

Festive Season Expectations Survey Research



Sitecore conducted survey research among consumers ahead of the 2022 festive season.

About the survey

- 1,000 Australian residents completed a 10-minute survey
- Survey was conducted Aug 25-29th, 2022
- Quotas were set to balance participants by age and gender

- Participants were recruited from an actively managed online panel
- Participants were incented using rewards points offered by their online panel

- Additional results can be found at <https://portal.Advanis.net/sc>
- The survey was conducted in five countries (UK, US, France, Germany, Australia)



Advanis is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. This research was sponsored by Sitecore and conducted by Advanis. For information about data collection, please contact *Lori Reiser, CAIP* (lori_reiser@advanis.net 519.340.0125)



Affordability is modest concern for the 2022 Festive Season

1 in 5 Australian shoppers expect to purchase fewer gifts and spend less overall, while the majority expect to spend the same amount as in 2021. But there is a bright spot – 1 in 3 high income Australians plan to spend more this season.

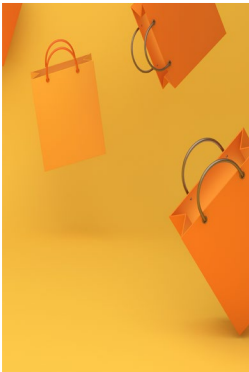
Gen Z is feeling the pinch – 1 in 3 expect to use a BNPL service, cut back on subscriptions, regift or sell personal possessions to afford this festive season.



An Omnichannel Festive Season

Both online and in-person shopping are popular in Australia. The top 3 reasons for choosing online shopping: shopping online is quick and easy (57%), the online experience is convenient (53%), they want to avoid crowds (47%).

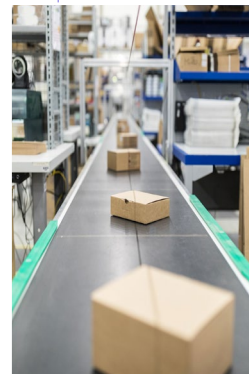
Early discounts and deals are even more important (82% in 2022, vs. 72% in 2021) this season.



More plan to shop Black Friday compared to 2021

Only 38% plan to shop on Black Friday, and those who do will do so online – looking for better deals, a fun shopping experience, and see it as a way to spread out spending on the festive season.

Most who avoid Black Friday prefer to shop later in the season, are cutting back, or don't see good deals.



The pull to shop is strong – even when working

6 in 10 workers have done holiday shopping during the workday, while 4 in 10 of those that have shopped have done so in a secret browser. Gen Z are the worst offenders (74%, 59%).

While most Australians support the idea of supporting local business and minority owned businesses, they are only willing to do so if prices are comparable to other options.

Gift research is a quick (<2 hour) process, with browsing online and in store most common.

57%

of workers have done shopping during the workday with



41%

of those opening a secret browser to do so



50%

of parents: very likely to buy gifts for kids only

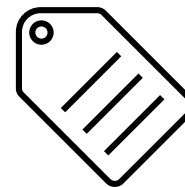


37%

of Gen Z will regift a present to save on costs



Despite eased restrictions on in-person shopping, online shopping continues to dominate with only **35%** planning to shop in-store more than online



82% say that early discounts and deals are a priority for them in 2022 (higher than the 72% in the 2021 festive season)

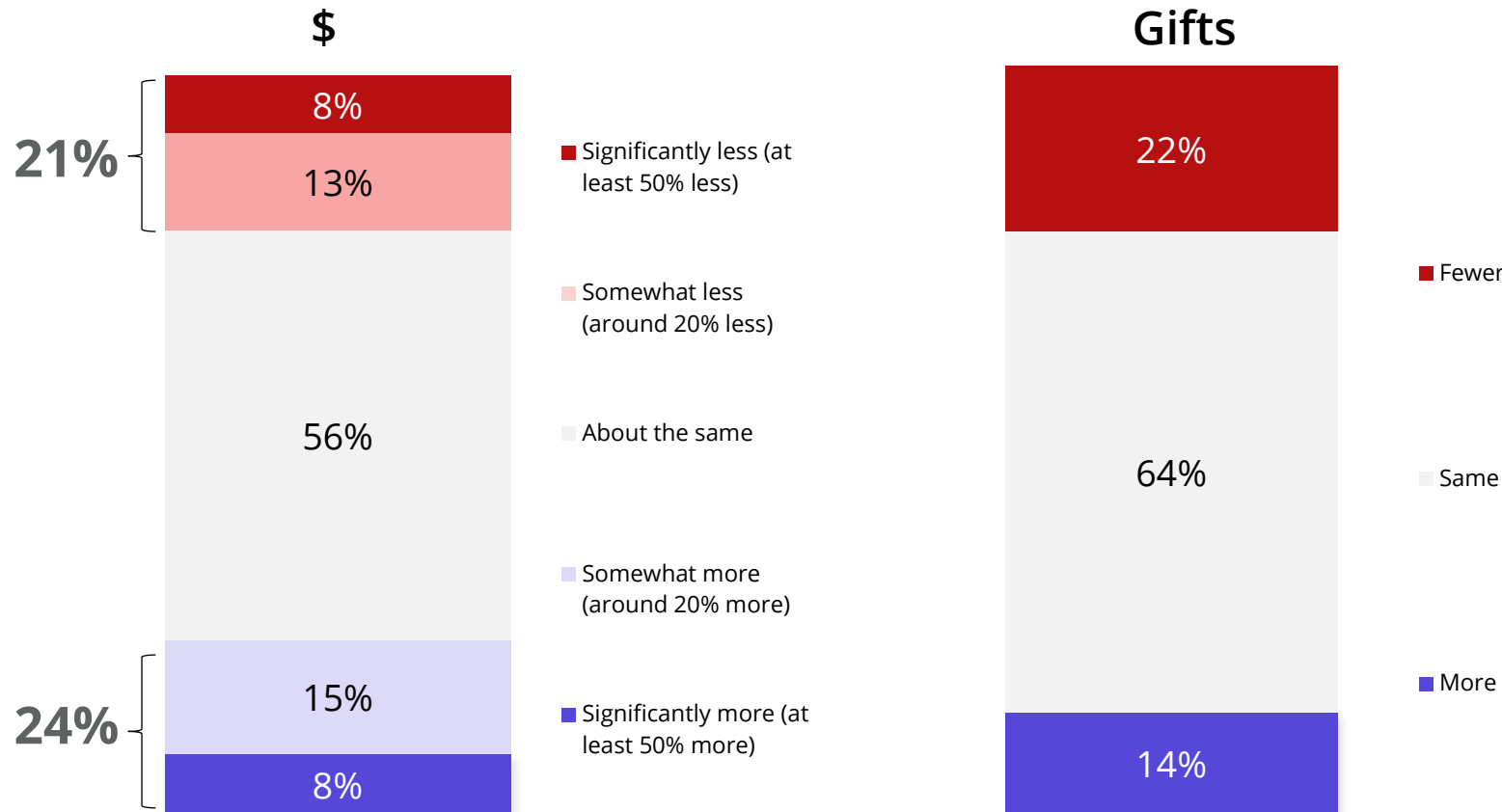


Affordability



Planned Spending & Number of Gifts

1 in 4 Australian shoppers expect to spend more this year compared to the 2021 festive season but this is not reflected in the number of gifts that they expect to purchase, which remains unchanged for most. 1 in 5 expect to spend less in both in overall amount and in the number of gifts.



