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UNBOXING CHRISTMAS 2021

Consumer retail trends

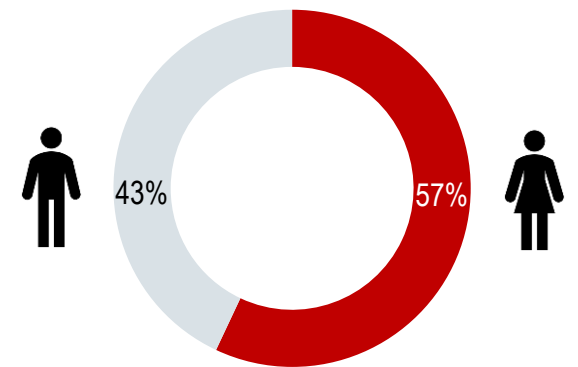
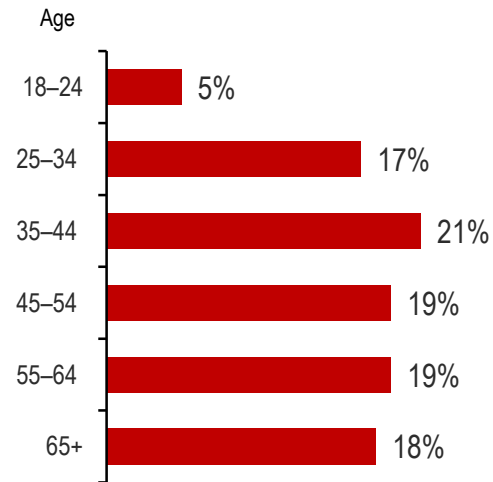
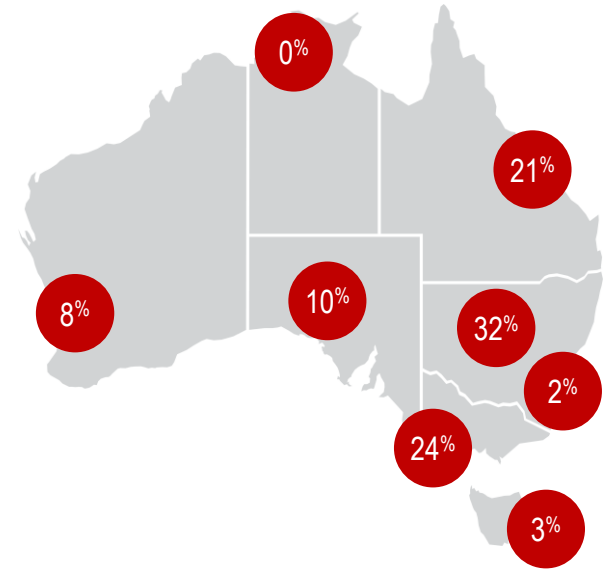


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ACRS conducted research into the attitudes and behaviours of Australian shoppers towards Christmas shopping in 2021.

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



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92%

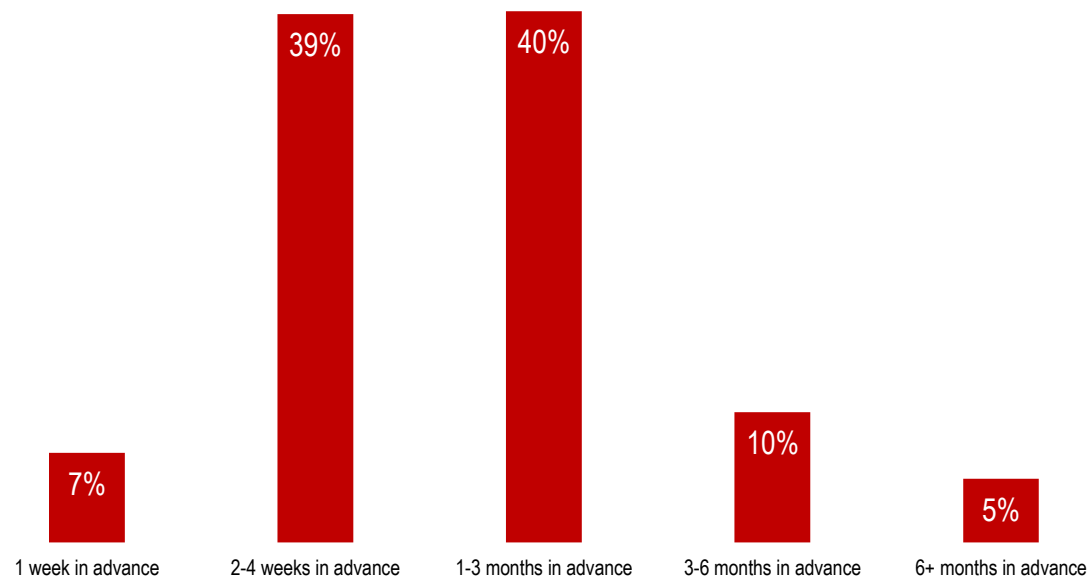
of Australians buy Christmas gifts
and related products each year.
This is up from 87% in 2020.



