

afterpay ↻ day

Consumer Insights Report:

Afterpay Day Unlocked.

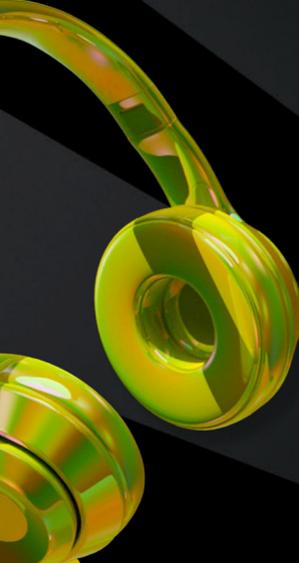
Sales-boosting tools and tactics to set you up for success this Afterpay Day.



Afterpay Day Consumer Insights
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afterpay  day



It's the major shopping moment that Aussies and Kiwi's can't get enough of: bring on Afterpay Day.

The one to watch.

More survey respondents were familiar with APD than Cyber Monday, Vogue Online Shopping Night and Amazon Prime Day

Let's make this your best Afterpay Day yet! To help you make the most of sale time, we surveyed more than 1,000 consumers about their shopping and spending plans.

And with almost eight in ten consumers saying they're likely to shop the Afterpay Day sales [and nearly 40% planning to spend more than ever] it pays to understand how you can optimise your Afterpay Day plan.

Keep reading for everything you need to know on reaching and converting more customers this Afterpay Day...

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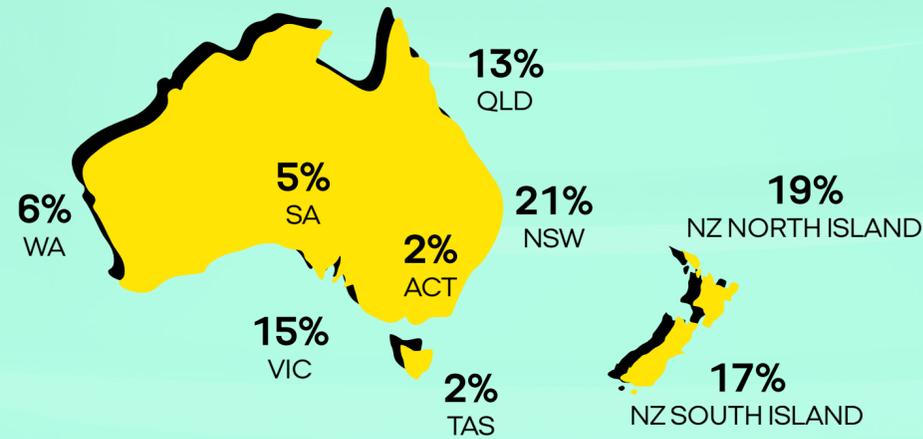


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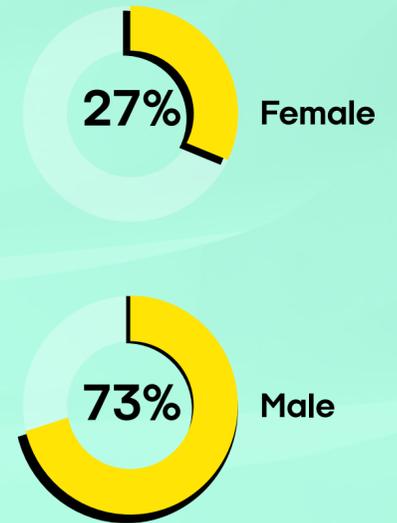
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In June 2022, we surveyed 1102 Afterpay customers across Australia and New Zealand.