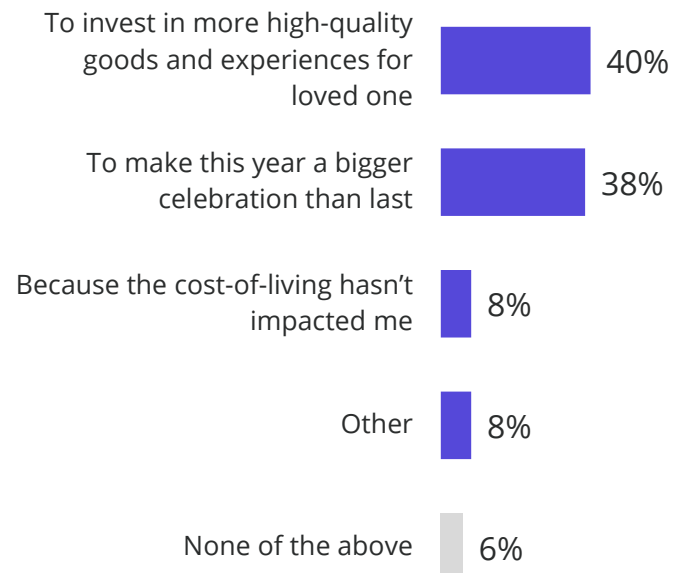
Those with \$100k or higher income are planning to spend more this year:

- 32% will spend more
- 22% will buy more gifts

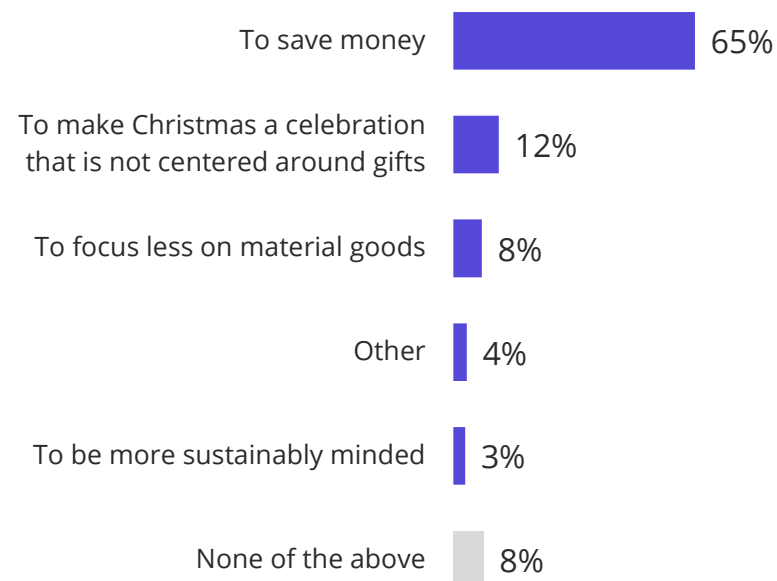
Why change spending this Festive Season?

Saving money is the most common reason to purchase fewer gifts, while those spending more want to invest in higher quality gifts and want a bigger celebration than last year.

More Gifts (14%)



Fewer Gifts (22%)

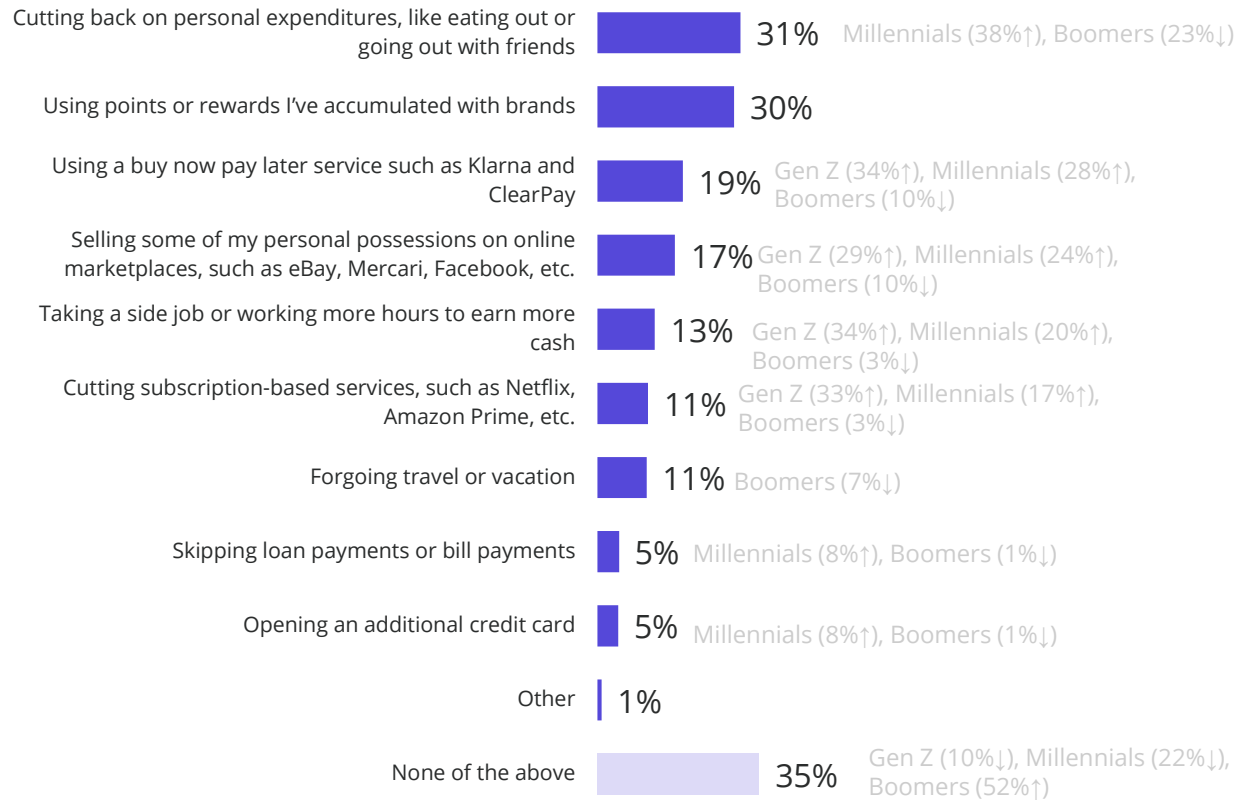


q29a - If fewer, what is the main reason? Base: Australia (221)
q29b - If more, what is the main reason? Base: Australia (136)

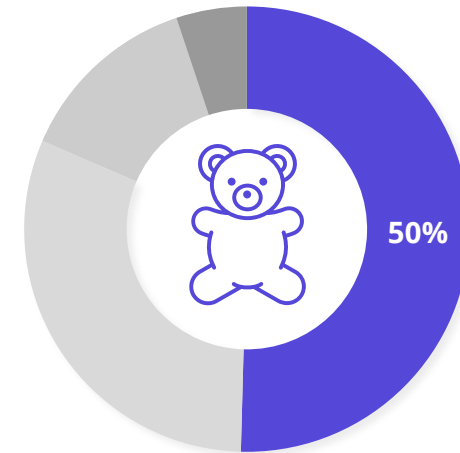
Ways to Afford Festive Season

3 in 10 plan to cut back on personal expenses and dip into rewards points to afford the festive season.

Gen Z also expects (1 in 3) to use a buy now pay later service, cut back on subscription-based services, or sell personal possessions to afford the festive season.



Gifts just for the kids



In fact, 50% of parents with kids at home say they are very likely to only buy gifts for the kids this year.

