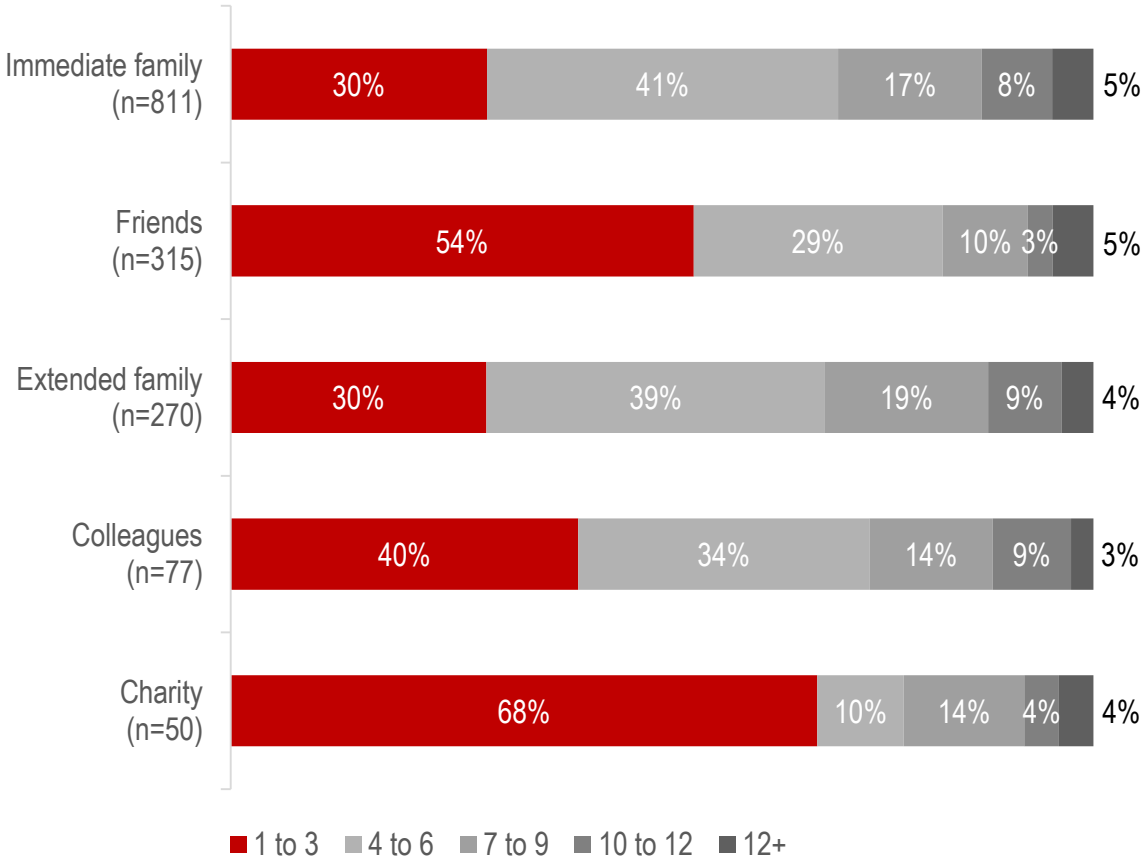


Note: ^ F = Females selected option significantly more than other genders; \* This is a multiple choice question and responses may not sum to 100%; (n.a) Not included in 2021

