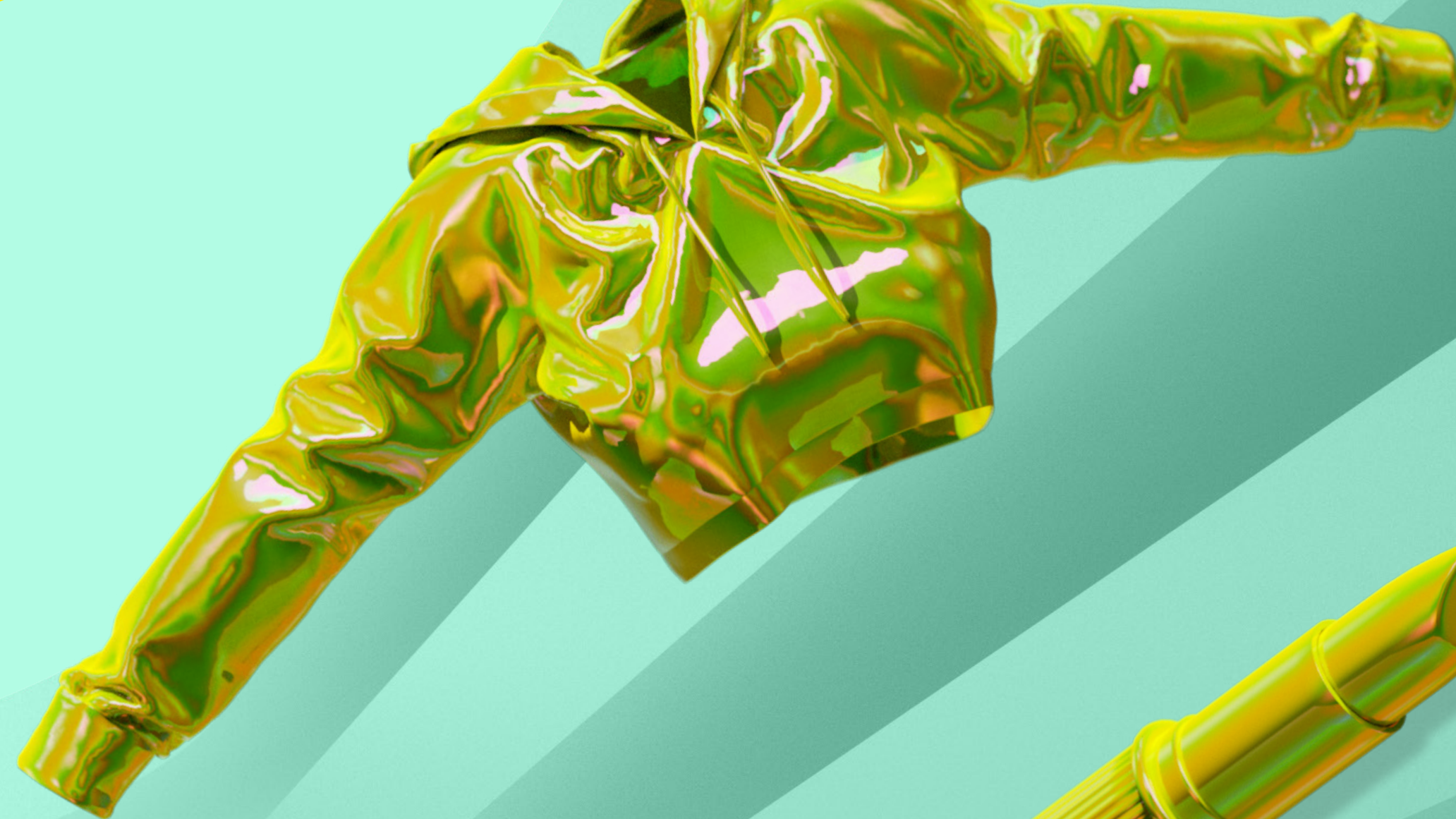


afterpay

Consumer Insights Report:

# Afterpay Day Unlocked.

How customers will be shopping and spending – and how to drive more sales during this key consumer event.



afterpay

Seize

the

deals.

afterpay day

March 17-20

# Welcome to one of 2022's major shopping moments: **Afterpay Day.**

As the countdown to Afterpay Day begins, we've uncovered insights into how U.S. shoppers plan to shop and spend, so that you, the merchant, can make the most of this key sales moment.

