

CONSUMERS & BRANDS

Holiday season shopping in Australia

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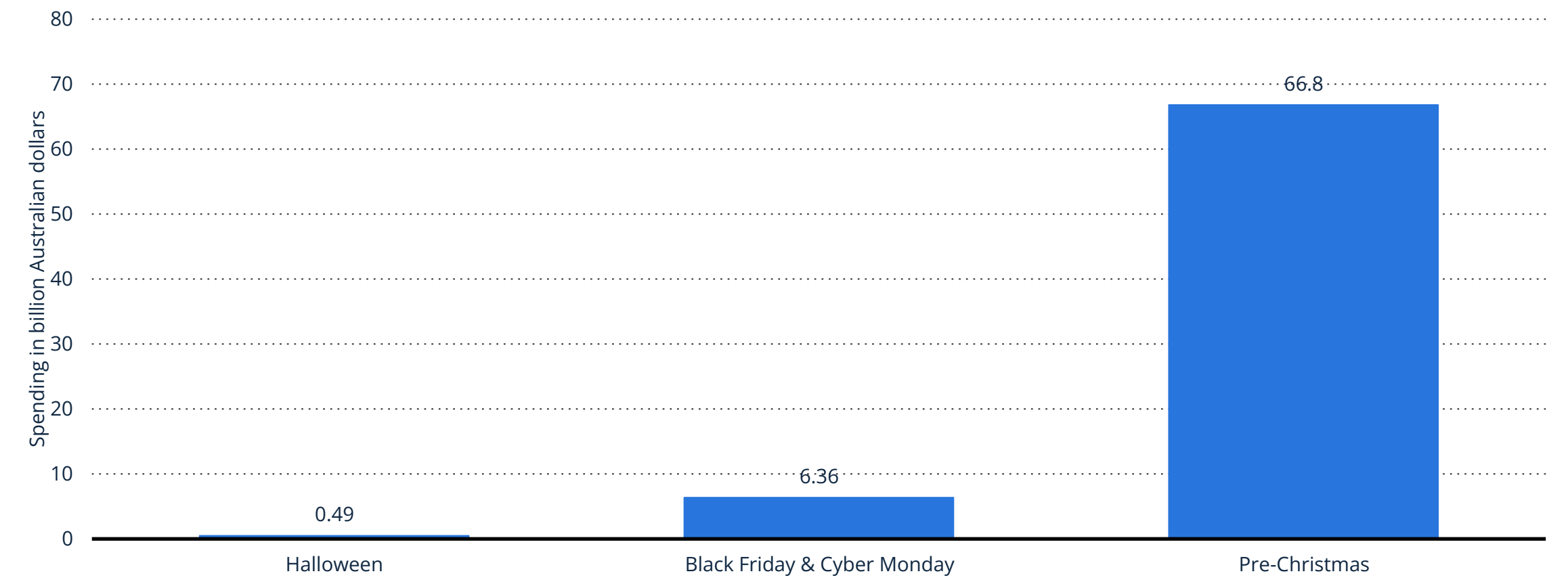
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CHAPTER 01

Overview

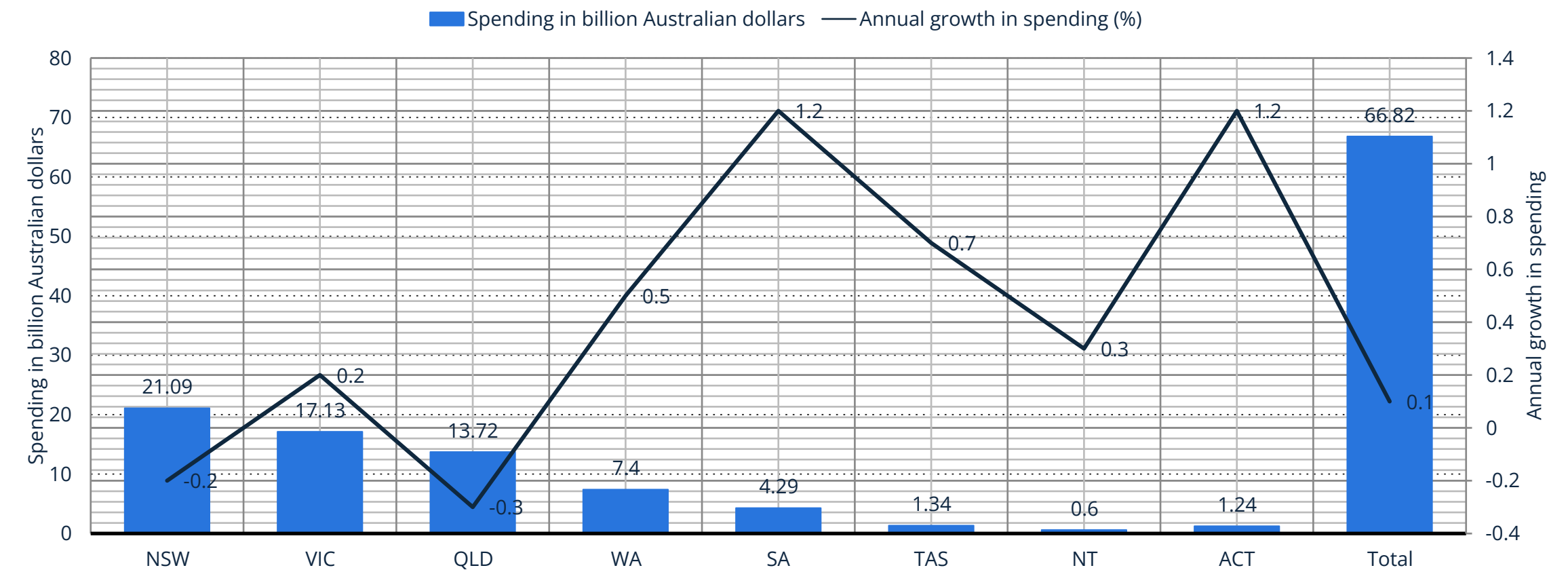
Forecasted national retail spending during seasonal events in Australia in 2023 (in billion Australian dollars)