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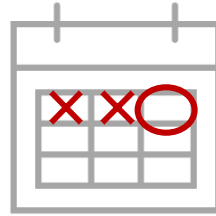
ALMOST HALF OF CHRISTMAS SHOPPERS START THEIR SHOPPING IN THE **FINAL FOUR WEEKS** BEFORE CHRISTMAS



WHEN SHOPPERS USUALLY START THEIR CHRISTMAS SHOPPING

Note: This graph does not equal to 100% due to rounding

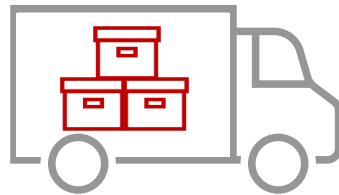
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Most Australians expect to do their Christmas shopping about the same time as usual this year (74%), but some have started or will start earlier than usual this year (18%)



This is slightly more pronounced in Victoria, with almost one quarter of Victorians beginning their Christmas shopping earlier than usual this year (22%)



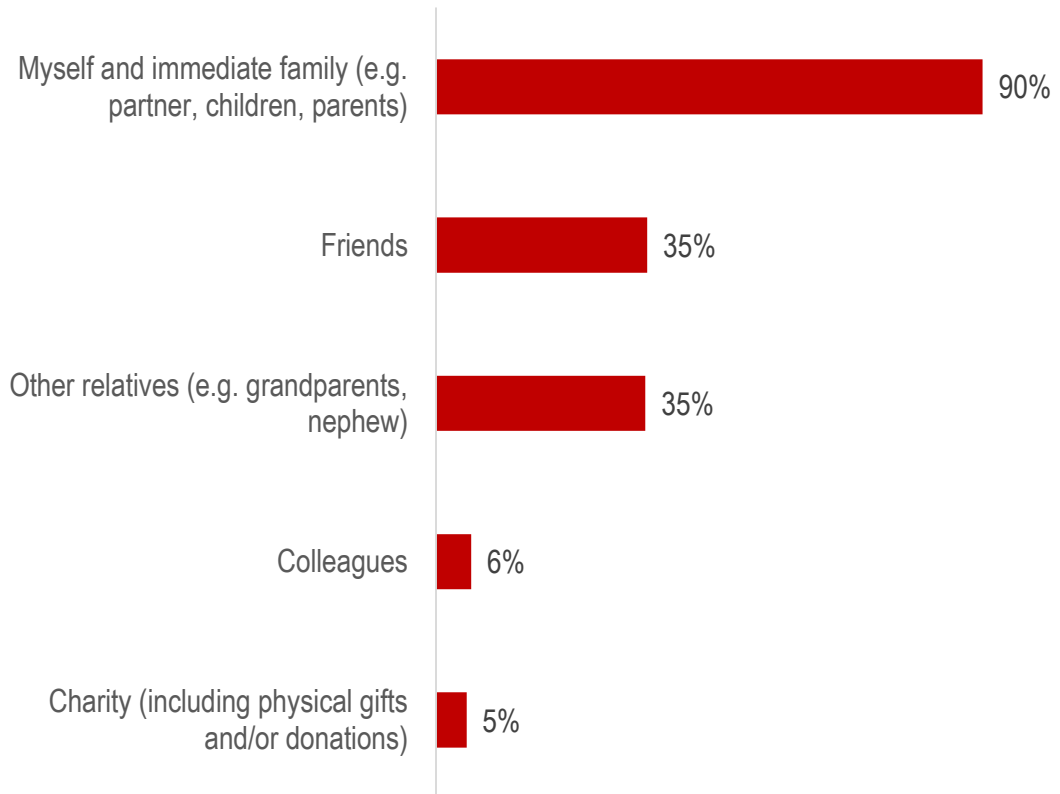
Australians are starting Christmas shopping earlier for three main reasons; they believe stock levels will be lower than usual (58%*), they expect longer than usual delivery times (49%*), and they have more time to plan their Christmas shopping (47%*)