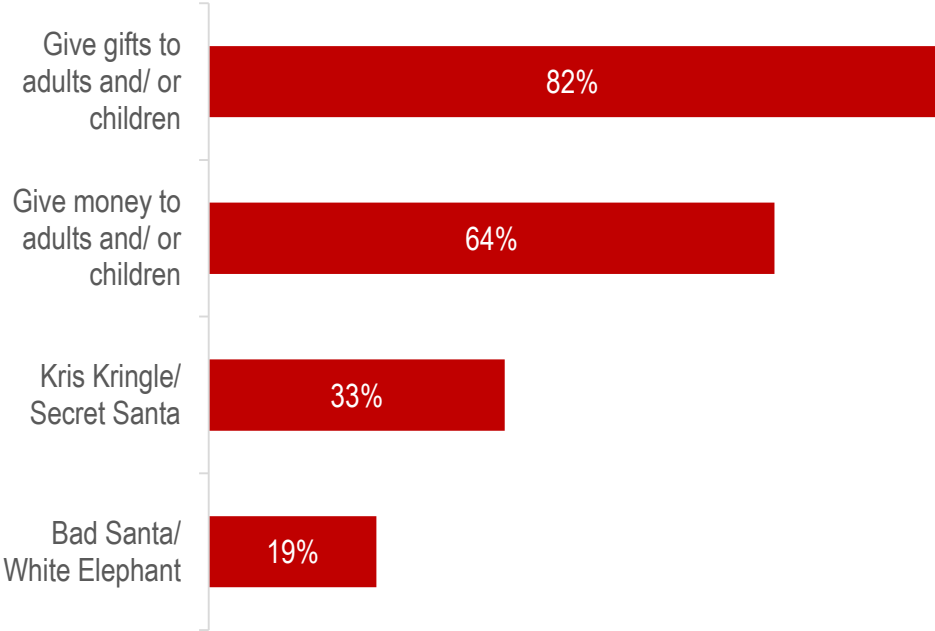
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## THE MAJORITY OF SHOPPERS BUY FOR 1 TO 6 PEOPLE PER SOCIAL GROUP AND NEARLY TWO THIRDS ARE PLANNING TO GIVE MONEY FOR CHRISTMAS