Forecasted retail spending during seasonal events Australia 2023, by event



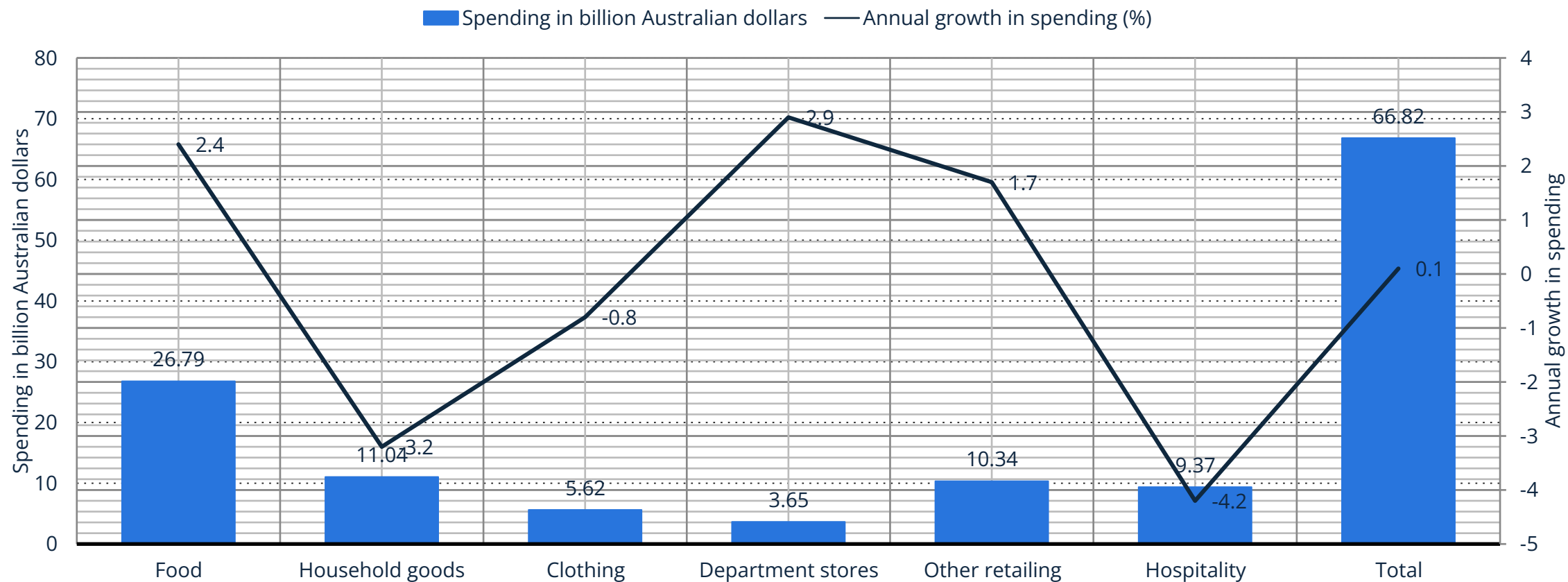
Forecasted retail spending and spending growth during pre-Christmas sales in Australia in 2023, by state (in billion Australian dollars)