We've surveyed almost 1,000 customers across the U.S. to find out what they'll be buying, where they'll be shopping and what offers they'll be hoping to discover. We hope the insights and actionable tips will help you shape your sales strategy — and have your most successful Afterpay Day — in 2022.

[Read on for everything you need to make the most of Afterpay Day>](#)

Afterpay Day Unlocked.

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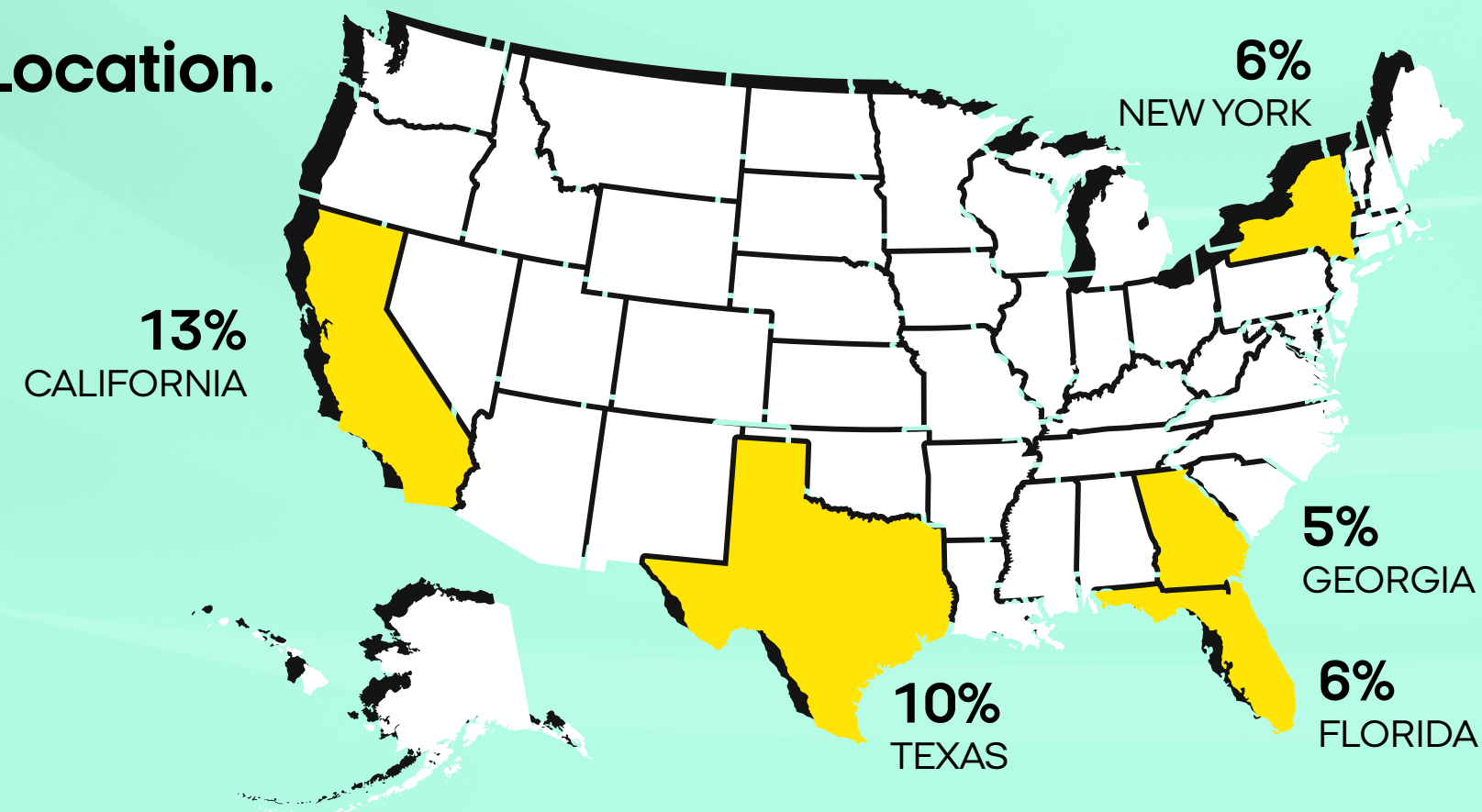




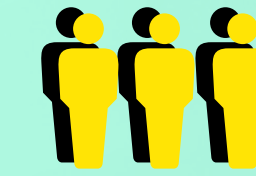
# We surveyed 743 Afterpay consumers across the United States.

