

# ARE YOU READY TO INFLUENCE YOUR SHOPPER THIS CHRISTMAS?



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

**49.3%**

PREFER TO SHOP IN-STORE AND ONLINE

♥ Most preferred by the 35-54 age group



**8.1%**

SHOP ONLINE

♥ Most preferred by 18-34 age group

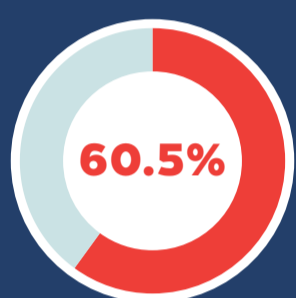
**42.6%**

SHOP IN-STORE

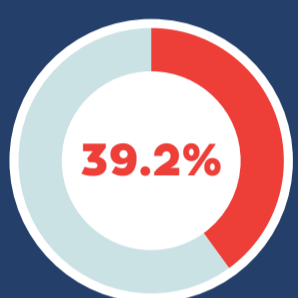
♥ Most preferred by 55-74 age group

IN-STORE & ONLINE BLUR SEAMLESSLY PROVIDING THE BEST OF BOTH WORLDS.

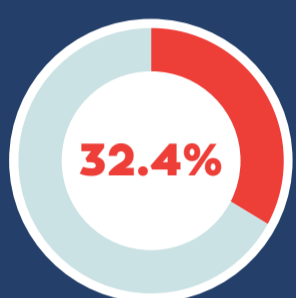
### WHY IS THE PHYSICAL EXPERIENCE FAVOURED OVER ONLINE?



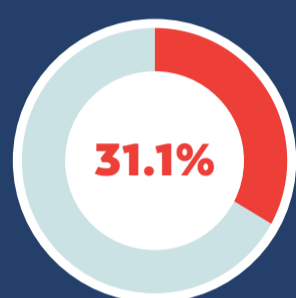
Ability to see & touch



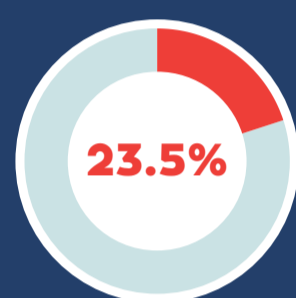
Avoid shipping costs



Inspiration & gift ideas



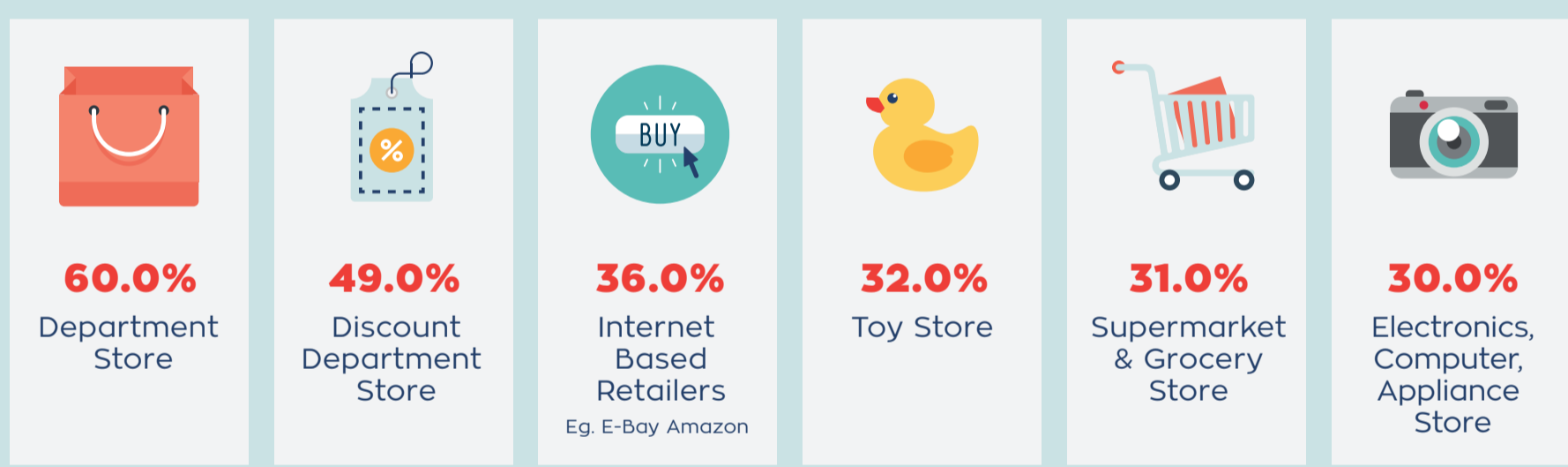
Easier to make returns



Ability to try things on

LAST 3 FEET: ACCESSING PRODUCTS PLAY AN IMPORTANT ROLE IN TRIGGERING PURCHASING DECISIONS.