AMOUNT OF PEOPLE THAT SHOPPERS WILL BUY FOR

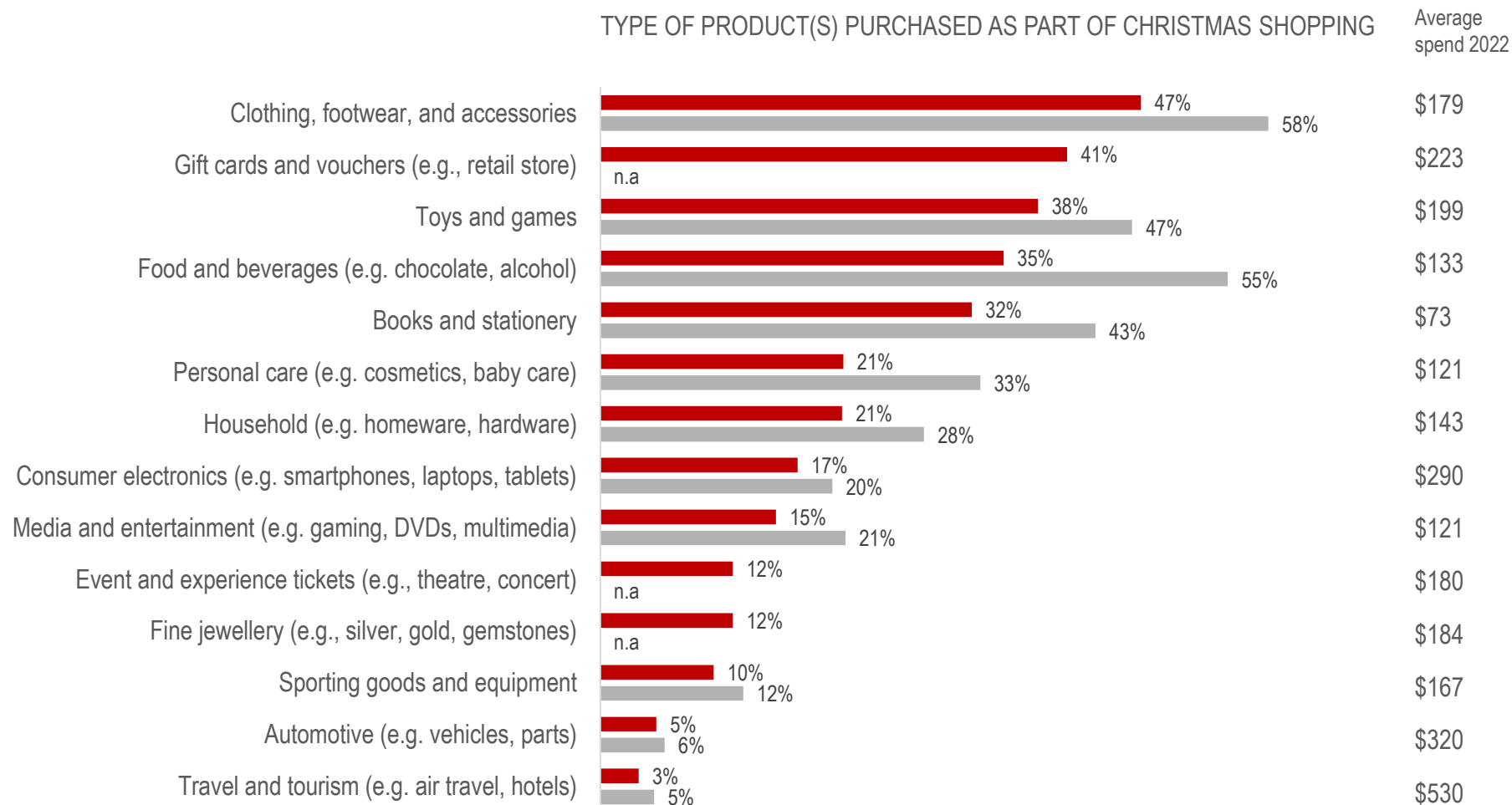


GIVING TRADITIONS THAT SHOPPERS ENGAGE IN\*



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

## SHOPPERS PLAN TO PURCHASE ACROSS FEWER PRODUCT CATEGORIES THIS YEAR COMPARED TO 2021





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## CHRISTMAS GIFT PURCHASES **DIFFER** **SIGNIFICANTLY BETWEEN GENDERS**

**56%**

of females plan to purchase Clothing, Footwear and Accessories gifts, compared to males (44%)

**62%**

of males plan to purchase Sporting Goods and Equipment, compared to females (38%)

**57%**

of females plan to purchase Gift cards and Vouchers, compared to males (43%)

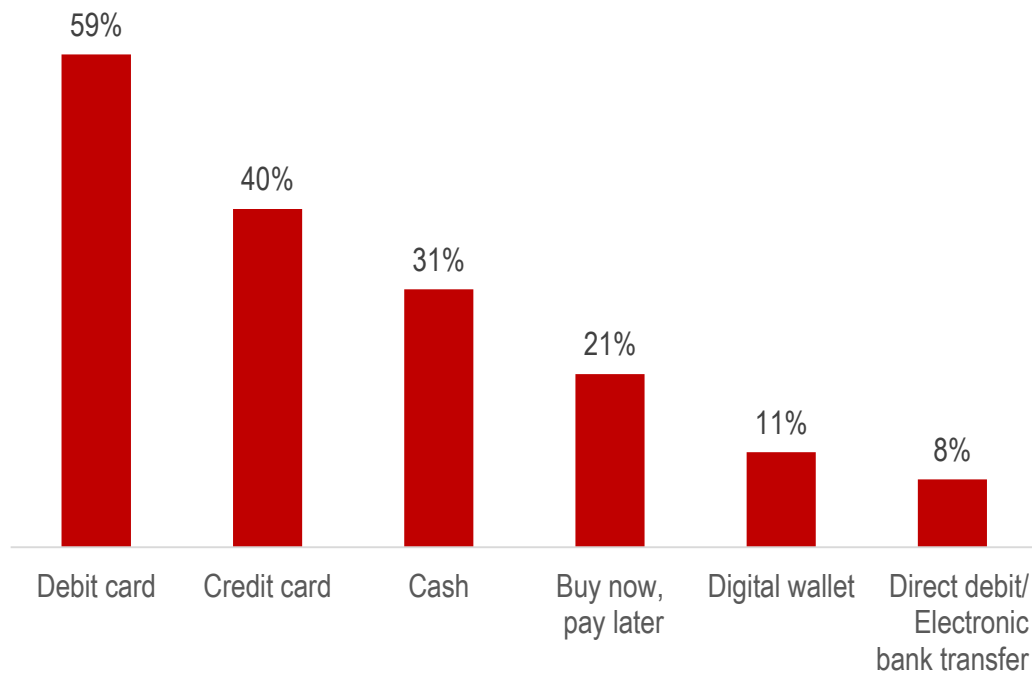
**59%**

of males plan to purchase Consumer Electronics, compared to females (41%)