Pre-Christmas sales retail spending and growth forecast Australia 2023, by state



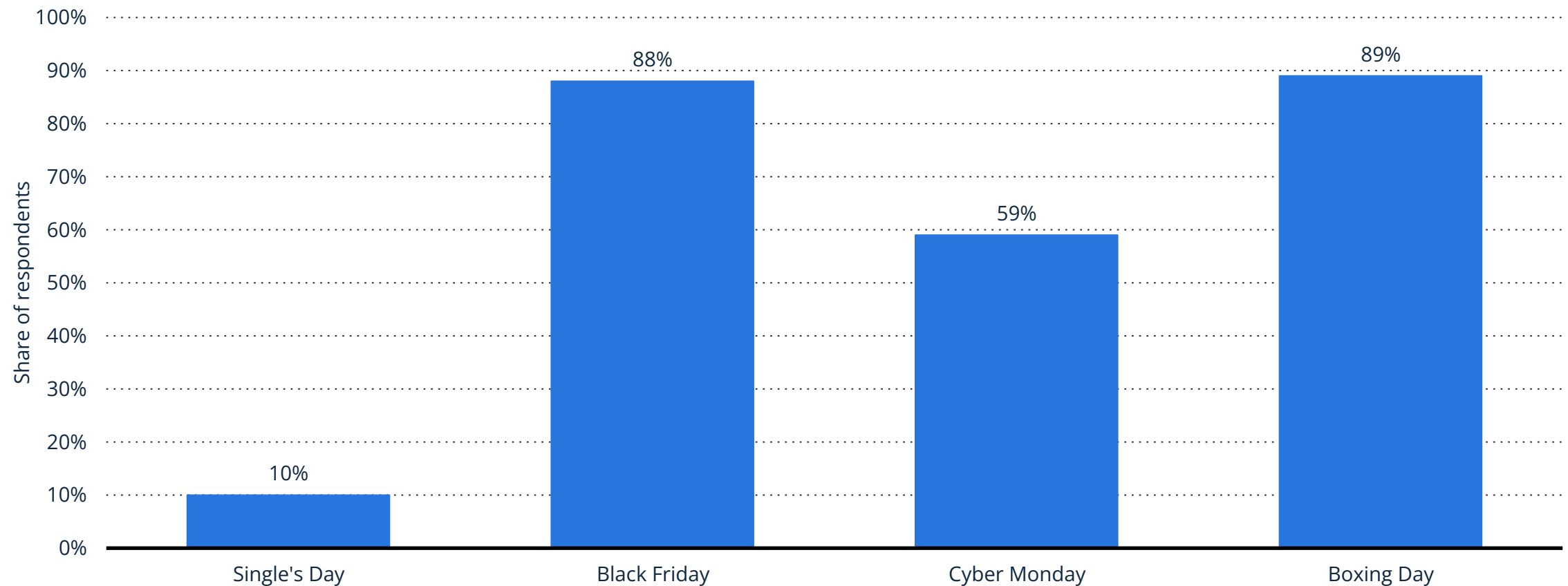
Forecasted retail spending and spending growth during pre-Christmas sales in Australia in 2023, by category (in billion Australian dollars)

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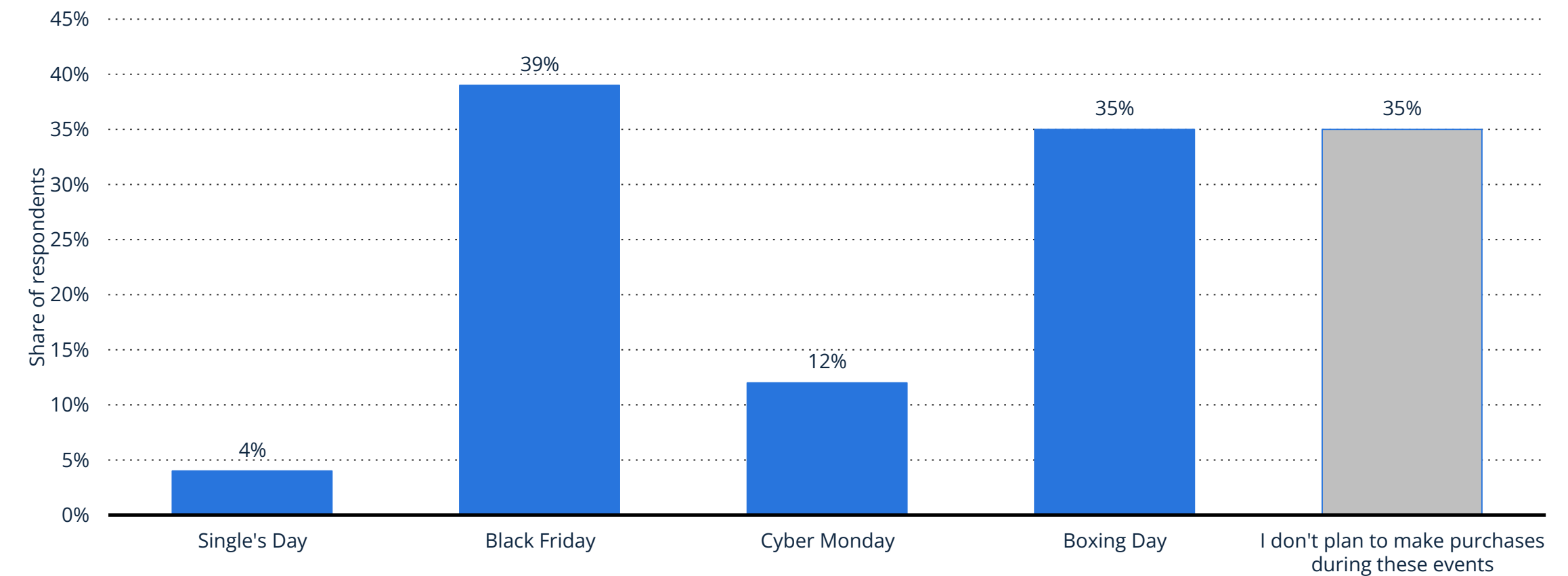
Awareness of holiday season sales events among consumers in Australia as of November 2022