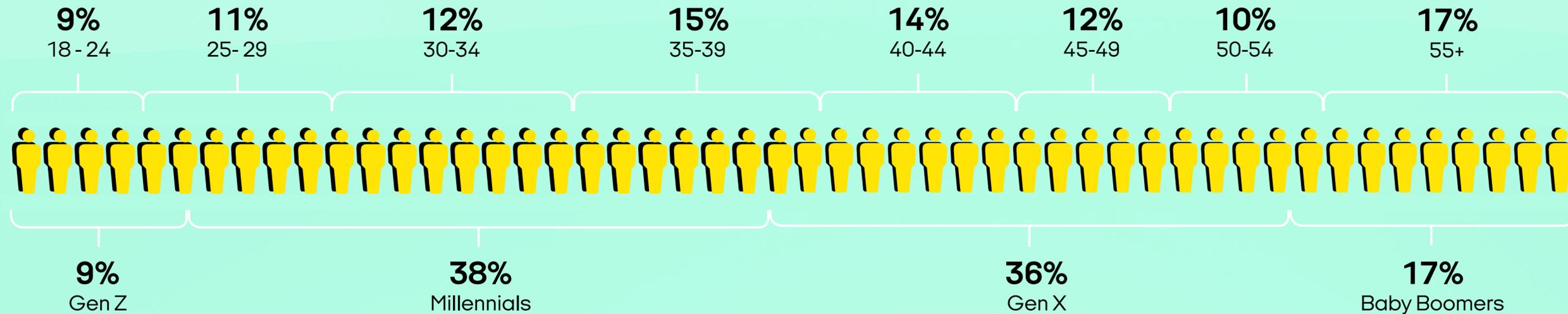
Location.



Gender.



Age.



Afterpay Day snapshot.

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Set to spend

Shoppers are gearing up for Afterpay Day, with **79% planning to take advantage of the sales** and **40% expecting to spend more than ever**.

Top of tech

This Afterpay Day will be a major opportunity for electronic and tech retailers, as well as those in furniture, homewares and home improvement, with consumers set to spend more than ever. Perennial favourites like clothing and beauty will also be strong performers.

Prepare and promote

Customers are keeping their eyes peeled for merchants participating in emails and on websites – so it pays to get the word out there during the hype phase.

Shopping small

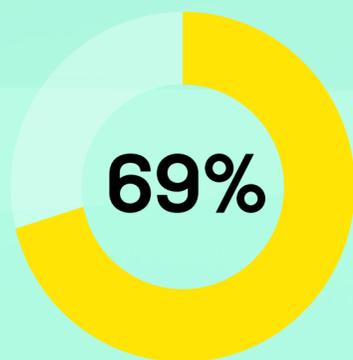
68% of shoppers plan to support small businesses in the upcoming sale.

30%

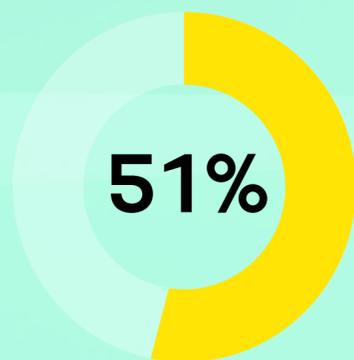
The average minimum discount to get shoppers to spend. Get consumers excited with a great discount.

Why shoppers love Afterpay Day.

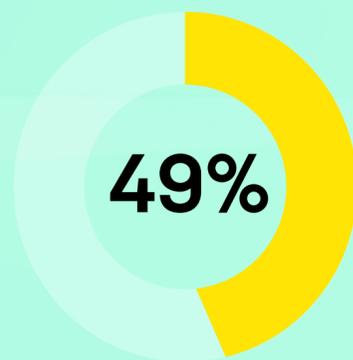
In short? This August, consumers plan to treat... themselves!



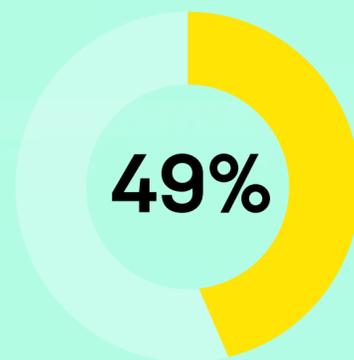
To take advantage of discounts



To get value for money



To treat themselves



To save money

Tip:

Don't forget to submit your Afterpay Day offer by Tuesday 9th August

[Submit your offer](#)

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Tip:

Use the hype phase [15th-17th August] to let customers know you're participating in Afterpay Day

Meet your shoppers' strategy.

How Afterpay customers plan to spend.

With awareness – and inflation – growing, shoppers are **twice as likely to plan ahead** this Afterpay Day compared to the last event. 52% of them will **research products and services ahead of time**, and 31% will wait until the sale to make specific purchases.