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## SHOPPERS PLAN TO USE A **VARIETY OF PAYMENT METHODS**, WITH **CARD PAYMENTS** BEING THE MOST POPULAR

PAYMENT METHODS SHOPPERS USE\*

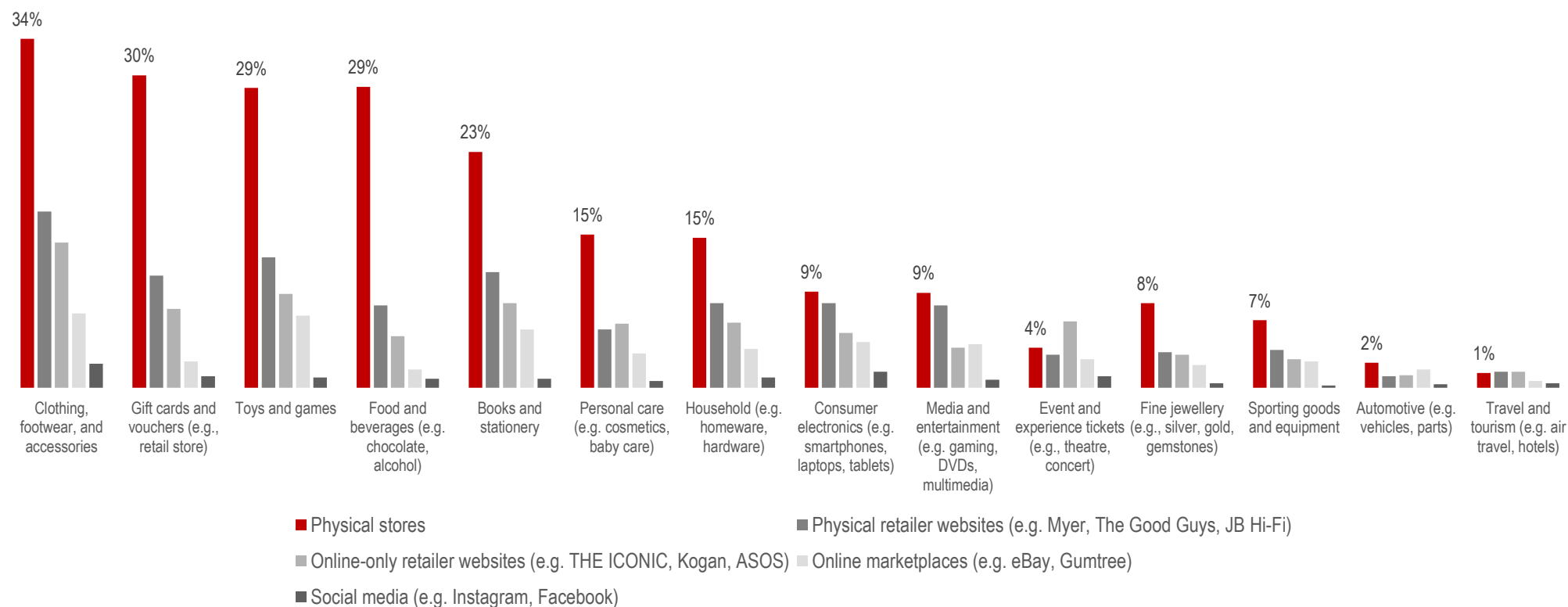


Note: \* This is a multiple choice question and responses may not sum to 100



## PHYSICAL STORES ARE THE MOST POPULAR CHANNEL FOR CHRISTMAS PURCHASES ACROSS MOST CATEGORIES, WITH THE EXCEPTION OF EVENT AND EXPERIENCE TICKETS AND TRAVEL AND TOURISM

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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Physical stores remained the most popular channel for Christmas purchases in 2022, with 4 out of 5 shoppers planned to purchase a product through this channel, a similar proportion to 2021 (82%).