## PREFERRED RETAIL FORMATS



THE DEPARTMENT STORE IS THE TOP DESTINATION FOR THE 18-34 AGE GROUP.

### WHEN WILL THEY DO THE MAJORITY OF THEIR SHOPPING?



THIS YEAR 18-34 & 55+ AGE GROUPS ARE PLANNING THEIR SHOPPING EARLIER.

### COMPARED TO LAST YEAR, HOW MUCH ARE THEY SPENDING?

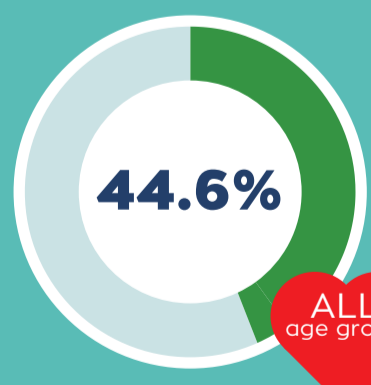


**55.6%**  
SPEND THE SAME



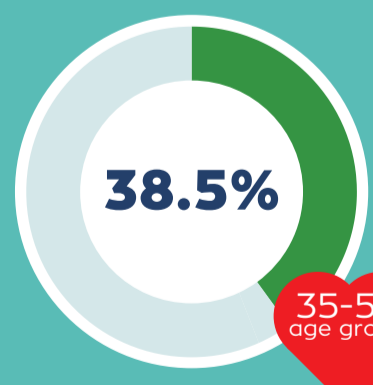
**18.1%**  
SPEND LESS

## TOP 8 HOLIDAY GIFTS



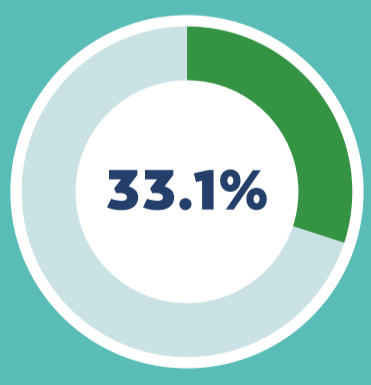
Gift Cards or Gift Certificates

ALL age group

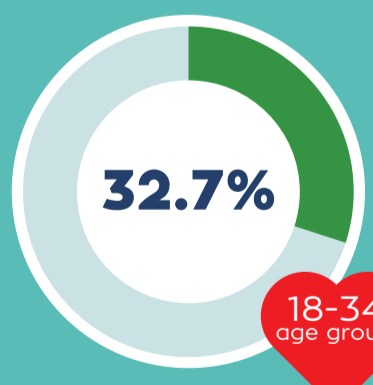


Clothing & Shoes

35-54 age group

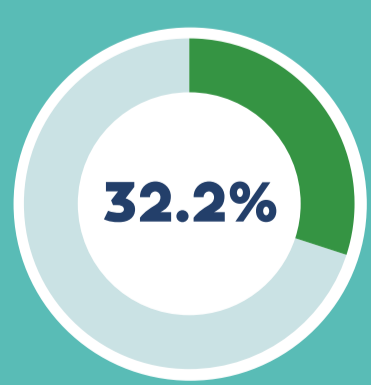


Toys, Dolls & Games (not computers)



Food/Liquor

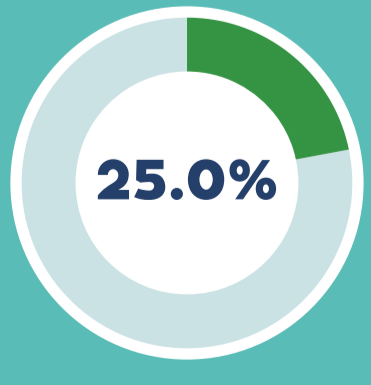
18-34 age group



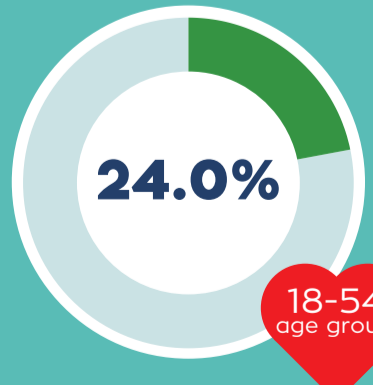
Books



Money (cash or cheque)



Cosmetics, Fragrance & Beauty Products



Electronics

18-54 age group



THIS CHRISTMAS CONSUMERS WON'T BE SHOPPING IN A SINGLE RETAIL FORMAT. BRANDS MUST BE AVAILABLE ACROSS MULTIPLE FORMATS.