Consumer awareness of holiday season sales events Australia 2022



Share of shoppers who planned to shop during holiday season sales events in Australia as at October 2023, by sales event

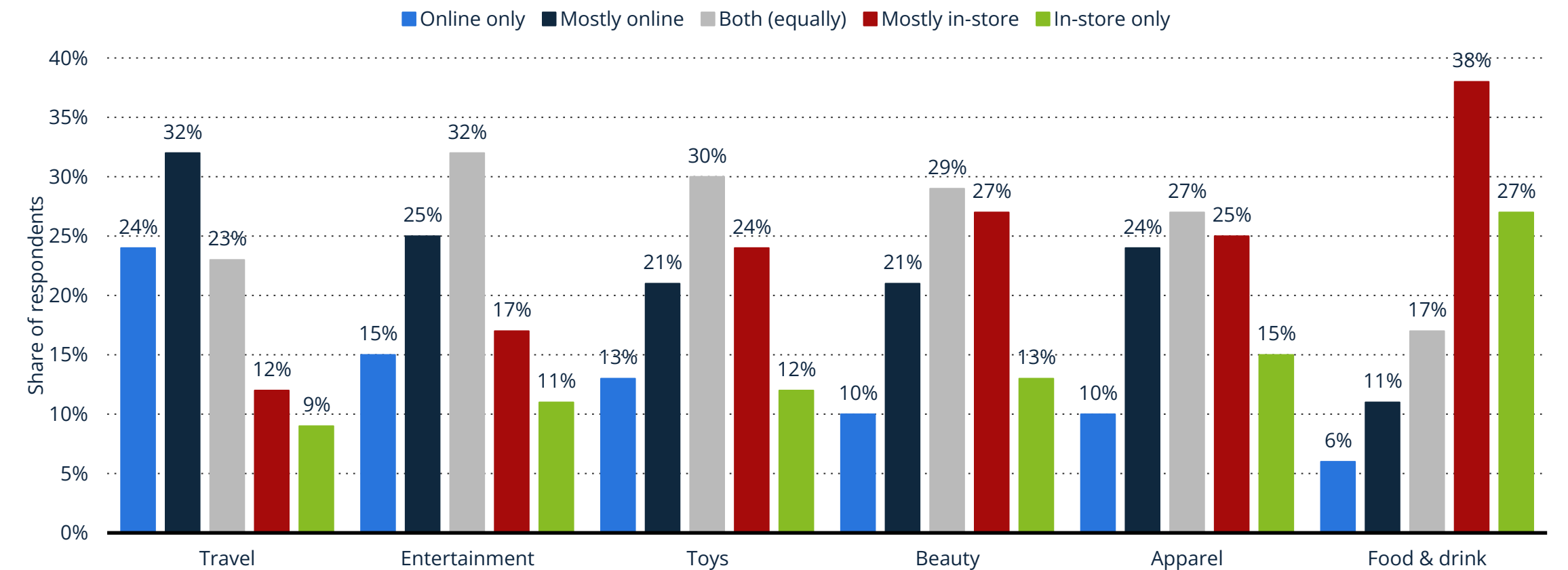
Shopper intentions to shop during holiday season sales Australia 2023, by sales event



7 **Description:** In a survey conducted among shoppers across Australia in October 2023 regarding their attitudes and behaviors towards holiday season shopping, around two-thirds of respondents expressed their intention to shop during 2023 sales events. The Black Friday sales proved to be the most popular, with almost 40 percent of those surveyed saying they planned to shop during this sales event. [Read more](#)
Note(s): Australia; October 2023; 1014 respondents; 18 years and older; survey conducted among shoppers across Australia regarding their attitudes and behaviors towards seasonal sales and Christmas gift shopping
Source(s): Monash University

Distribution of shoppers who planned to shop during the holiday season in Australia as at September 2023, by shopping channel and category

Online vs. in-store holiday season shopping intentions Australia 2023, by category

