

ARE YOU READY
TO
**INFLUENCE
YOUR SHOPPER**

THIS CHRISTMAS?

CPM RETAIL**safari**



THIS YEAR PHYSICAL STORES ARE STILL A PREFERRED CHANNEL FOR AUSTRALIAN HOLIDAY SHOPPERS



45%

PREFER TO SHOP
IN-STORE AND ONLINE

♥ Most preferred by the 35-54 age group

12%

SHOP ONLINE

♥ Most preferred by 18-34 age group

43%

SHOP IN-STORE

♥ Most preferred by 55-74 age group

SENSORY EXPERIENCES & HUMAN INTERACTION IS WHAT SEPARATES IN-STORE FROM ONLINE

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



Ability to see & touch



Avoid shipping costs



Inspiration & gift ideas



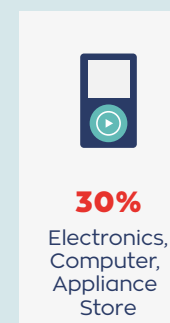
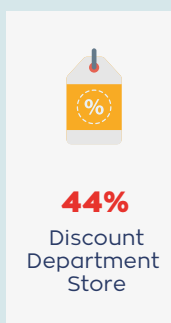
Easier to make returns later



Need to acquire immediately

CONSUMERS VALUE THE **TACTILE NATURE** OF IN-STORE SHOPPING

PREFERRED RETAIL FORMATS



DEPARTMENT STORES ARE THE TOP CHRISTMAS SHOPPING DESTINATION

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

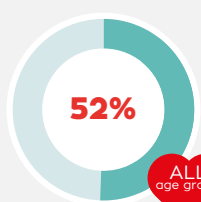


'TIS THE SEASON TO START EARLY

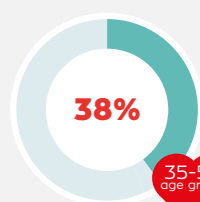
COMPARED TO LAST YEAR **HOW MUCH ARE THEY SPENDING?**



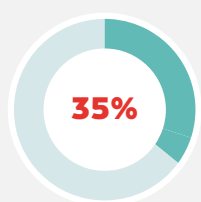
TOP 8 HOLIDAY GIFTS



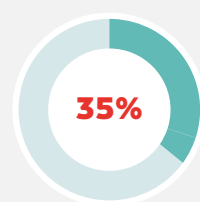
Gift Cards or Gift Certificates



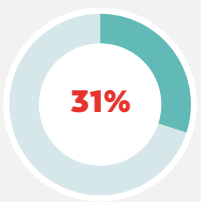
Clothing & Shoes



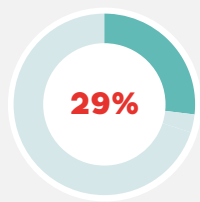
Books



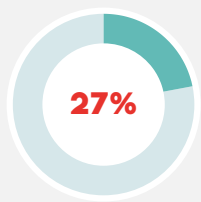
Toys, Dolls & Games (not computers)



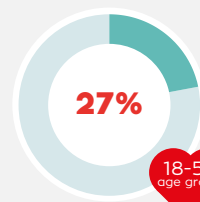
Food/Liquor



Money (cash or cheque)



Cosmetics, Fragrance & Beauty Products



Electronics

THE MOST POPULAR PRESENTS UNDER THE TREE THIS YEAR ARE **GIFT CARDS**

INSIGHTS BROUGHT TO YOU BY:



To better understand Australians' Christmas shopping preferences and behaviour, we partnered with the ExChange Pulse Omnibus Tracker via an online survey with a sample size of 500 representing the Australian population during August 2018. © 2018 CPM Australia.