- Very likely
- Somewhat likely
- Unlikely
- Very unlikely

Re-gifting



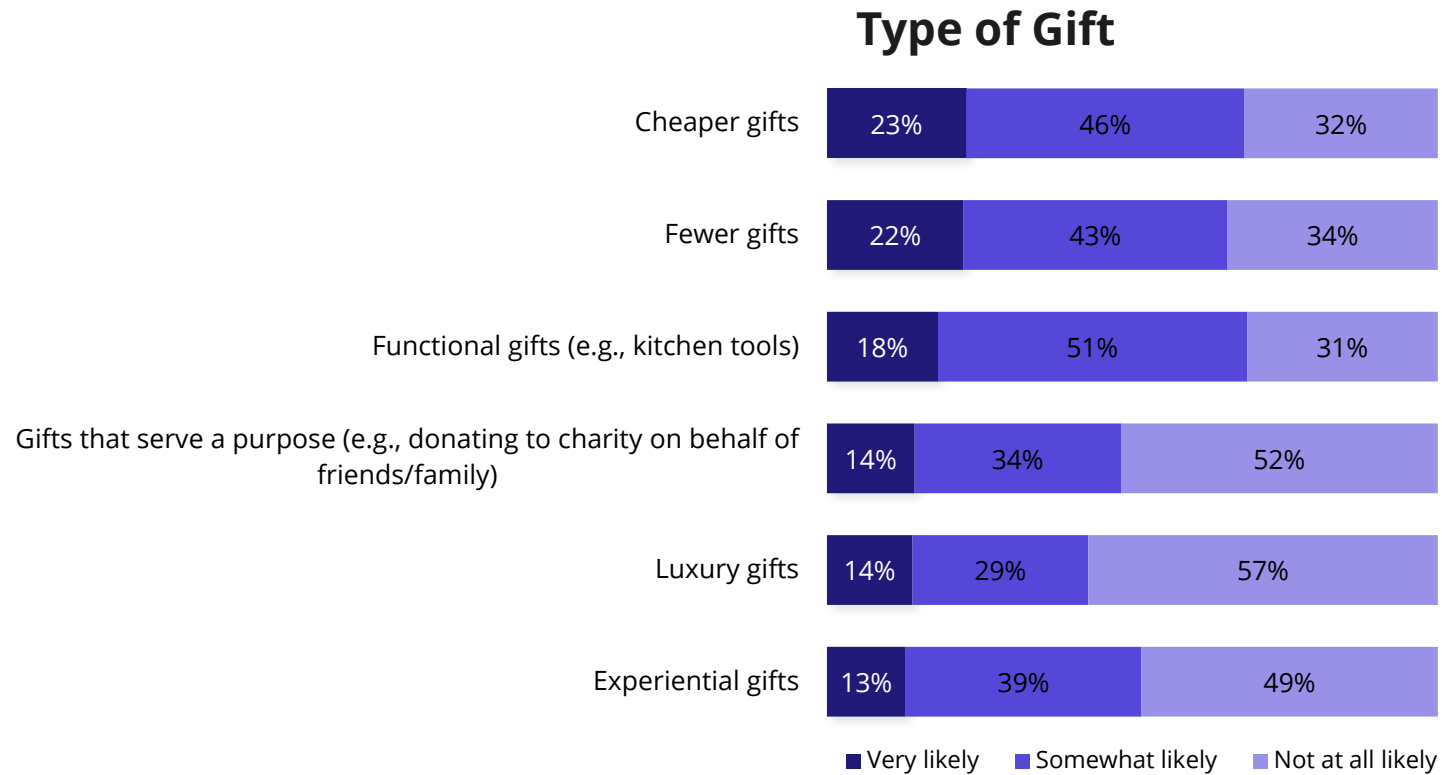
1 in 5 will regift a present this year to save on costs. (37% of Gen Z and 35% of Millennials).

q4 - Will you be looking at any alternative ways to be able to afford spending more during this year's festive season? Base: Australia (1,000)

q28- How likely are you to buy gifts just for the kids this year? Base: Australia; has kids under 18 at home (351)

q30 - Do you plan to re-gift presents this year to save on costs? Base: Australia (1,000)

There is a modest likelihood that 2022 will be the year of cheaper, functional gifts rather than luxury gifts for many. Those with higher income are most likely to plan to purchase luxury and experiential gifts, but also functional gifts.



q9 - Will the type of gifts you plan to purchase this year change compared to 2021? Please rate by likelihood Base: Australia (949, 944, 926, 885, 853, 878)



Online Shopping



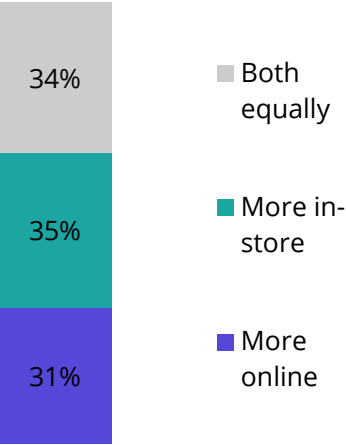
Online vs. In Person



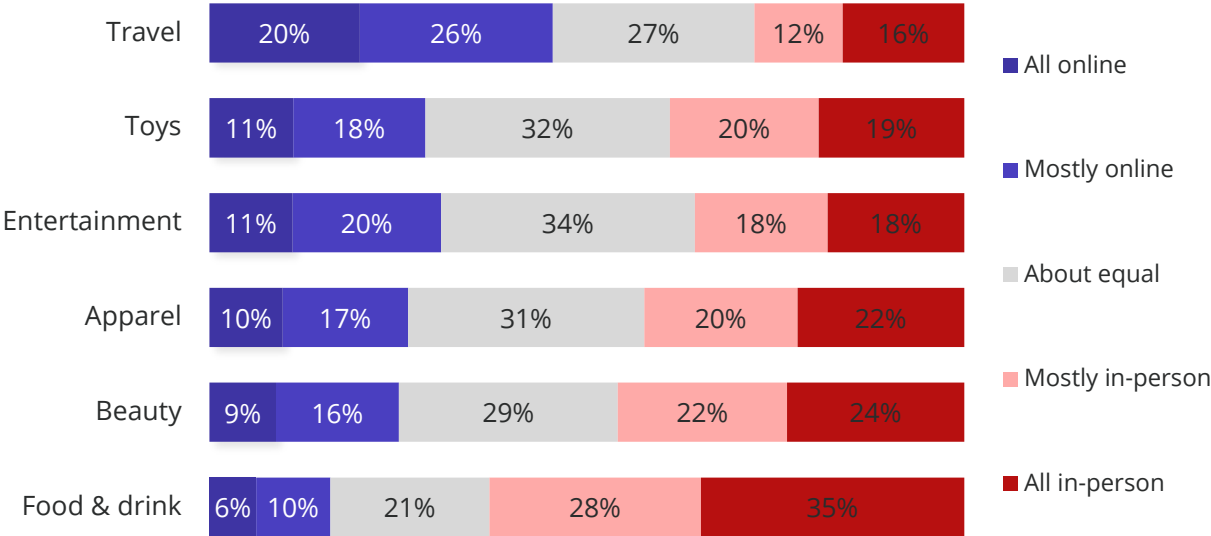
While online shopping continues to be prevalent for the travel category, in-person shopping remains strong in most categories, especially food & drink, beauty, and apparel.

Even among Gen Z and Millennials, only 4 in 10 say they plan do most of their festive shopping online.

Where Planning to Shop



Categories of Festive Season Shopping



q20 - Where do you plan to shop more this festive season - in-store or online? Australia (1,000)

q24 - Thinking specifically about different categories of festive season shopping, how much do you plan to do online this year? Australia (1,000) [e2 from 2021 Consumer Survey]

Online vs. In Person



Quick, easy, convenient shopping are reasons that all ages prefer to shop online. Avoiding crowds is also important, particularly to Boomers.



Even more than in 2021, early discounts and deals are highly valued by Australian shoppers. Exclusive pre-sale deals are also highly valued.

Limited edition products or pop-up experiences are less of a priority this year compared to 2021.

Priorities for Purchases

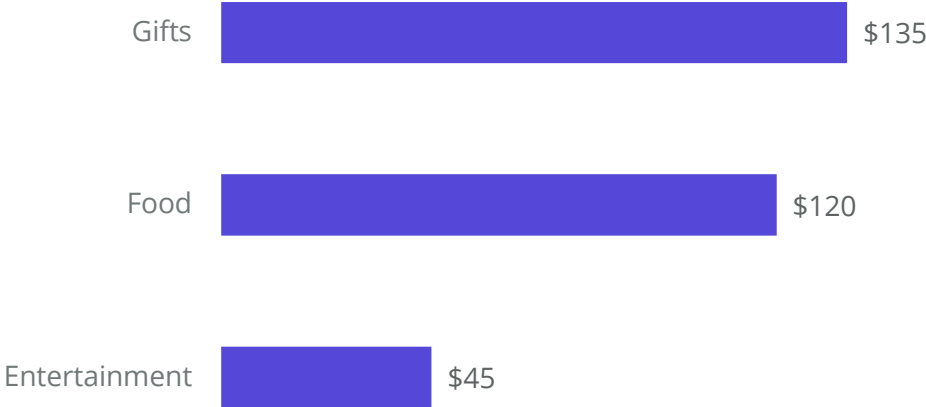


q25_top3 - Please rank which of the following would be your top priorities when considering purchases from online brands this festive season Base: Australia (1,000)
[e10 from 2021 Consumer Survey] Base: Australia consumer (1,000)

In our \$300 spending scenario, gifts represent what Australian shoppers are planning to spend most on followed by food, and entertainment with the lowest spend.

