

ARE YOU READY TO INFLUENCE YOUR SHOPPER

THIS CHRISTMAS 2017?

CPM



THIS YEAR AUSTRALIAN HOLIDAY SHOPPERS PREFER TO SHOP IN-STORE THAN ONLINE



IT'S NO LONGER ABOUT OFFLINE VS. ONLINE RETAILING CHRISTMAS SHOPPERS ARE SEEKING SEAMLESS EXPERIENCES

WHY IS THE PHYSICAL EXPERIENCE FAVOURED OVER ONLINE?



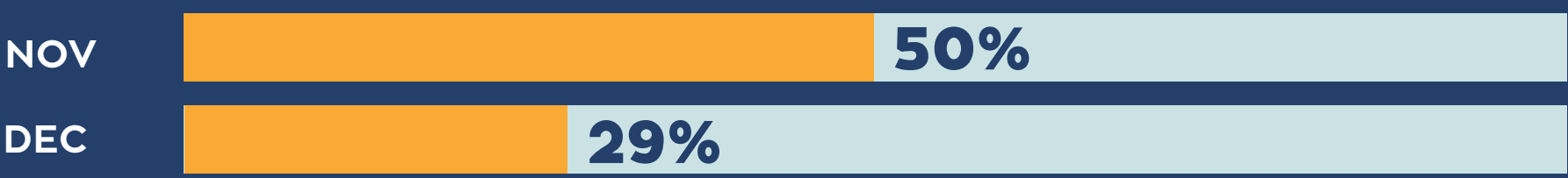
SENSORY EXPERIENCES WILL INFLUENCE PURCHASE DECISIONS

PREFERRED RETAIL FORMATS



DISCOUNT DEPARTMENT STORES WILL ATTRACT THE NEW PRICE CONCIOUS SHOPPERS

WHEN WILL THEY DO THE MAJORITY OF THEIR SHOPPING?

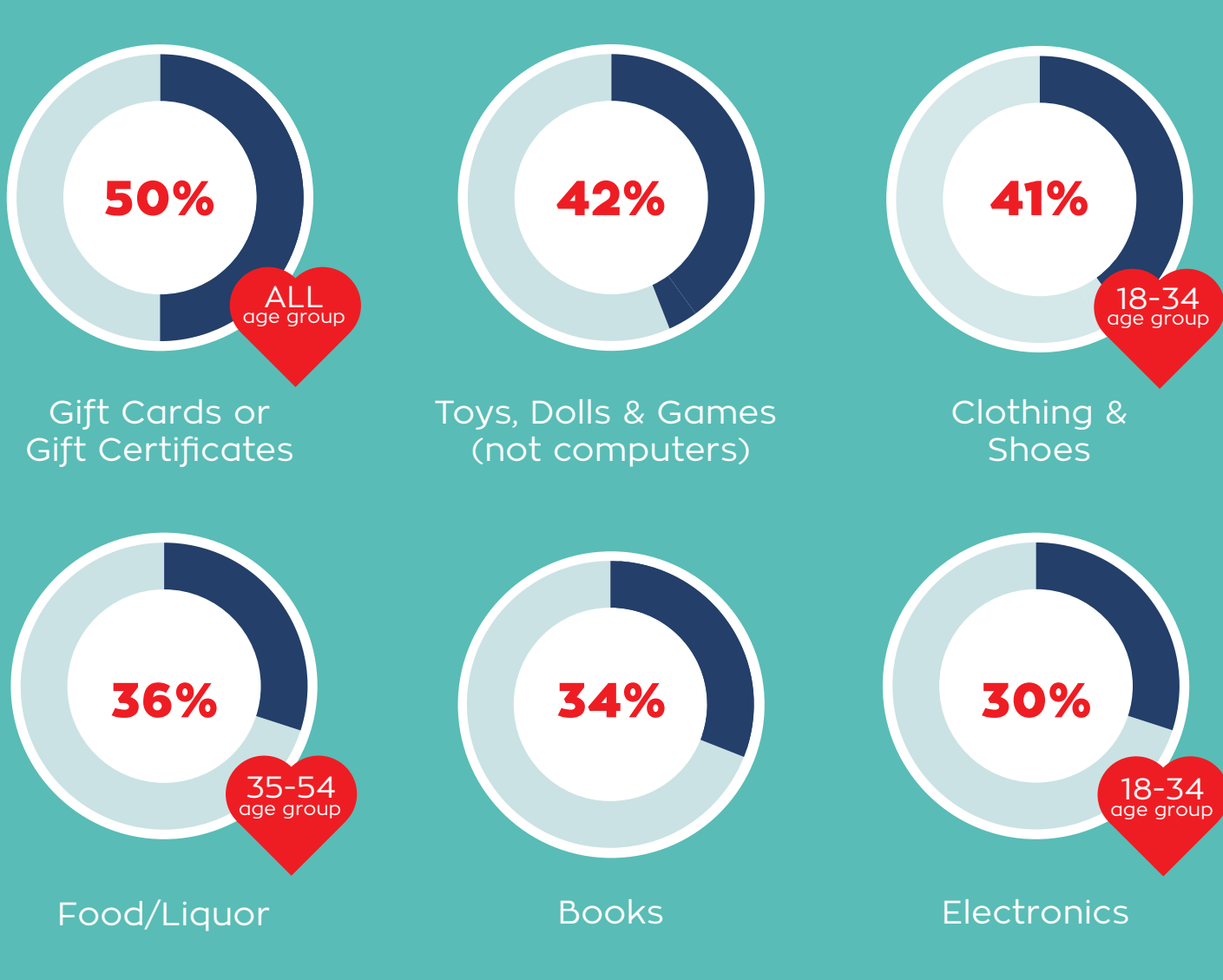


'TIS (ALREADY) THE SEASON. THE MAJORITY ARE PLANNING THEIR SHOPPING EARLIER

COMPARED TO LAST YEAR HOW MUCH ARE THEY SPENDING?



TOP 6 HOLIDAY GIFTS



GIFT CARDS WILL BE THE STAR & MORE SHOPPERS WILL BE GIFTING ELECTRONICS

THE CONCLUSION: RETAILERS & BRANDS WILL CAPTURE HOLIDAY DOLLARS BY CATERING TO THE NEEDS OF OMNICHANNEL CONSUMERS

INSIGHTS BROUGHT TO YOU BY:



To better understand the Australian shopper behaviour this Christmas, we partnered with the ACRS Shopper Tracker via an online survey with a sample size of 456 shoppers representing the Australian population during August 2017. © 2017 CPM Australia.