

## ‘Tis the season to shop: Australia



Q4 is peak shopping time in Australia as Black Friday and Christmas spur on the retail binge.

[Google is a key companion on this journey.](#)

Read on to find out what captivates consumer interest at the height of the festive season.

	×	🔍
Kmart	↶	
Big W	↶	
Woolworths	↶	
eBay	↶	
Coles	↶	
Target	↶	
Black Friday	↶	
Myer	↶	
Review	↶	
Nike	↶	

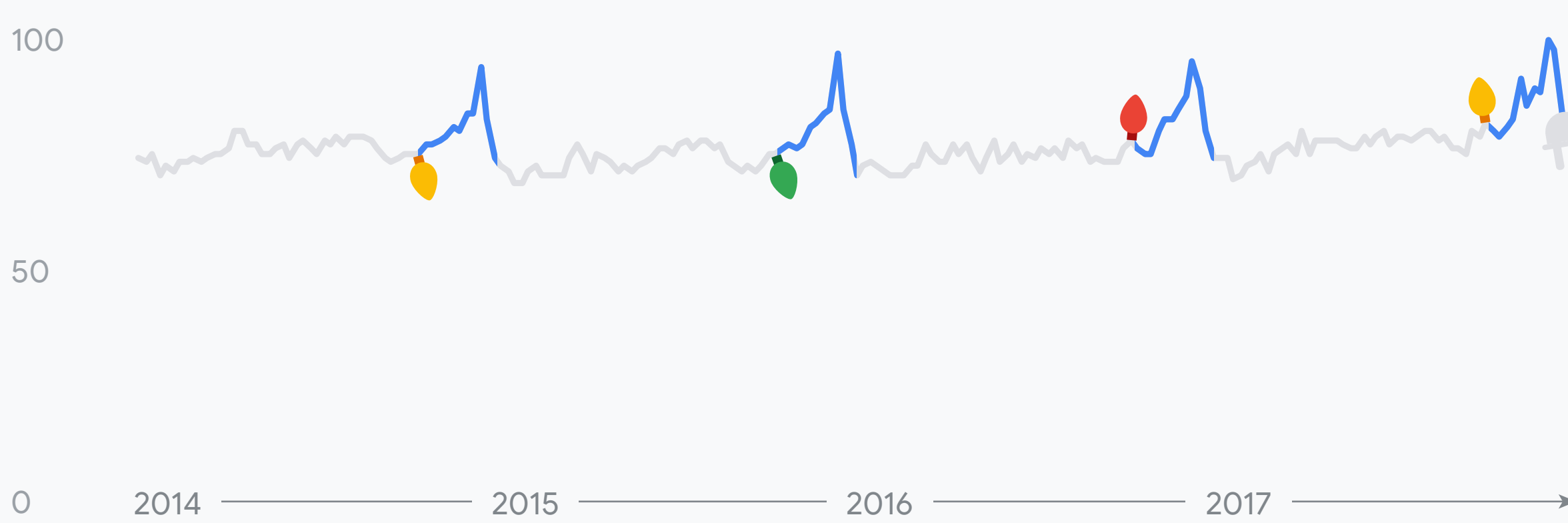
### Top searches in the shopping season<sup>1</sup>

## Big-box retailers are top of mind

Six of the top 10 searches were for big-box brands, a chance for them to draw in last-minute shoppers by providing up-to-date inventory through a seamless web experience.

## It's a long road to Christmas

Shoppers start to scout for Christmas deals as early as October. Searches spike sharply around Black Friday on November 23 and peak the week before Christmas.



## 80% of Aussies bought a Christmas gift<sup>2</sup>

While shoppers have rushed to buy gifts in previous years, this year they plan to buy gifts at the same time they start to shop for decorations (i.e., [4-6 weeks in advance](#)).<sup>3</sup>



## Shoppers worry about orders arriving on time

Therefore, they research online but purchase in store. Searches for “online shopping availability,” “same day shipping,” and “opening hours” spike just before and on Christmas and Boxing Day, indicating a need for [immediate fulfillment](#).<sup>4</sup>

## Black Friday is getting bigger

Related searches doubled in volume in 2017 and have overtaken Boxing Day as a key retail event, especially for value-oriented shoppers looking for a bargain.<sup>5</sup>

[One in four](#) shoppers will use Black Friday to buy discounted Christmas gifts.<sup>6</sup>



## Reviews matter

Especially when it comes to unwrapping gifts or chasing last-minute deals. “[Review](#)” searches peak on Christmas Evening and Boxing Day, mostly for apparel and electronics.<sup>7</sup>

## It's “shoe-pping” season

Christmas shopping isn't just about gifts. [One in two](#) shoppers is likely to treat themselves.<sup>8</sup> Shoes are a key category of interest, and brands cash in on the excitement by launching new lines and even shopping guides (e.g., the Nike Gift Guide).



<sup>1</sup> Selected top shopping-related searches on Google.com in key shopping season, in no particular order.

<sup>2</sup> KANTAR TNS/Google Future Consumer AU 2018; pertaining to Christmas.

<sup>3</sup> KANTAR TNS/Google Future Consumer AU 2018; Google Trends (AU; Past 5 years; Shopping web search).

<sup>4</sup> Internal Google Data.

<sup>5</sup> Google Trends (AU; “Black Friday” vs “Boxing Day”; 2013–2018; Shopping Web Search).

<sup>6</sup> Google Consumer Survey, “Christmas-Black Friday”, n=1,000, June 2018.

<sup>7</sup> Google Trends (AU; “Review”; Nov.–Dec. 2017; Shopping Web Search).

<sup>8</sup> KANTAR TNS/Google Future Consumer AU 2018; Internal Google Data.