

WHAT IS DRIVING CHRISTMAS PURCHASING DECISIONS?

CPM RETAILsafari



CLICKS AREN'T REPLACING BRICKS PHYSICAL STORES STILL RULE



61%

PREFER TO SHOP BOTH IN-STORE AND ONLINE

♥ Most preferred by the 18-34 age group

5%

SHOP ONLINE ONLY

♥ Most preferred by 18-34 age group

35%

SHOP IN-STORE ONLY

♥ Most preferred by 55-74 age group

FOR HOLIDAY SHOPPERS IT'S NO LONGER ONLINE VS. IN-STORE IT'S NOT EITHER/OR - IT'S BOTH!

WHY IS THE PHYSICAL EXPERIENCE FAVOURED OVER ONLINE?



50%

Ability to see & touch



31%

Avoid shipping costs



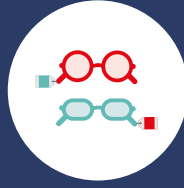
25%

In-store experience



24%

Inspiration & gift ideas



22%

Stock availability

TOUCHING, FEELING AND EXPERIENCING THE PRODUCT REMAINS PARAMOUNT

WHERE ARE THEY SHOPPING THIS CHRISTMAS?



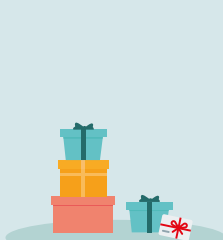
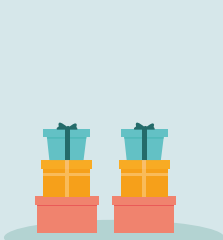
THE DEPARTMENT STORE IS THE TOP DESTINATION ACROSS ALL AGE GROUPS

WHEN WILL THEY DO THE MAJORITY OF THEIR SHOPPING?



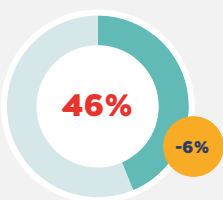
SHIFT IN SPENDING: NOVEMBER IS NOW BIGGER THAN CHRISTMAS.

COMPARED TO LAST YEAR HOW MUCH ARE THEY SPENDING?

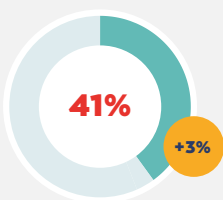


18-34 YEARS OLD INTEND TO SPEND MORE THIS CHRISTMAS, WHILE MOST SHOPPERS INTEND TO SPEND THE SAME AS LAST YEAR

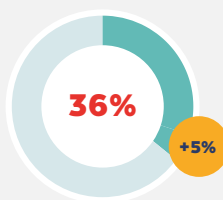
WHAT IS UNDER THE CHRISTMAS TREE THIS YEAR?



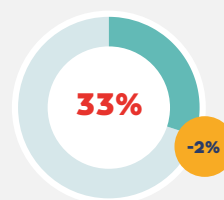
Gift Cards or Gift Certificates



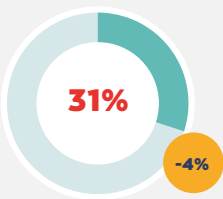
Clothing & Shoes



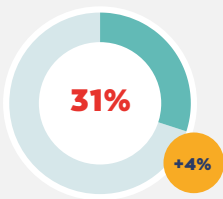
Food/Liquor



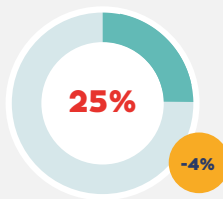
Toys, Dolls & Games (not computers)



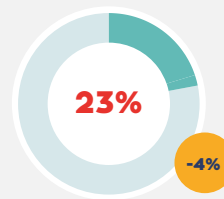
Books



Cosmetics, Fragrance & Beauty Products



Money (cash or cheque)



Electronics

● Changes from 2018

FOR THE 4TH YEAR RUNNING, GIFT CARDS REMAIN THE NO. 1 GIFT THAT CONSUMERS PLAN ON GIVING

MORAL OF THIS CHRISTMAS STORY

To find the perfect Christmas gifts, in-store & online blur seamlessly, providing the best of both worlds. However, physical stores and in-store experience still rule this holiday season.

INSIGHTS BROUGHT TO YOU BY



To better understand Australians' Christmas shopping preferences and behaviour, we partnered with the CXI Research Group ExChange Pulse Omnibus Tracker via an online survey with a sample size of 575 representing the Australian population during August 2019. © 2019 CPM Australia.