Entertainment spend is higher among younger generations, while older generations will spend a little more on food.

How would you spend a \$300 festive season budget



q8_a q8_b q8_c - Let's imagine you have \$300 to spend overall this festive season. How would you split your budget between the following three categories Base: Australia (1,000)

Black Friday



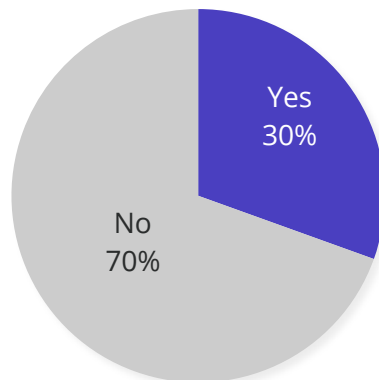
Black Friday

4 in 10 Australian shoppers are planning to shop on Black Friday, more than the 3 in 10 that said they shopped on Black Friday last year. In Most Black Friday shopping is expected to be online. (Boomers have significant in-person shopping intentions).

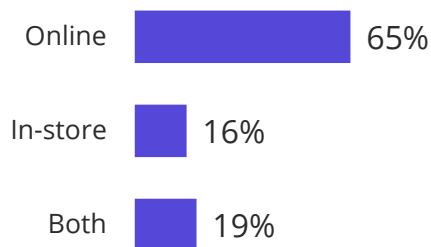
The top reasons for shopping on Black Friday relate to getting good deals and spreading out festive season spending.

Gen Z was significantly more likely to say that Black Friday is unethical and bad for the environment compared to the other generations (1 in 4 non-shoppers express this as their rationale).

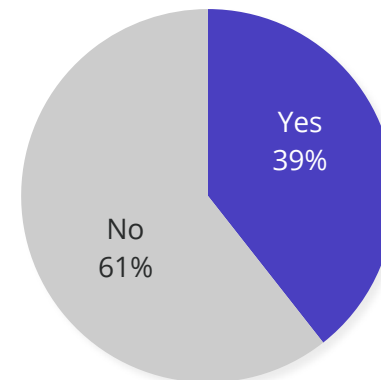
Shopped on Black Friday 2021



Shopping Where?



Planning to Shop on Black Friday 2022



I prefer shopping for gifts closer to Christmas (23%)

I am cutting back on festive season gift shopping this year (20%)

Black Friday no longer offers good deals (18%)

Black Friday offers better deals and prices for buying gifts (73%)

Shopping on Black Friday will help me spread out my spending (40%)

Black Friday shopping is fun (35%)

q18 - Did you shop for gifts on Black Friday in 2021? Base: Australia (1,000)

q19 - Are you planning to shop for gifts on Black Friday this year? Base: Australia (1,000)

q19a - Where are you planning to shop on Black Friday? Base: Australia who plan to shop (394)

q19b - Why are you planning to shop on Black Friday? Australia who plan to shop (394)

q19c - Why are you not planning to shop on Black Friday? [f10 from 2021 Consumer Survey] Australia who do not plan to shop (606)

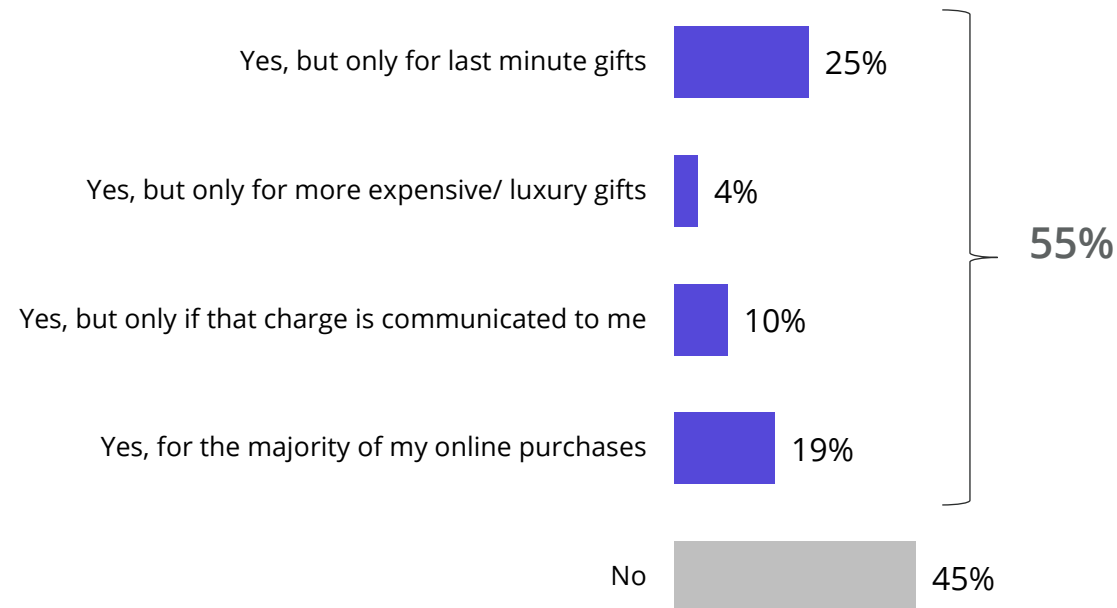
Shipping



Willing to spend for last minute gift shipment

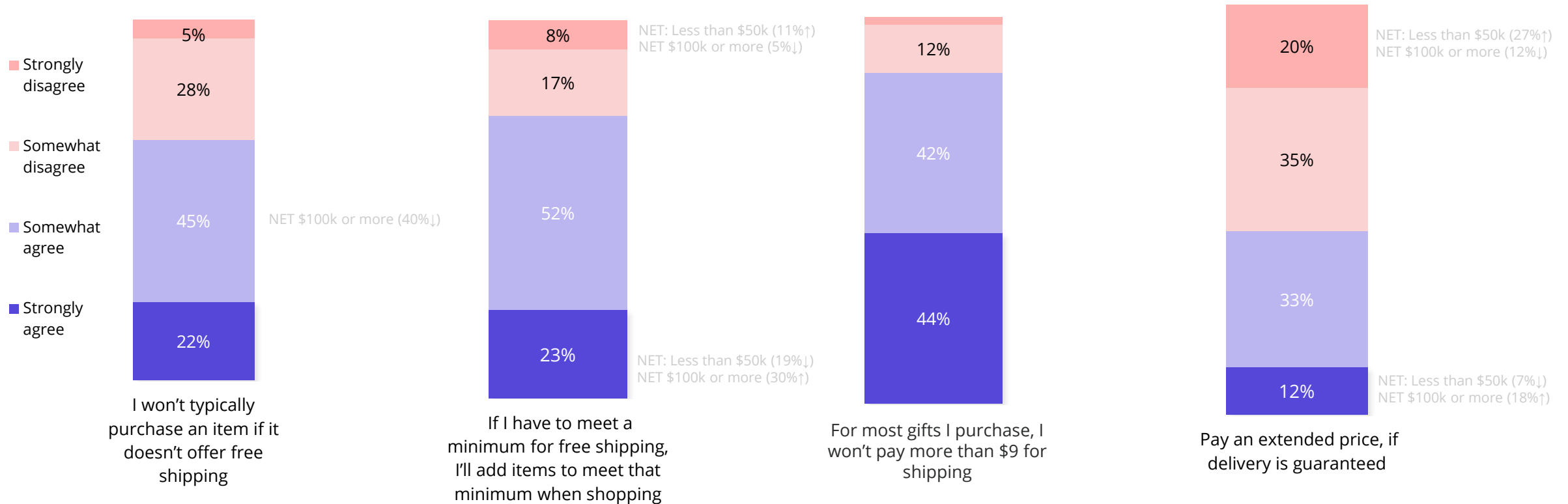
Just over half would pay additional fees to ensure gifts are delivered on-time, though only 1 in 5 will do this for the majority of gifts. For those with high income (over \$100k), 27% say they will pay the additional fee for the majority of their gifts compared to only 13% of those who have a lower income (less than 50k).

