

ACRS

SHOPPER BEHAVIOUR

COVID-19

SPECIAL REPORT



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ABOUT THE RESEARCH

ACRS conducts ongoing, monthly research with shoppers from across Australia.

From January to July 2020, we surveyed over 4,500 Australians about their shopping behaviours to examine their attitudes and experiences.

In April, we began to ask Australians about the impact of COVID-19 and identified key changes in people's shopping and retail behaviour which are outlined in this special report.

n=4,641
Australian
shoppers

Trend data across
7 months

50,000+
data points

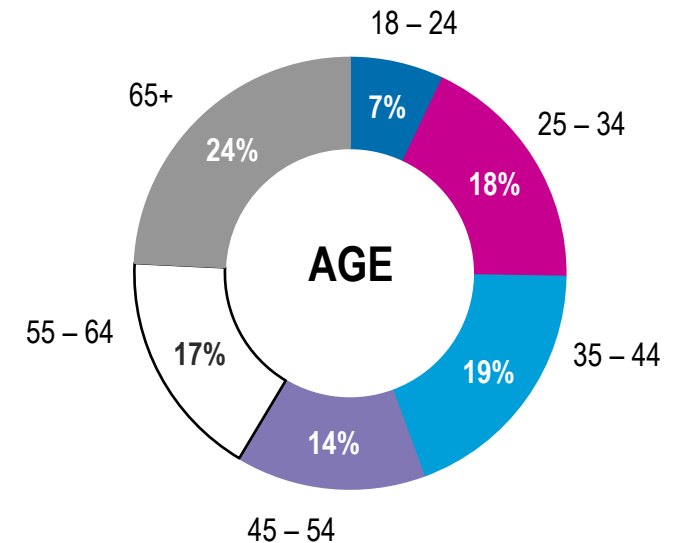
Ongoing data
collection



50%



50%



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Australians made shorter visits to shopping centres across April to June, but returned to almost January levels by July



Across Australia, over a quarter of shopping trips in May were less than 30 minutes (28%), compared to less than a fifth that were less than 30 minutes in January (17%)



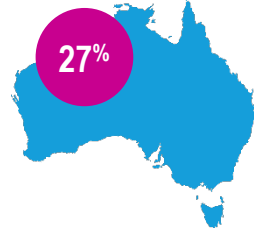
Across Australia, only 20% of shopping trips in July were less than 30 minutes, almost on par with shopping trips in January, pre- COVID-19



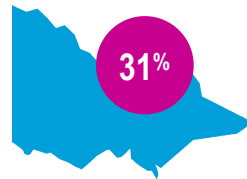
In Victoria, shopping trips remained shorter in July (24% of Victorian shopping trips were less than 30 minutes in July, compared with 12% of Victorian shopping trips in January) and were also shorter than the rest of Australia in July (19%)

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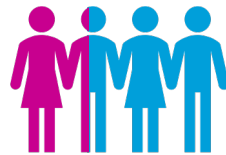
Australian shoppers bought more food and groceries than usual across April to July



Over a quarter of Australian shoppers (27%) bought more food and groceries than usual across April-July



Almost a third of shoppers (31%) in Victoria bought more food and groceries than usual across April-July, compared to a quarter (26%) of all other Australian shoppers



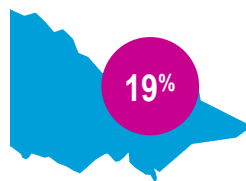
A third of younger shoppers aged 18-24 (33%) bought more food and groceries than usual across April-July, compared to less than a fifth (19%) of shoppers aged 45-54

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...and also
shopped online
more for these
items across
April to July



15% of Australian shoppers bought food and groceries online more across April-July, instead of physically visiting a store



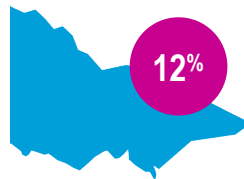
19% of shoppers in Victoria bought food and groceries online more in July, instead of physically visiting a store



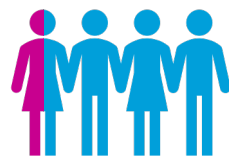
Almost a quarter of younger shoppers aged 18-24 (23%) bought food and groceries online more across April-July, instead of physically visiting a store

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Younger shoppers bought more non-food, non-grocery items than usual in July



12% of shoppers in Victoria bought more non-food and non-grocery items than usual across April-July



12% of younger shoppers aged 18-24 bought more non-food and non-grocery items than usual in May



This increased by July, with 18% of younger shoppers aged 18-24 buying more non-food and non-grocery items than usual in July

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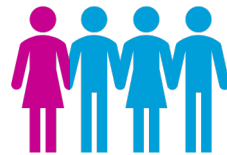
...and also
shopped online
more for these
items in July



17% of Australian shoppers bought non-food and non-grocery items online more across April-July, instead of physically visiting a store



And this jumped between April and July, with 14% of Australian shoppers buying non-food and non-grocery items online more in April and 19% in July



Almost a quarter of younger shoppers aged 18-24 (22%) bought non-food and non-grocery online more across April-July, instead of physically visiting a store

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