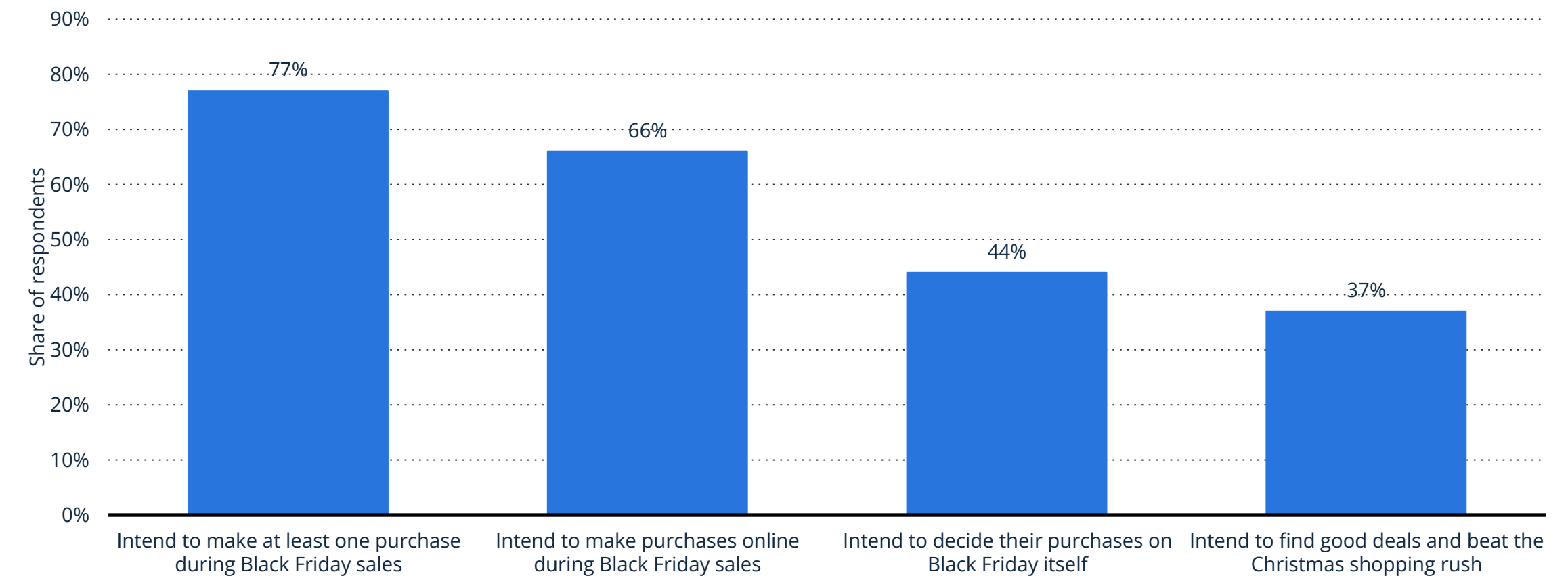


CHAPTER 02

Black Friday shopping

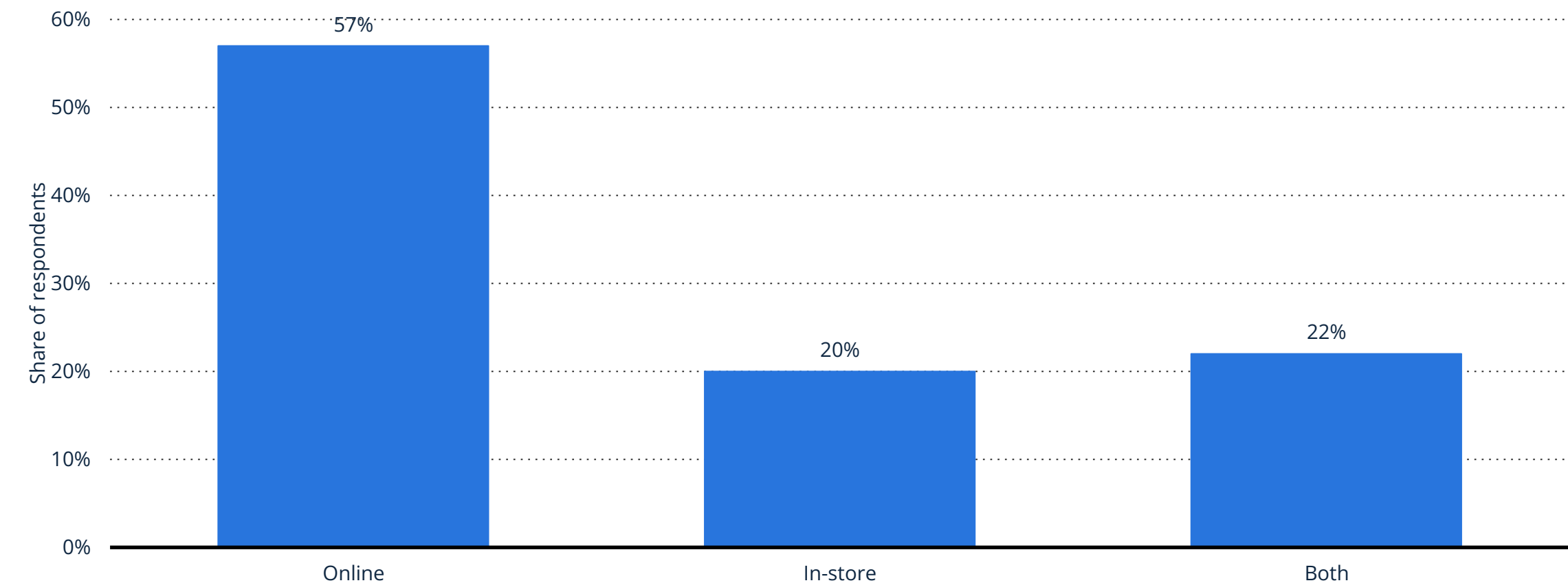
Consumer shopping intentions during the Black Friday sales in Australia in 2023