The survey was in the field between January 24 and January 31, 2022, and collected a total sample size of 743 respondents. Data collected by Kantar & Afterpay.

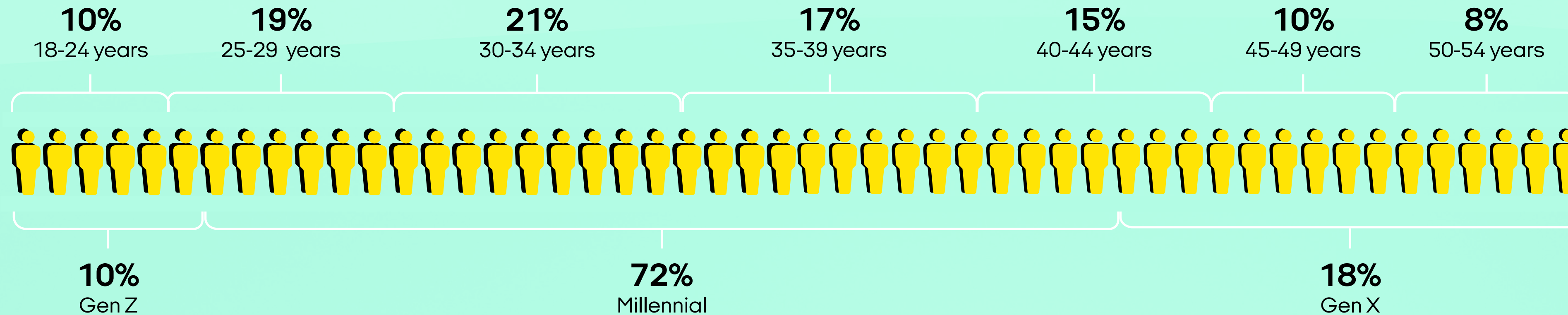
## Location.



## Gender.



9% identified as male  
89% identified as female  
2% identified as non-binary



# Afterpay Day snapshot.

## How consumers will be shopping and spending, at a glance:

### A major sales moment

Shoppers report that they're excited about Afterpay Day, with three in four looking forward to taking part.

### Big... and getting bigger

The power of Afterpay Day is growing, with shoppers actively looking to discover new retailers and categories, and most consumers planning to spend more than in 2021.

### Prepare and promote

Consumers will be planning their Afterpay Day purchases in advance, so merchants should plan their pre-sale promotions and consider how to entice and excite shoppers.

### Fashion comes first

Apparel, jewelry and accessories are at the top of shoppers' wish lists this Afterpay Day, but other categories – such as housewares, tech and toys – are growing fast.

### It's an e-commerce moment

More than four in five consumers shopped exclusively online during past Afterpay Days, and e-commerce will dominate the event again this year.

up to **50% off**

## Which offers (really) work

Half of all respondents singled out fixed discounts as the most appealing offer, followed by free gifts with purchase and buy-one, get-one-free deals.

# Ready, set, shop!

Anticipation is building for Afterpay Day 2022.

## Wallets at the ready

The countdown is on, and shoppers are ready to spend. Nearly three-quarters of shoppers **[74%] are excited about Afterpay Day 2022**, and a similar proportion **[75%] actively plan to spend**.

## Opportunities await

Around three-quarters **[73%] of shoppers want to discover new retailers this Afterpay Day**, making it the perfect way for merchants to reach new customers.

And retailers who do take part will likely benefit from the event's brand halo effect, with 85 percent of consumers believing that retailers who accept Afterpay understand what customers want. In addition, **75 percent say they prefer to shop at retailers who participate in Afterpay Day**.