Additional fee for fuel/ express delivery



Shipping

For most, \$9 represents a firm maximum shipping cost. Higher-income shoppers are very likely to say that they will meet free-shipping minimums by adding to their cart, or will pay extra to guarantee delivery, two things that lower-income shoppers cannot afford to do.



q8us3 - When it comes to shipping, do you agree with any of the following? Base: Australia (1,000)

Callouts: What was your total household income in 2021 before taxes (in \$)?

Arrows indicate significance at the 95% level and the direction of change.

Free shipping, in consumers' minds, is as powerful as a significant cash discount on sale items.

“On Sale” Deals



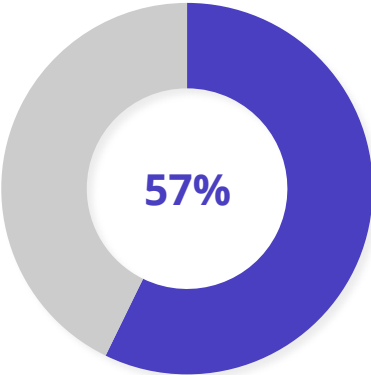
Shopping Trends



Clandestine Shopping

6 in 10 workers have done festive season shopping during the work day, while 4 in 10 of those that have shopped have done so in a secret browser. Gen Z is most guilty of this.

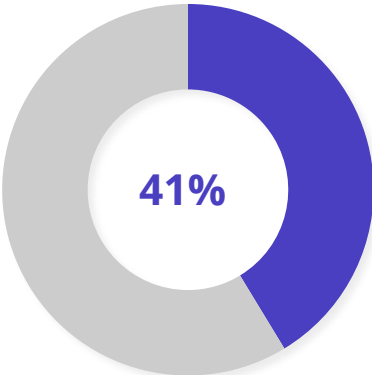
Shopping at work



Gen Z (74%↑), Millennials (64%↑), Boomers (33%↓)

Have shopped during the workday or while working.

Secret Browser



Gen Z (59%↑), Boomers (18%↓)

Opened a secret browser on work computer to shop.

q8us5 - Do you, or have you ever done, festive season shopping during your workday or while you were working? Base: Australia, full or part-time employed (533)

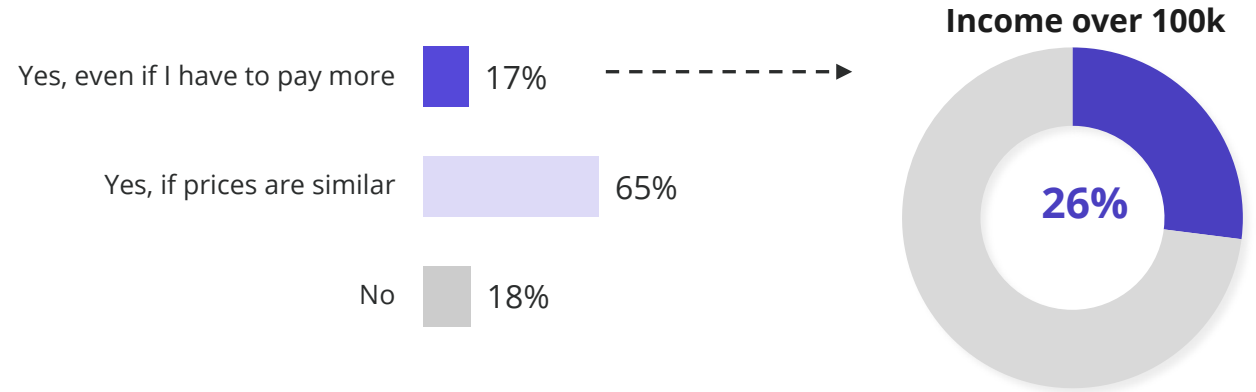
q8us6 - Have you ever opened a secret browser on your work computer so your employer wouldn't find out you were shopping during the workday? Base: Australia, full or part-time employed and have shopped at work (305)

Mindful Shopping

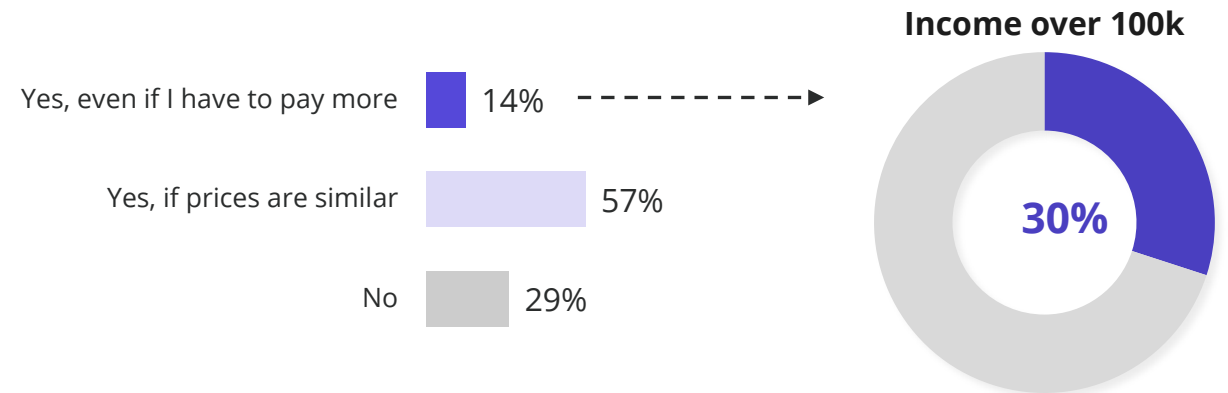
As long as prices are competitive, consumers in Australia will prioritize Australian made products and small businesses.

Gen Z and Millennials are more likely to shop local even if they have to pay more (1 in 4), although those with a lower income (less than \$50k) are less likely.

Prioritize Local or Small Businesses



Prioritize Australian Made Products



q8us7 - Will you prioritise shopping with local or small businesses this festive season? Base: Australia (1,000)
q8us9 - Will you actively seek out or prioritize buying Australian made products this holiday season? Australia (1,000)
Callouts: d3- What was your total household income in 2021 before taxes, (in \$)?

If prices are similar Australian shoppers are more likely to prioritise shopping with minority owned businesses.

Willingness to seek out or prioritise shopping with minority-owned businesses



q8us8 - Will you actively seek out or prioritise shopping with minority owned businesses? Base: Australia (1,000)

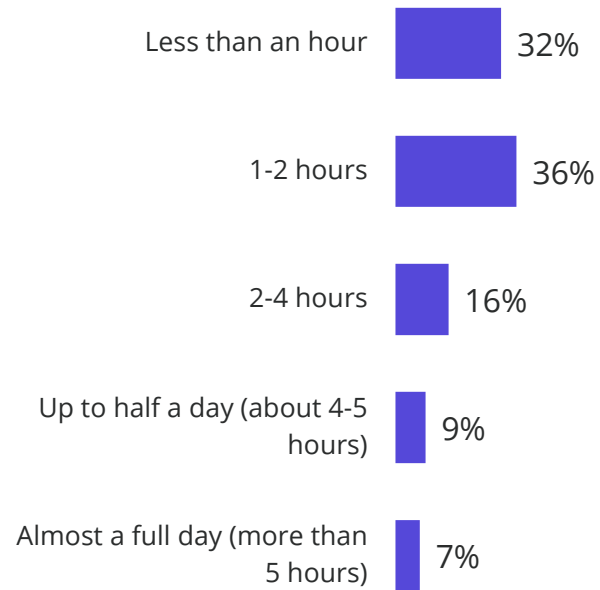
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Sources of Inspiration for Gifts