Black Friday sales shopping intentions Australia 2023



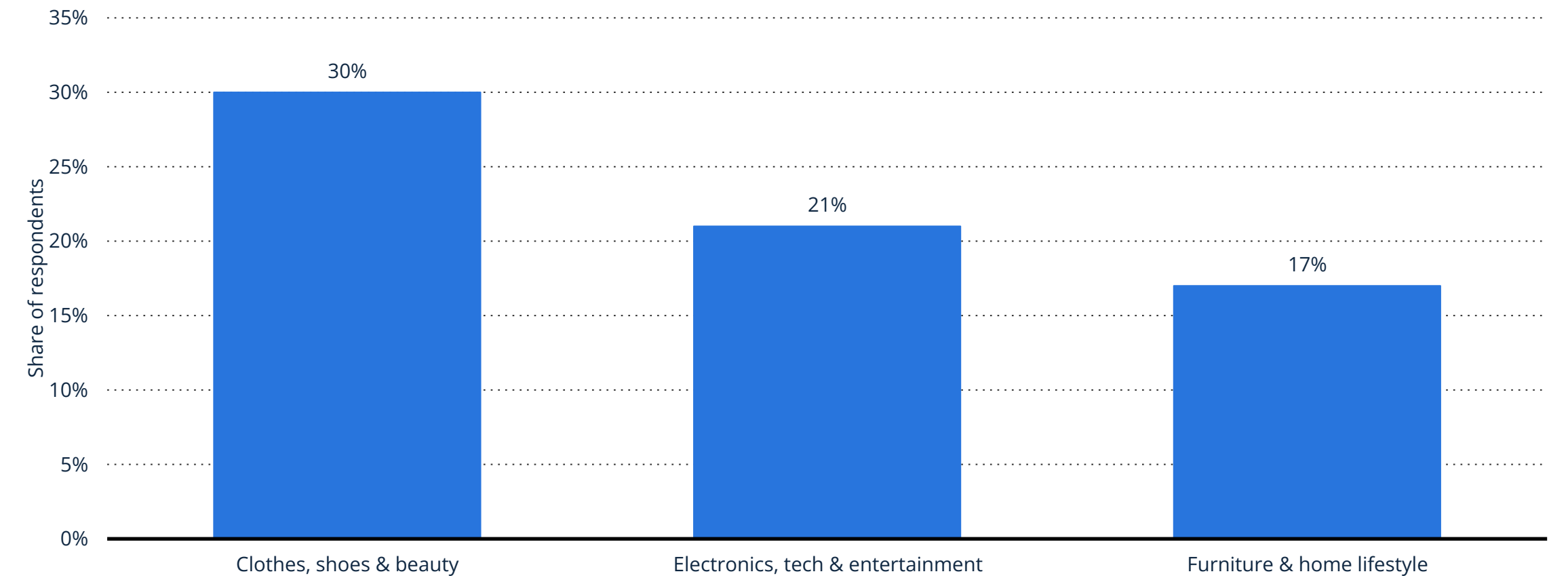
Distribution of shoppers who planned to shop during the Black Friday sales in Australia as at September 2023, by shopping channel

Intentions to shop online vs. in-store during the Black Friday sales Australia 2023



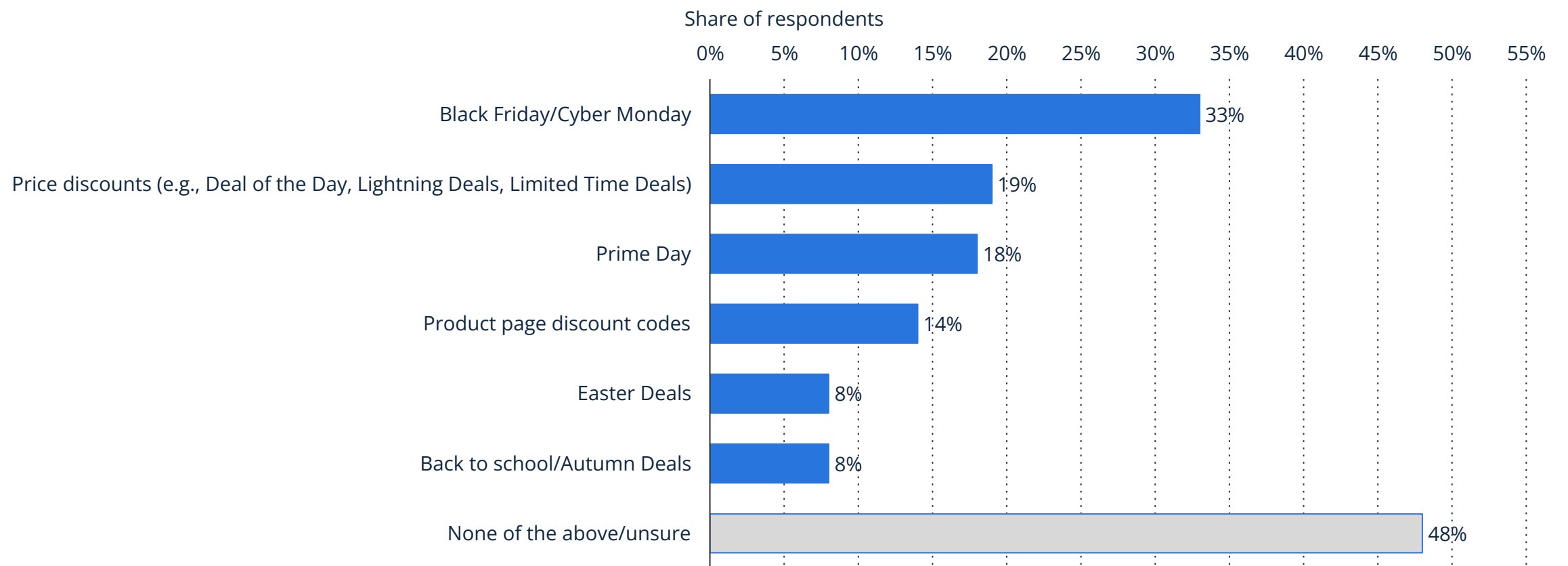
Leading categories consumers intended to shop from during the Black Friday sales in Australia in 2023