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

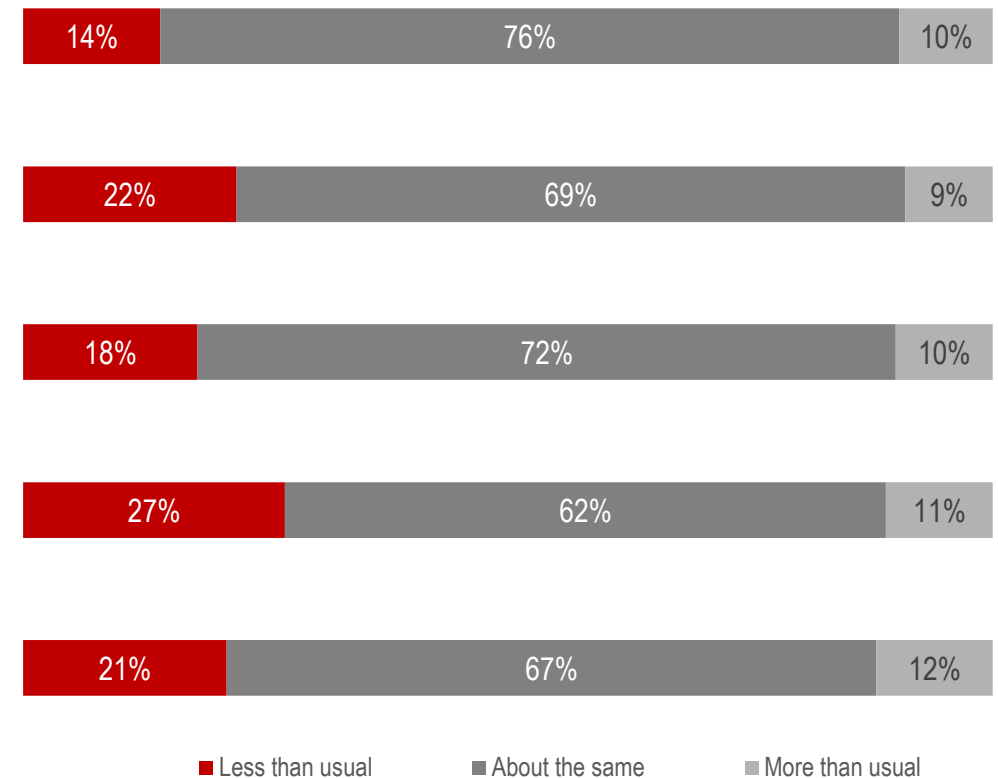
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MOST SHOPPERS EXPECT TO BUY **ABOUT THE SAME** AMOUNT OF CHRISTMAS GIFTS THIS YEAR