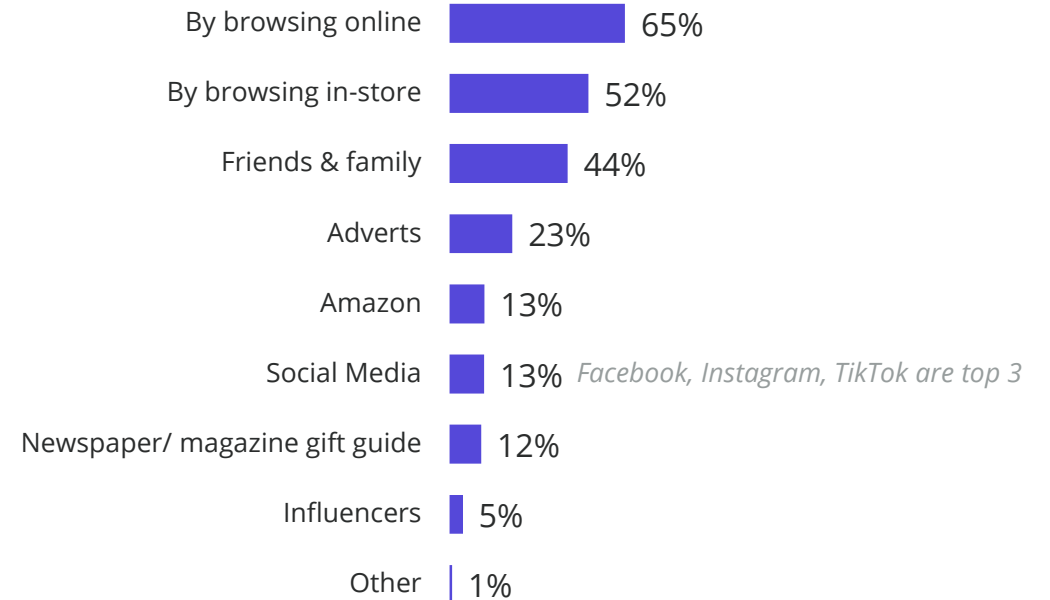
Most gift decisions are made quickly, with 2 or less hours on gift research.

Browsing online or in store are the most popular ways to get gift inspirations this festive season.

Gift Researching



Sources of Inspiration (% rated in top 3)



q8us1 - If you have a specific gift in mind, how long will you spend researching and comparing prices for that item before you buy it? Even if you spend time over several days coming back to an item... Base: Australia (1,000)

q23 - Where are you going to get gift inspirations from this festive season? Base: Australia (1,000)

Callout: q23a - Which social media platforms are you going to get gift inspirations from this festive season?

How Retailers can make Christmas memorable

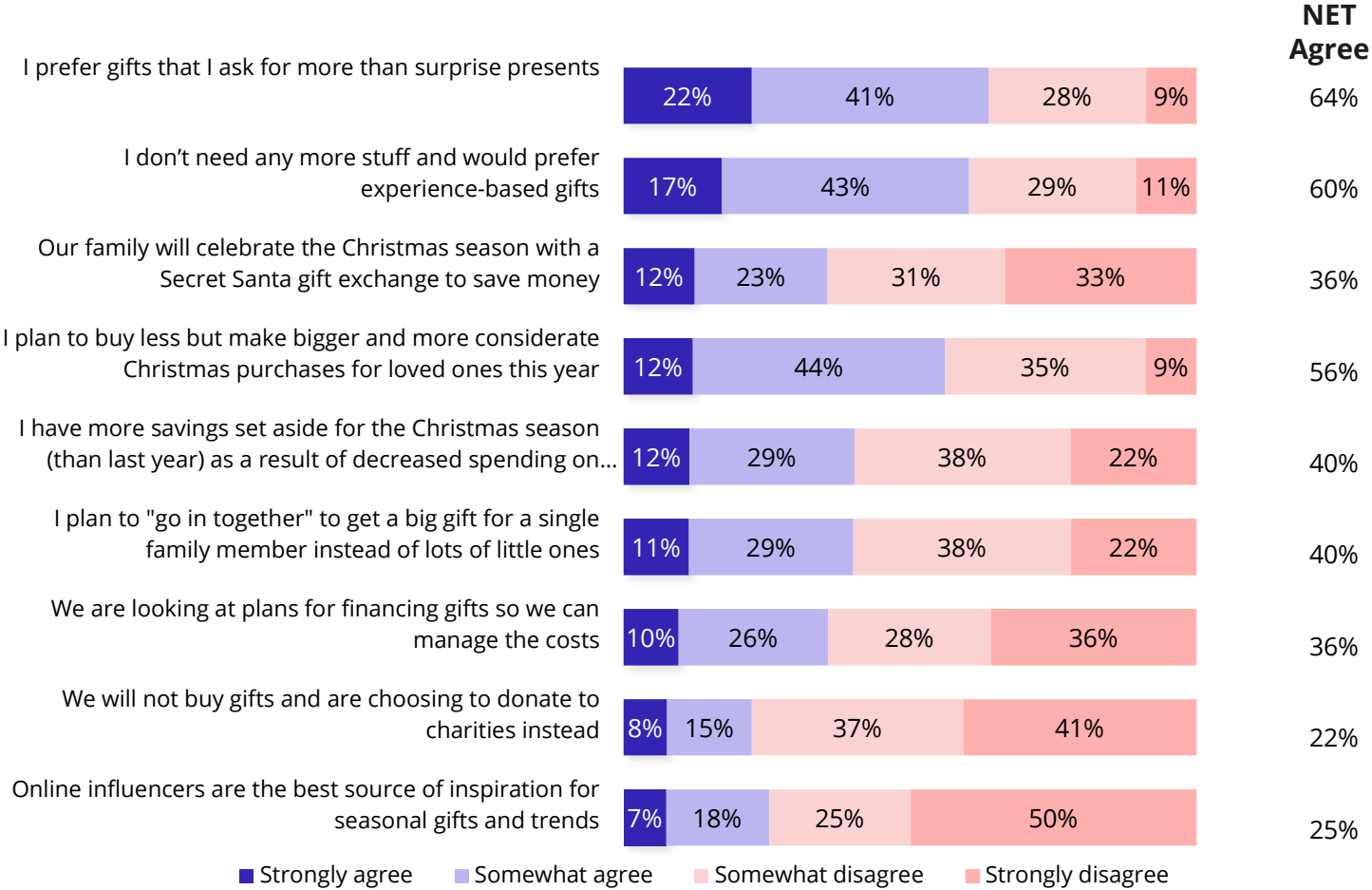


Convenience is an important way that retailers can help make Christmas memorable this year – making it easy for consumers to shop in person or to receive gift deliveries.



q31 - Other than being mindful on the cost, what else could retailers do to help make Christmas more memorable this year? Base: Australia (1,000)
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Gifting Wishlist



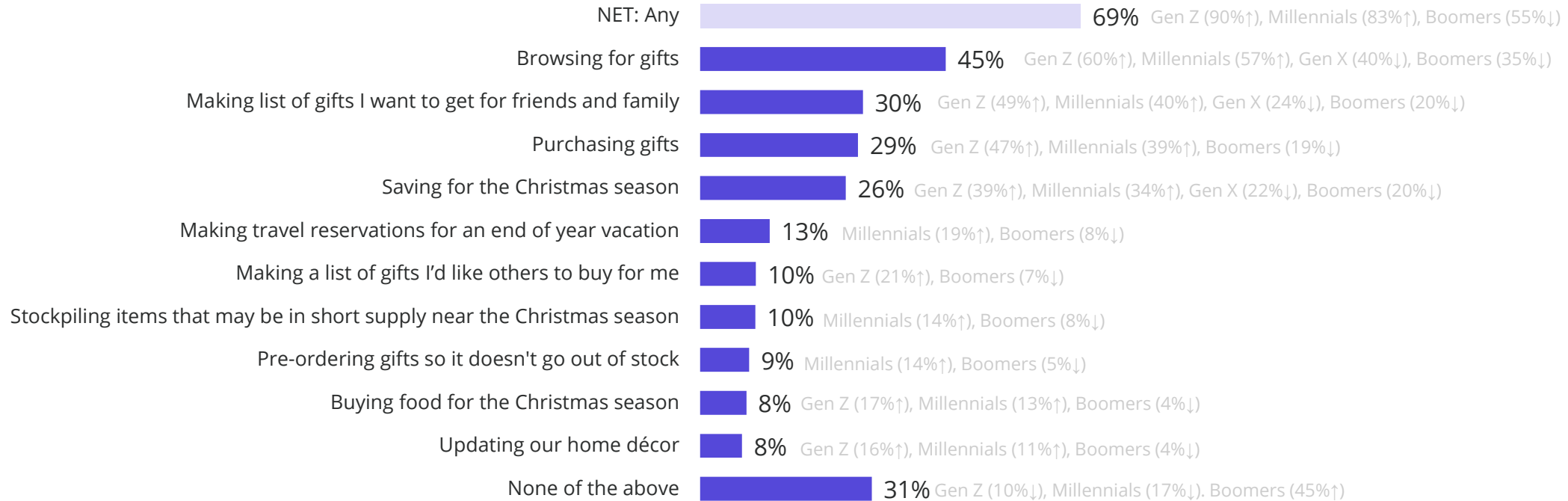
q14 - To what extent do you agree with the following? [f3_a from 2021 Consumer Survey] Base: Australia (1,000)