Top categories shoppers intended to buy from during Black Friday sales Australia 2023



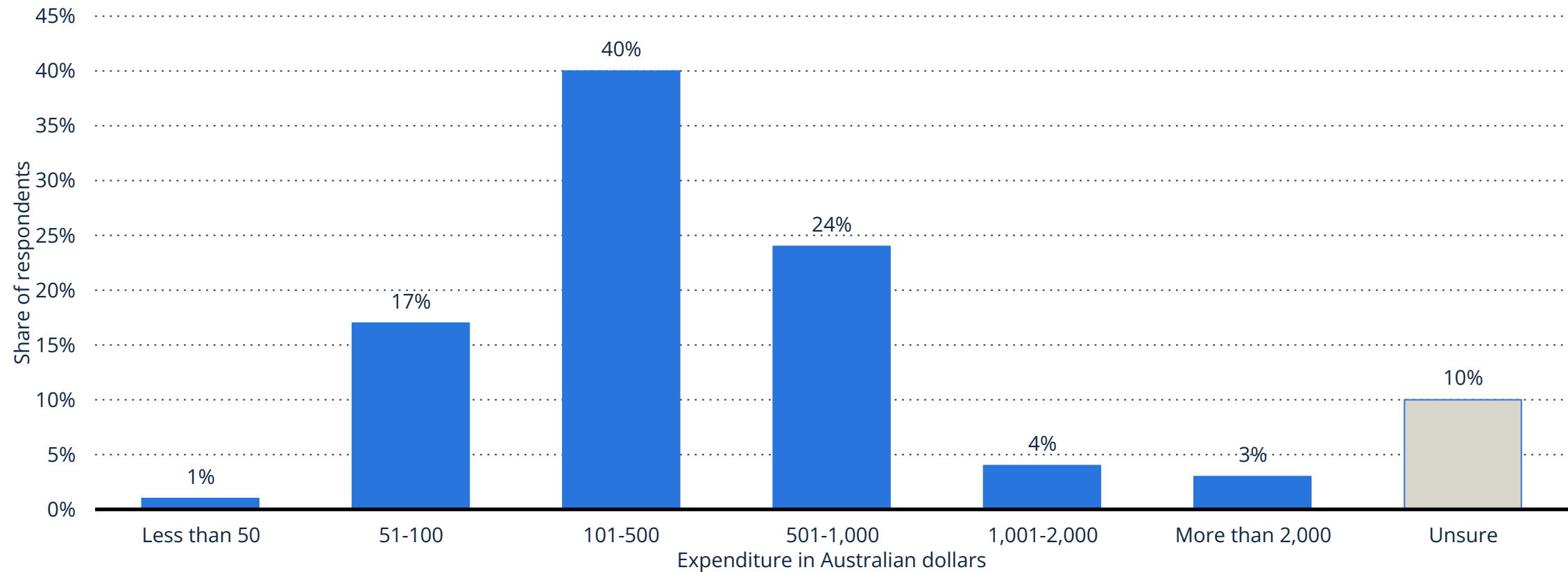
Share of shoppers purchasing from Amazon.com.au during promotional periods in the last 12 months in Australia as of February 2023

Shopping habits of Amazon shoppers during sales periods Australia as of February 2023



Typical expenditure during the Black Friday sales according to consumers in Australia as at September 2022