### Tip:

Start planning staff rosters now to meet customer demand. E-commerce sites should consider increasing customer support staff rosters to align with trading flow.



74%

are excited about Afterpay Day 2022.



# The growing power of Afterpay Day.

Move over, Black Friday. Awareness of Afterpay Day is on the rise.

## Total recall

While Black Friday remains the best-known sale event, awareness of Afterpay Day is growing, with 1 percent of shoppers spontaneously suggesting it as a major sale. That puts awareness of Afterpay Day just behind that of Cyber Monday [2%].

## See it – spend it

Once shoppers become aware of Afterpay Day, they want to shop it. In fact, when shoppers find out about Afterpay Day, **more than half want to take part.**

**More than half**  
of Afterpay customers plan to take part in Afterpay Day.

## Tip:

Start getting the word out that you're taking part in Afterpay Day, and don't forget to submit your offer by March 8.

[Submit your offer](#)

**Tip:** Is it time for customer service staff training? Consider a quick refresh to ensure staff understand Afterpay Day and can address any questions.

# Inside shoppers' strategy.

Understanding how customers approach Afterpay Day.

## Spending surges

Last year, the majority of shoppers [76%] spent between \$100-\$500 during Afterpay Day. Even better? This year, 53 percent are planning to spend even more.

## Browsing begins... now!

Spontaneity is out, and planning is in this Afterpay Day. Although 66 percent of U.S. shoppers made impulse purchases during the last Afterpay Day, only 31 percent plan to do the same in 2022.

Instead, more than half of shoppers [52%] say they'll research offers and plan their sale purchases in advance of Afterpay Day.





### In-store or online?

The vast majority of Afterpay Day purchases are made online, with **82 percent of customers shopping exclusively online** during previous Afterpay Days, and 71 percent say they'll take the same approach this year.

### The COVID-19 component

Most consumers put their preference for shopping Afterpay Day online only down to their usual shopping habits; **48 percent shop mostly online all year round**. However, **36 percent say they prefer online** because it's easier, and **12 percent say that COVID-19 restrictions have influenced their shopping approach in the past**.

### A boutique boom

Larger chain stores and department stores play a key role in shoppers' plans. However, **one in three customers will purchase from local businesses and smaller shops**.

**48%**  
**shop mostly online**  
**all year round.**

**Tip:** Don't have an online shop? This could be your cue to set up your digital storefront, as that's where the bulk of consumers will be shopping this Afterpay Day.

# What's on the wish list.



## A 'me' moment

Nearly two-thirds of customers plan to use Afterpay Day to treat themselves; less than a third plan to purchase for friends and family.

From health to housewares, here's what shoppers plan to buy:

### Fashion comes first

Apparel, jewelry and accessories are at the top of shoppers' wish lists this Afterpay Day, with nearly three-quarters of shoppers **[74%] planning to update their wardrobes**. Health, wellness and beauty is the next most popular area [58%], along with luxury and designer brands [38%].

### Go, go gadgets

Electronics is set to be another popular category, with **35 percent of shoppers planning to purchase some kind of tech** – a 28 percent rise over last year.

