How to make the most of Australia's peak retail season

Thanks to digital storefronts and e-commerce growth, Aussie shoppers have countless products and retailers to choose from.

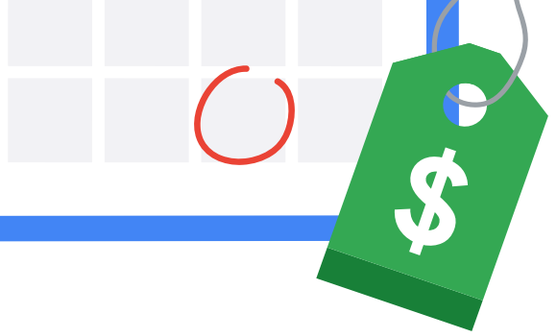
By tailoring your campaigns to what Aussies love most about each retail event, you can stand out from local and international competitors and win festive shoppers.

84%
of consumers conduct **online research** before making a purchase[1]

40%
of shoppers' most recent online purchase was from **China**[2]

Black Friday is when Aussies treat themselves to something special.

During Cyber Week, which starts on Black Friday in late November and lasts through Cyber Monday in early December this year, Aussies shop online for self-care, beauty, and fashion products.



28.7% year-over-year (YOY) growth in Cyber Week e-commerce sales[3]

Top e-commerce categories during Black Friday:[4]

Fashion
+18% YOY

Health and beauty
+54% YOY

Homewares and appliances
+24% YOY

Hobbies and recreational goods
+11% YOY

Aussie shoppers tend to make more product-specific searches during Cyber Week.

Trending categories on Search over Cyber Week:[5]

- Footwear
- Athletic apparel
- Makeup and cosmetics
- Women's clothing
- Face and body care

Key Takeway

During Australia's biggest e-commerce event, encourage people to focus on themselves by indulging in stylish clothes and other self-care products they've been eyeing.

Christmas is all about finding the perfect gift for loved ones.

Aussies are willing to spend a lot of time and effort to discover the ideal gift.

People make more **Christmas-related searches** than they do for any other retail event[6]

Gift-givers' top priority is delighting their friends and family on Christmas.

Trending gift searches over December:[7]

Secret Santa

Gifts for men

Christmas gift ideas

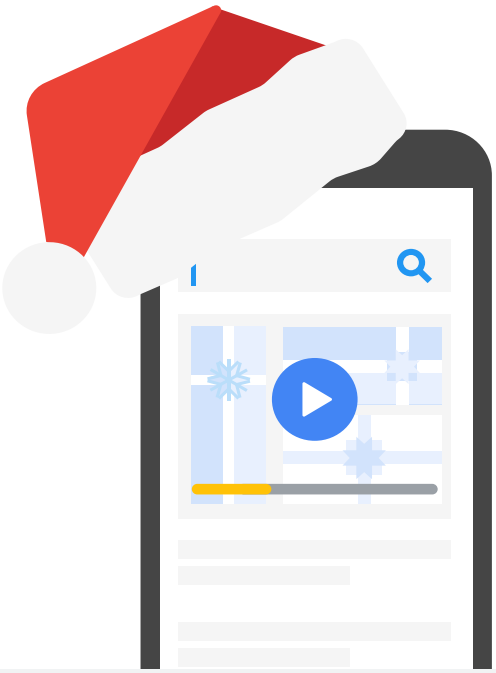
Personalised gifts

Gifts for mum

Gifts for her

Gifts for dad

Savvy marketers should meet Aussies early on their favourite channels for inspiration.



Reach holiday gift-shoppers with an online video campaign.

70%

YOY growth in searches for **"christmas crafts"** on **YouTube**[8]

83%

of **Aussies 18+** used **YouTube** in May 2019. In that month alone, each viewer watched an average of 24 hours of video[9]

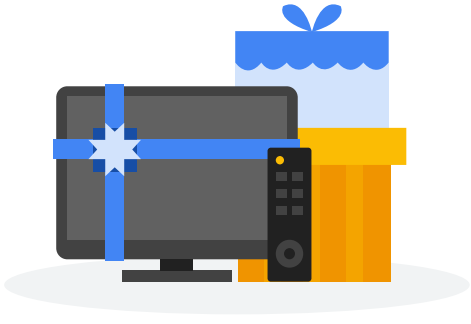
Key Takeway

Captivate undecided Christmas shoppers with engaging and informative YouTube videos in the spring to win them once sleigh bells start ringing.

Boxing Day is a classic retail event for sprucing up the home.

Although Aussie shoppers are increasingly embracing international retail events like Black Friday, they're still loyal to an old favourite — Boxing Day.

44% of Aussies make a Boxing Day purchase[10]



Boxing Day sees **more participation** than all other retail events[11]

Since Aussies are often home for the holidays, they look for ways to make home a little bit sweeter.

Trending categories on Search over Boxing Day:[12]

Home appliances

Television

Speakers

Kitchen and dining

Yard and patio

As the holiday season winds down, Aussies buy gifts and spend time with loved ones. But before heading to stores, they research online to make sure they're making the most of promotions and bagging bargains.

Delight Boxing Day shoppers with a seamless omnichannel experience

80% YOY growth in **"near me" searches** in the week leading up to Boxing Day in 2018[13]

"Opening hours" searches peak in the final week of December[14]

55% of shoppers have gone into a store to find an item wasn't in stock when the website said it was[15]

48% of these shoppers left empty-handed[16]

Key Takeway

To end the retail season on a high note, meet shoppers' needs both online and off. Make sure your stores are easy to find across platforms with solutions like Local Campaigns on Google, and remember to keep your inventory up to date.

Sources

1 Kantar TNS/Google, Australia Shopper Pulse, n=534, Aug. 2019.
2 International Post Corporation (IPC), Cross border eCommerce shopper survey, 2018.
3-4 Australia Post, Inside Australian Online Shopping 2019: eCommerce Industry Report.
5-6, 12, 14 Google Trends, Australia, 2018.
7 Google Internal Data, Australia, Gift category queries, Oct.–Dec. 2018.
8 Google Trends, Australia, YouTube Searches, Nov.–Dec. 2017 vs. Nov.–Dec. 2018.
9 Nielsen Digital Content Ratings, Monthly Total, P18+, Combined (C/M), Video, Reach % / Average Time Spent, May 2019.
10-11 PayPal, 2019 "Trends Report" via Inside Retail, May 2019.
13 Google Trends, Australia, Nov.–Dec. 2017 vs. Nov.–Dec.2018.
15-16 Kantar TNS/Google, Australia Shopper Pulse, Online Shopping Deep Dive, n=505, March 2019.