Timing of Festive Season Shopping



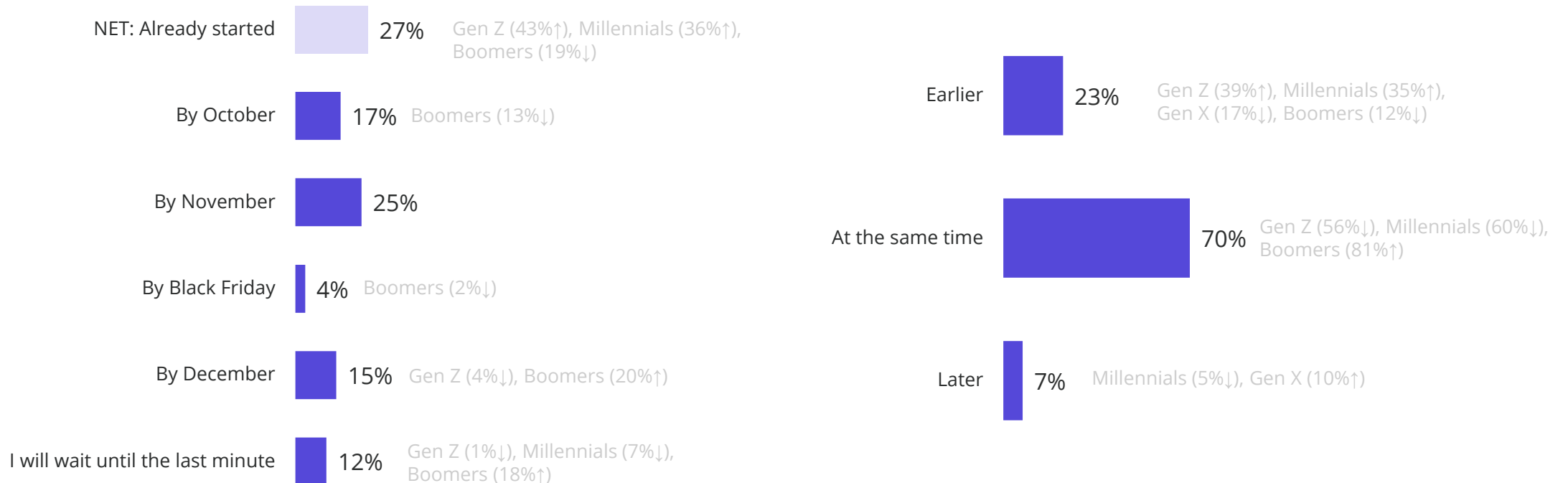
Festive Season Shopping Timing

A high proportion of Australian shoppers have started thinking about the festive season, with gift browsing the most popular activity. Boomers are the only least likely to have started doing any of the activities where Gen Z and Millennials are more likely to have started all the activities.



Festive Season Shopping Timing

1 in 3 Australian consumers, particularly those in Gen Z and Millennial age groups, have already started shopping for the festive season. For most, November is a popular times to start shopping, though a significant number of Boomers will wait until December or the last minute to start shopping. 1 in 4 say they are starting earlier in 2022, compared to 2021.



q1 au - When did/ do you plan to start your 2022 festive (e.g., Christmas, Hanukkah, Diwali, New Year's) shopping this year? Base: Australia (1,000)

q2 - Compared to last year, did/do you plan to start festive season shopping... Base: Australia (1,000)

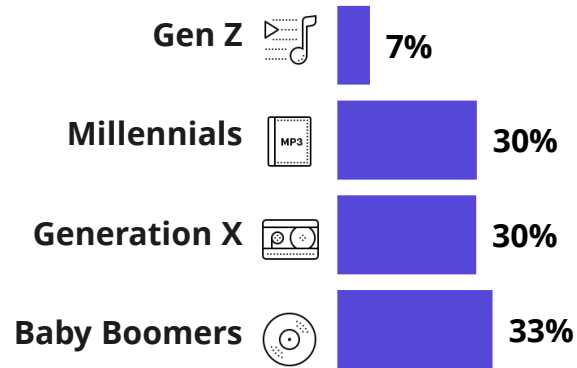
Callouts: S0 (generations, age) – In what year were you born?

Arrows indicate significance at the 95% level and the direction of change.

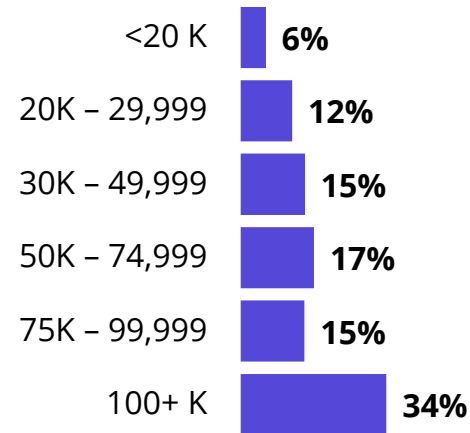
Respondent Profiles



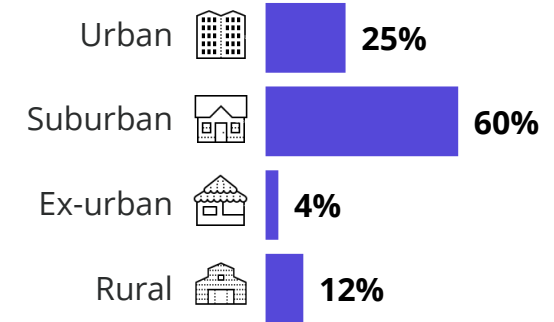
Generations



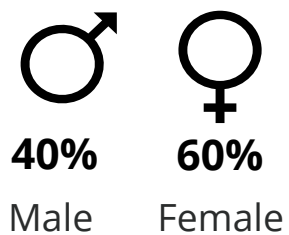
Annual Income



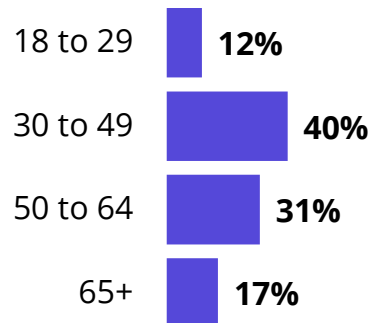
Neighbourhood



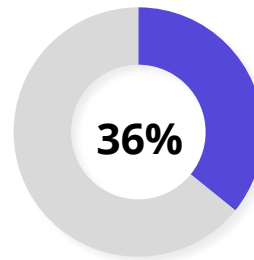
Gender



Age

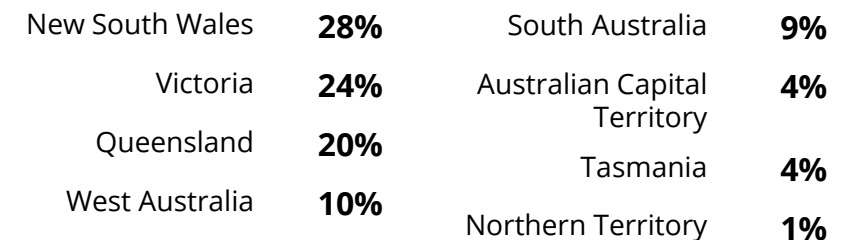


Children at Home



with at least one child at home.