### From tech to toys (and hobbies)

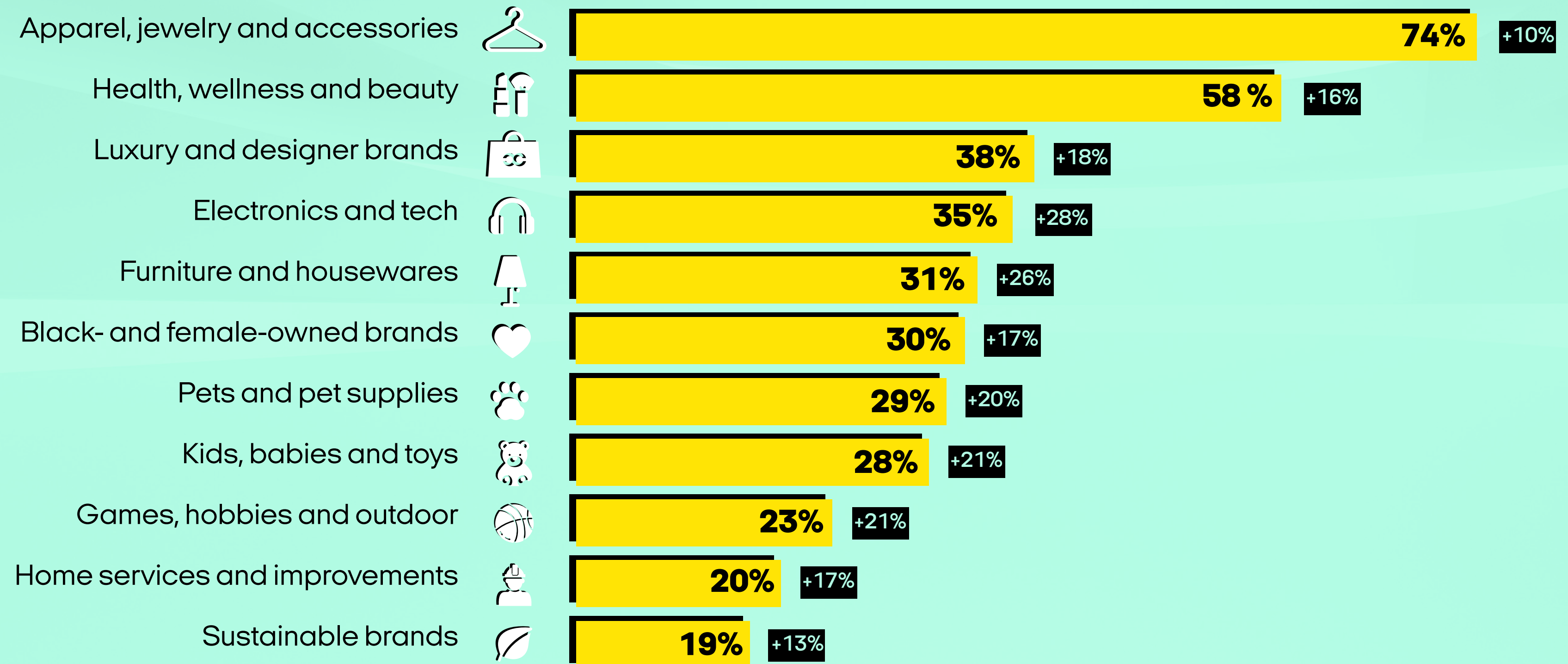
Toys, housewares, furniture and pet supplies are among the other categories that have seen a rise in engagement. The number of shoppers planning to purchase housewares is up 26 percent, while pet supplies and children's products are up 20 percent and 21 percent, respectively.

### Small stores rule

While larger chain stores will be popular with Afterpay Day shoppers, more than one in three consumers plans to purchase from small, independent businesses. Meanwhile, most consumers are planning to pick up bargains at between two and five retailers.

# Future category trends.

Comparison to previous participation





# Creating the perfect promotion

## How to create an Afterpay Day offer that entices...

### Fixed discounts finish first

When asked which type of offers they'd like to see, **half of all shoppers voted for fixed discounts (50%)**. This was followed by free gifts with purchase [36%], buy-one, get-one-free discounts [31%] and tiered discounts [where shoppers receive larger discounts when they spend more] [27%].

### Announce your offer

Most shoppers discover specific offers via Afterpay's website [58%] and emails [56%]. However, there's an appetite to hear more from retailers themselves. **Nearly one in three (28%) shoppers want to discover Afterpay Day deals on retailers' websites**, while around a quarter want to find out more via retailers' emails or social media.