Last Afterpay Day, almost three quarters of shoppers **spent up to \$500.**

And despite cost of living pressures, 38% plan to spend more than last time.

Where shoppers will spend.

How consumers plan to hit the shops this Afterpay Day.

Big brands and small shops

Customers love them both: they'd like to see big retail chains offer Afterpay Day deals, but 68% still plan to purchase from local and boutique stores.

Go green

Good news if your store specialises in social impact: more than half [55%] shoppers will be looking to shop from sustainable brands. Make sure to highlight your sustainable practices when customers are searching for you.

53%

of customers plan to do some of their shopping in-store.

Tip:

Get your frontline teams ready with training and incentives to drive your biggest Afterpay Day in-store yet.

[Learn More](#)

A look at shoppers' lists.

RATTAN
ARTWORK
WEDGES
SMART HOME
OTTOMAN

SMARTV
SNEAKE
LAPTOP
NECKLA
LIPSTIC
CLUTCH



Tip: Customers who put homeware, furniture, beauty and health on their shopping list plan to make their purchases from small businesses. If that's you, start planning now!

From fashion to fur babies, here's how shoppers say they'll spend:

All about that outfit

Clothing, footwear and accessories is still the number one shopping category, closely followed by beauty, health and wellness.

Top tech

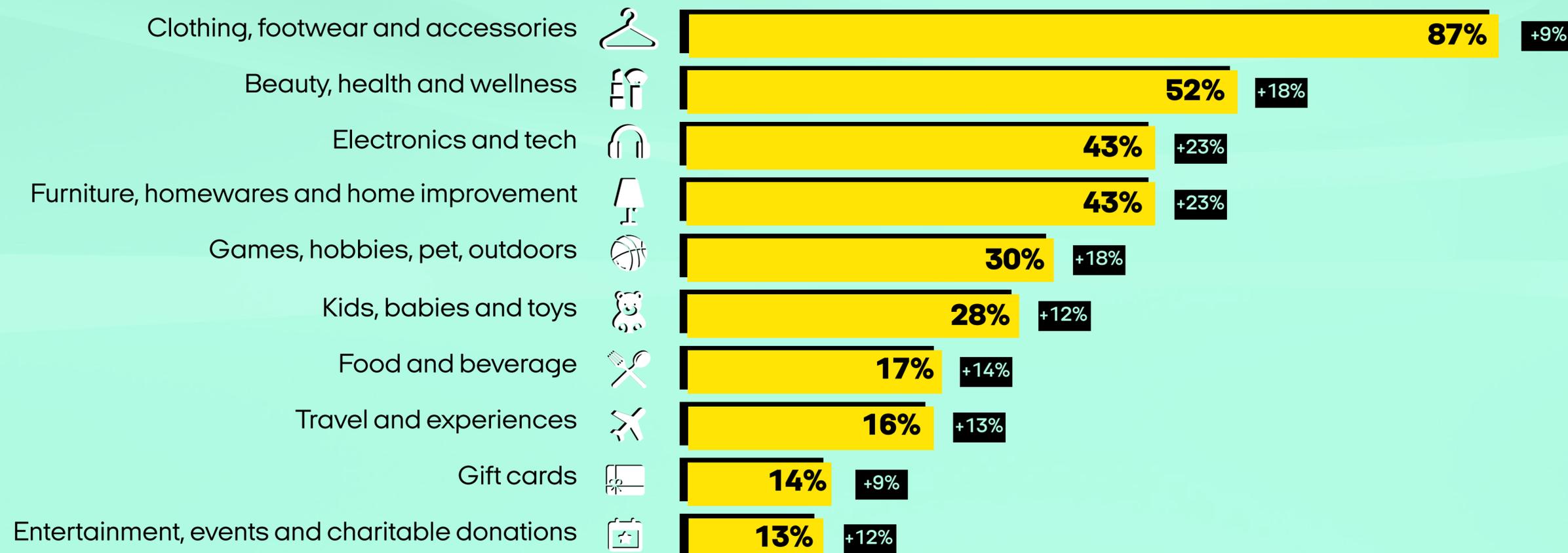
Shoppers are 87% more likely to make a purchase in this category compared to the last event.