Region



S0 (generations, age) – In what year were you born? Base: Australia (1,000)

D3 – What was your total household income in 2021 before taxes (in \$)? Base: Australia, excludes 'prefer not to say' (937)

D5 – How would you describe your neighborhood? Base: Australia, excludes 'prefer not to say' (992)

S2 – How do you identify yourself? Base: Australia, excludes 'prefer not to say' (994)

D4 – Do you have children under the age of 18 living in your home? Base: Australia, excludes 'prefer not to say' (980)

D1AU (region) – Where specifically do you live? Base: Australia (1,000)

Appendix

The festive season will be the highlight of my year...	2021	2022
NET: Agree	53%	56%
Strongly agree	13%	16%
Somewhat agree	40%	40%
Somewhat disagree	34%	28%
Strongly disagree	13%	16%

How are you hoping to celebrate the festive season?	2021	2022
A simple celebration with my close family	57%	58%
Multiple gatherings with friends and family throughout the Christmas season	19%	21%
Day trips / short stay vacations within my country	23%	14%
A special New Year's eve celebration	13%	12%
A larger than normal celebration with extended family	8%	11%
Going to get in the festive spirit early this year	10%	10%
A big party with friends	8%	9%
Longer vacations within my country	13%	5%
A lavish vacation abroad	5%	5%
Other	2%	1%
Nothing, I don't plan to celebrate	13%	11%

q13 - The 2022 festive season will be the highlight of my year: To what extent do you agree ...? Base: Australia (1,000)
[f3_a from 2021 Consumer Survey] Base: Australian consumer (1,000)

q10 - How are you hoping to celebrate the 2022 festive season (e.g., Christmas, Hanukkah, Diwali, New Year's)? Base: Australia (1,000)
[C6a from 2021 Consumer Survey] Base: Australia consumers (1,000)

Where did you buy your Christmas turkey (or main food item) in	2021	2022
Woolworths	41%	41%
Coles	28%	28%
Aldi	11%	11%
Independent chain	6%	7%
Foodworks	3%	3%
Other	11%	10%

q16 - Where did you buy your Christmas turkey (or main Christmas food item) from in 2021? Base: Australia (1,000)

q16a - Where are you planning to buy your Christmas turkey (or main Christmas food item) from this year? Base: Australia (1,000)

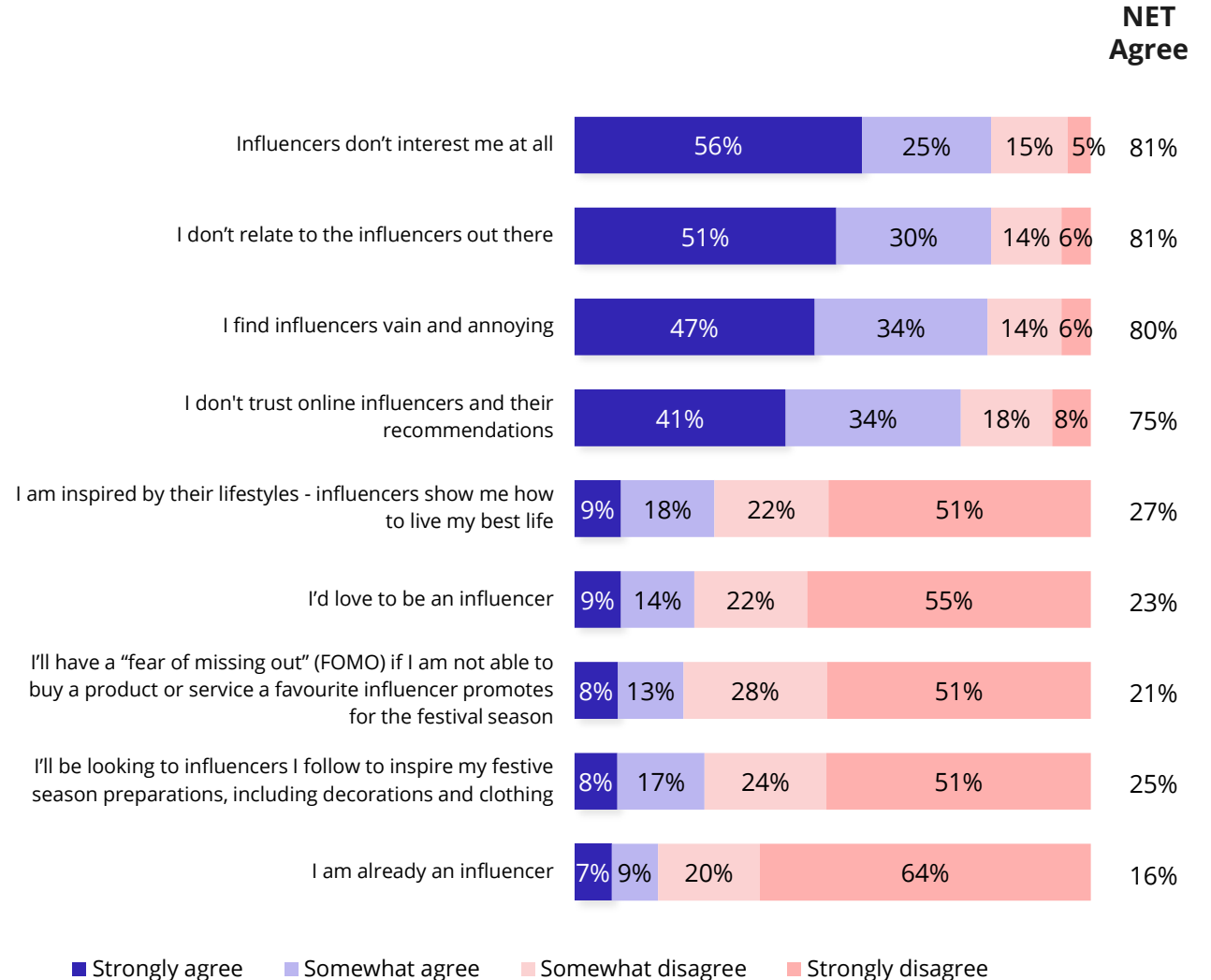
How do you feel when you think about the 2022 festive season?	total
I look forward to eating Christmas lunch/dinner with my family	15%
I am feeling excited to spend time with family and friends	15%
I am indifferent	13%
I look forward to all the festive celebrations	10%
I haven't started thinking about it yet	9%
I look forward to choosing gifts for friends and family	9%
I am dreading that I won't be able to afford it	8%
I look forward to cooking Christmas lunch/ dinner	7%
I am not looking forward to it as I don't enjoy this season	7%
Unsure	4%
I can't wait to binge all my favourite Christmas films	2%
Other	1%

Impact of Influencers

2021 Results

q6_net_agree - [Summary table, NET Agree] To what extent do you agree with the following attitudes about online 'influencers'?	Total	age - In what year were you born? (Recoded, Buckets)	
		NET 18-44	NET 45+
I'll have a "fear of missing out" (FOMO) if I am not able to obtain a product or service a favorite influencer presents for the festive season	27%	43% S↑	12% S↓
I'll be looking to influencers I follow to inspire my festive season preparations, including decorations and clothing	30%	51% S↑	11% S↓
I don't trust online influencers and their recommendations	74%	65% S↓	81% S↑
I don't relate to the influencers out there	77%	72% S↓	81% S↑
I'd love to be an influencer	27%	46% S↑	10% S↓
I find influencers vain and annoying	79%	74% S↓	83% S↑
I am inspired by their lifestyles - influencers show me how to live my best life	29%	47% S↑	13% S↓
I am already an influencer	18%	29% S↑	9% S↓
Influencers don't interest me at all	77%	68% S↓	86% S↑

Weight: Unweighted
Filters: In what country do you live?: Australia
 Upper case letters indicate significance at the 95% level.
 Arrows indicate the direction of a statistically significant change.
 Each column is compared to the sum of all other columns, excluding itself.





Thank you

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