Typical spending during the Black Friday sales among Australians 2022

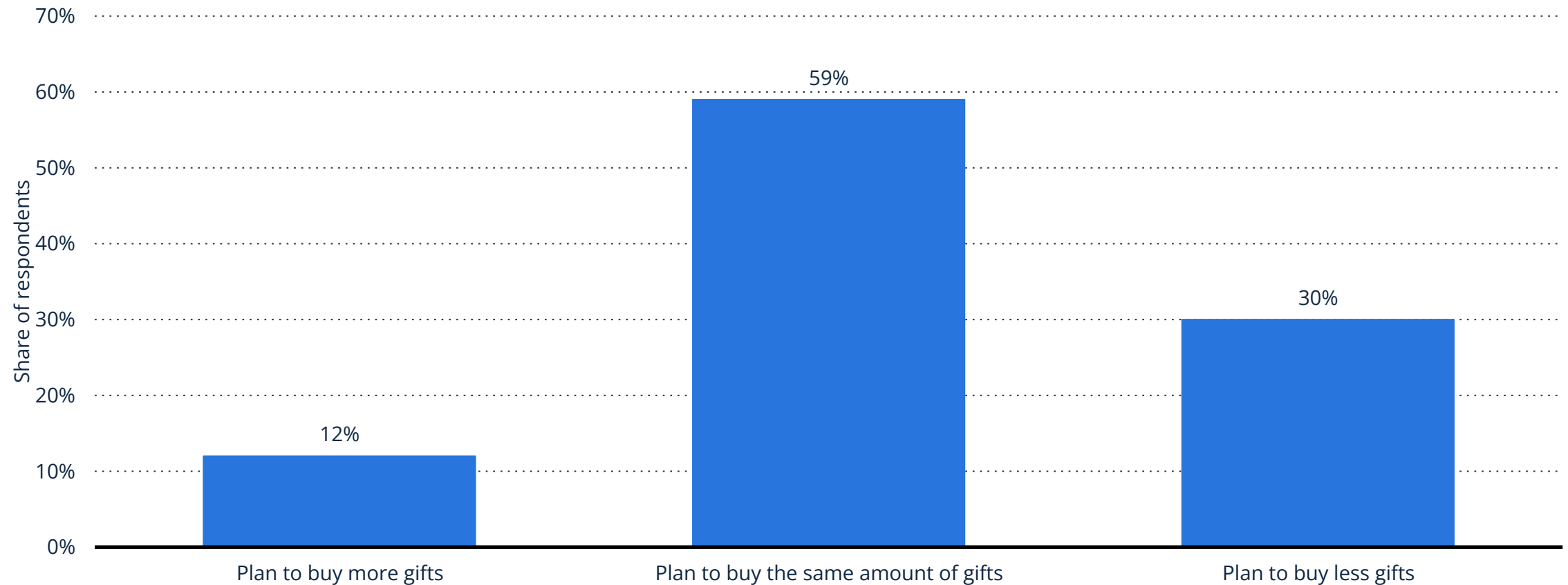


CHAPTER 03

Christmas gift shopping

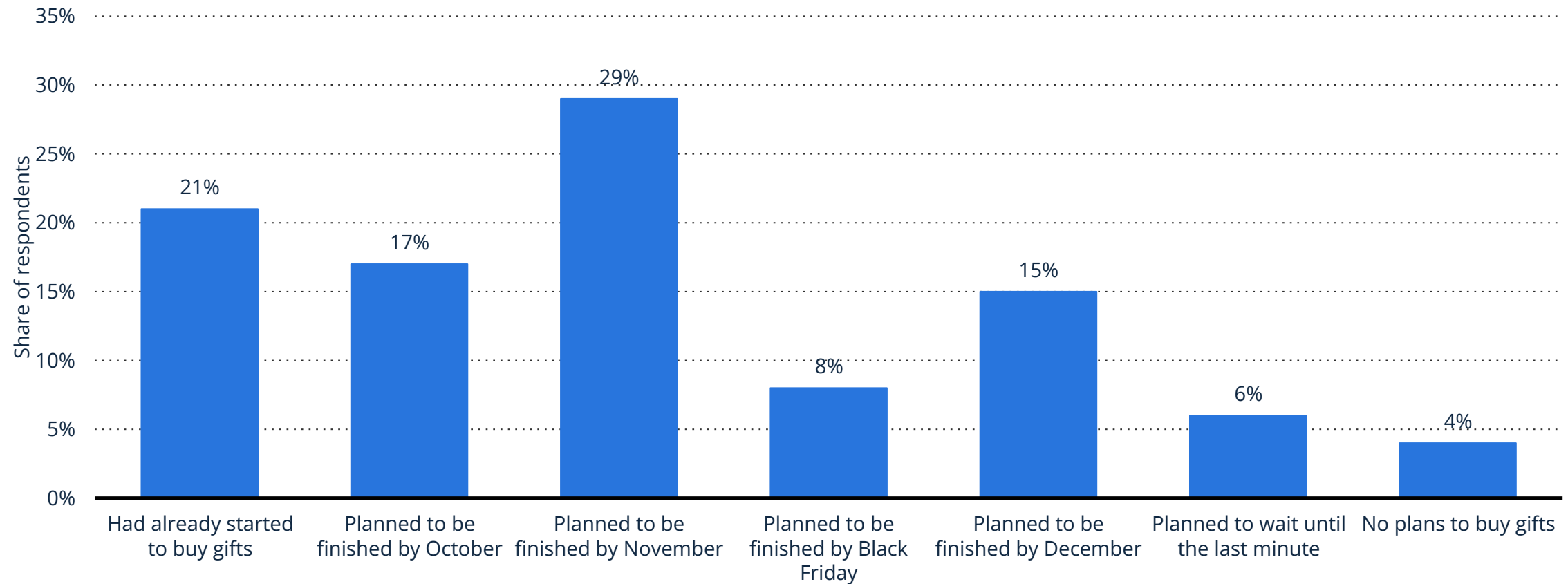
Planned gift purchasing behavior during the holiday season compared to the previous year in Australia as at September 2023

Planned gift purchasing during the holiday season compared to 2022 Australia 2023



Timeframe in which shoppers planned to have finished their gift shopping for the holiday season in Australia as at September 2023

Shopper gift purchasing time plans for the holiday season Australia 2023



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