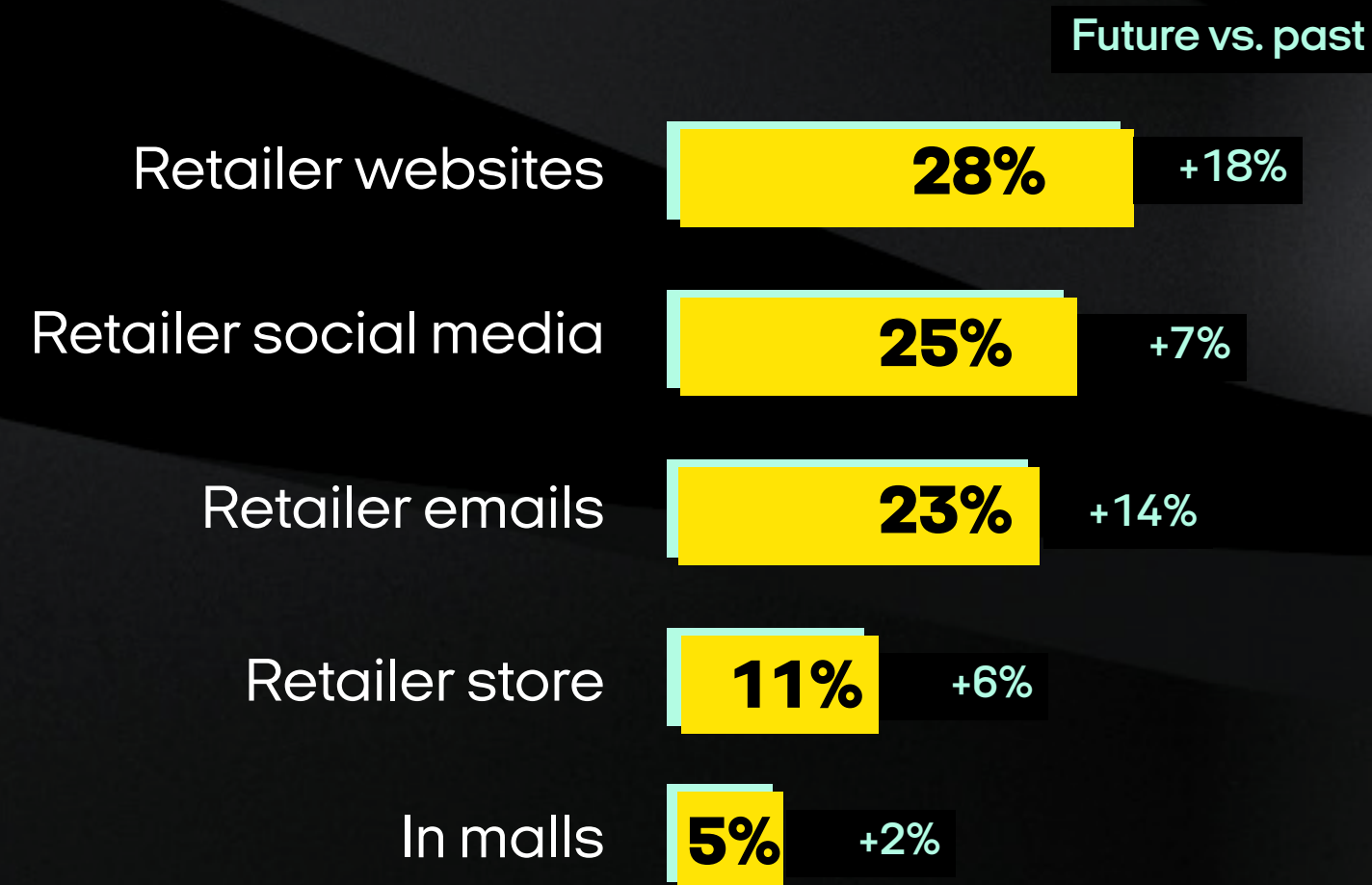
#### Tip:

Communication is key when it comes to Afterpay Day. Let customers know about your promotions on social media, your website, through email and in-store... all with the help of our creative assets.

Creative assets

## Where customers want to be informed:

## What type of offers are most appealing?





# Ready to have your biggest Afterpay Day yet?

To learn more about Afterpay Day and read tips from merchants who have held successful Afterpay Day sales, visit [Afterpay Access](#).

## Your Afterpay Day checklist:

**March 8:** Let us know you're in! You need to register to take part in Afterpay Day by this date.

[Sign up here](#)

**March 14:** Start pre-promoting your participation in the sale.

[Download the toolkit](#)

**March 17-20:** Afterpay Day is on!



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