WHO SHOPPERS WILL BUY FOR*

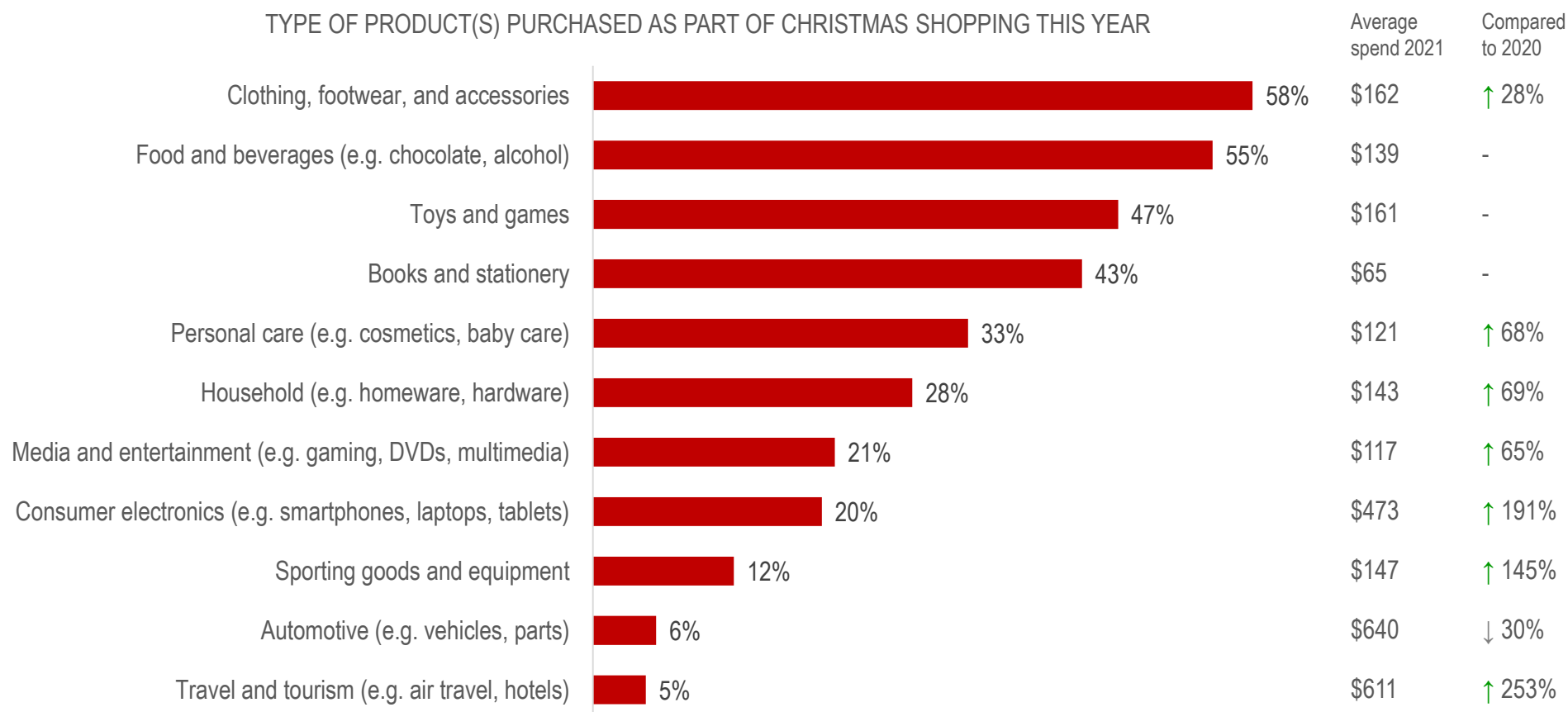


CHRISTMAS SHOPPING FOR OTHERS COMPARED TO USUAL



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

SHOPPERS EXPECT TO SPEND **SIGNIFICANTLY MORE ACROSS ALMOST ALL CATEGORIES** AS PART OF THEIR CHRISTMAS SHOPPING THIS YEAR COMPARED TO 2020





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VICTORIAN SHOPPERS **EXPECT TO SPEND MORE THAN THE AVERAGE AUSTRALIAN SHOPPER ON CLOTHING, FOOTWEAR AND ACCESSORIES, PERSONAL CARE, AND TRAVEL AND TOURISM**

17%

Victorians expect to spend 17% more than the average Australian on clothing-related gifts