Almost half of Christmas shoppers (45%) planned to purchase a product through physical retailer websites (such as Myer) in 2022, a slightly higher proportion compared to 2021 (41%)

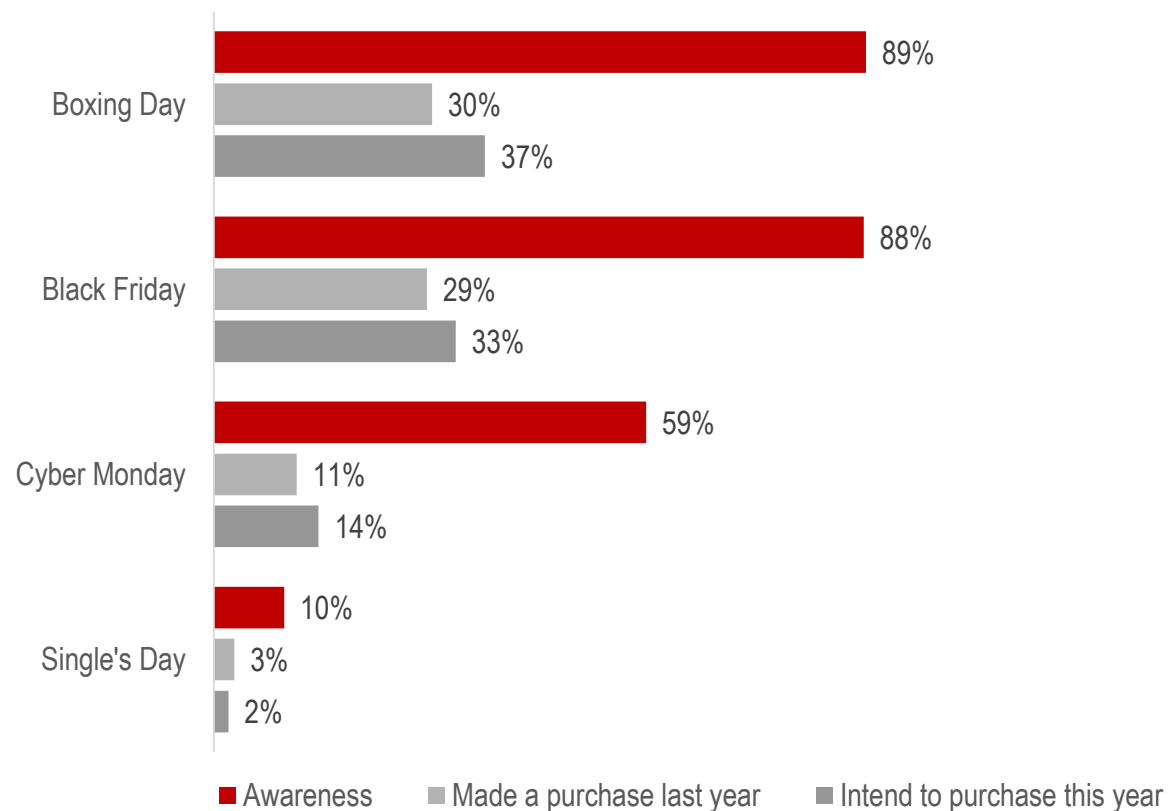


Over a third of Christmas shoppers (37%) planned to purchase a product through online-only retailer websites (such as The ICONIC) in 2022, on par with 2021 (37%)

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## BOXING DAY AND BLACK FRIDAY ARE THE MOST POPULAR SALES EVENTS AMONG SHOPPERS

SALE AWARENESS, PAST PURCHASE AND INTENTION\*



Note: \* 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](mailto:acrs@monash.edu)

W: [monash.edu/business/acrs](http://monash.edu/business/acrs)



**MONASH** University