19%

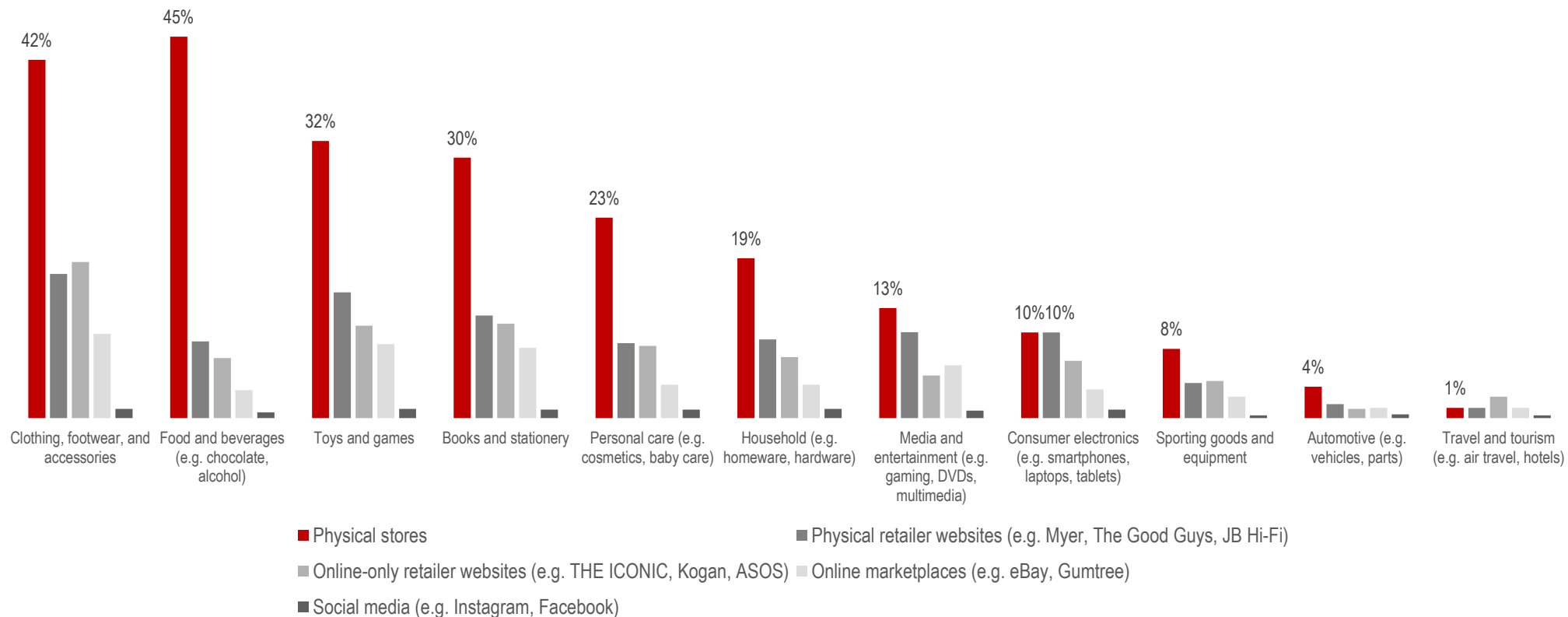
Victorians expect to spend 19% more than the average Australian on personal care gifts

42%

Victorians expect to spend 42% more than the average Australian on travel and tourism gifts

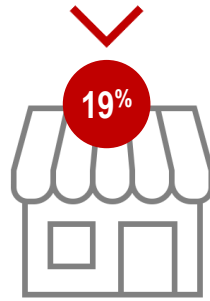
PHYSICAL STORES ARE THE MOST POPULAR CHANNEL FOR CHRISTMAS PURCHASES THIS YEAR ACROSS ALL CATEGORIES, WITH THE EXCEPTION OF MEDIA AND ENTERTAINMENT

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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While physical stores remain the most popular channel for Christmas purchases this year, some shoppers expect to use this channel less than last year (19%); this is more pronounced in New South Wales (26%)



Around a fifth of Australians (19%) – and a higher proportion of Victorians (25%) – expect to use physical retailer websites (such as Myer) more than last year for their Christmas purchases



Almost a quarter of Australians (22%) – and a higher proportion of shoppers from New South Wales (29%) – expect to use online-only retailer websites (such as THE ICONIC) more than last year for their Christmas

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