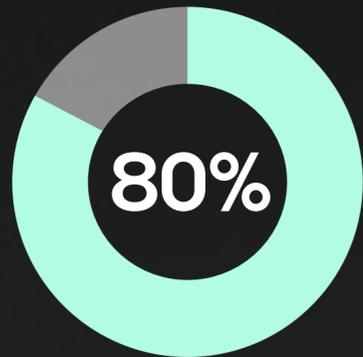
Homebodies

Home is where the heart is, and this year, it's the place to invest in, too. This Afterpay Day, **41% of people plan to spend on furniture, homewares and home improvement** [a 23% jump from the last Afterpay Day].

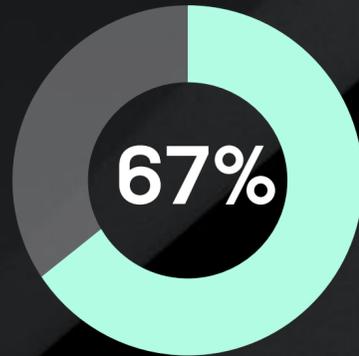
The categories set to grow the most.

Comparison to previous participation

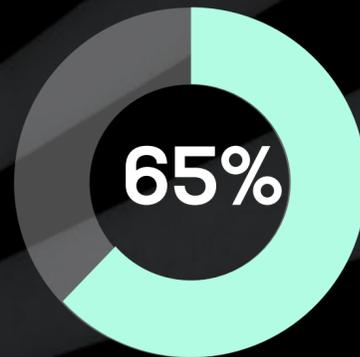




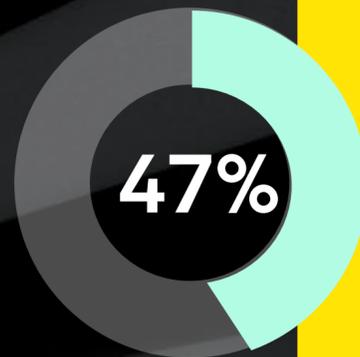
Want a fixed discount



Want free gifts with purchase



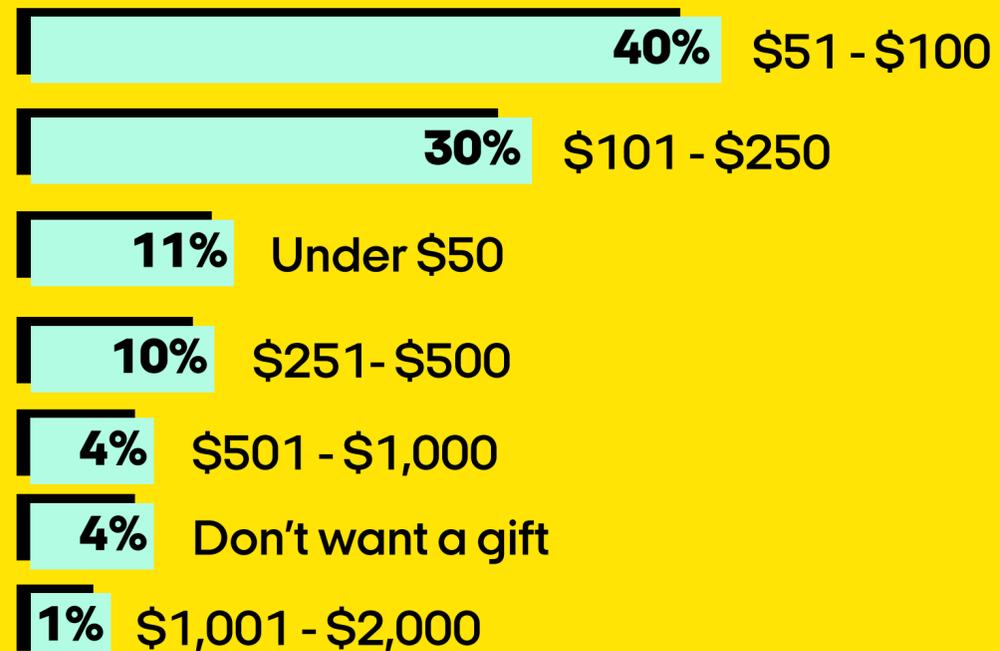
Want buy one get one at a discounted price



Want retailer loyalty points

The deals that drive sales.

Amount customers would spend to receive a gift with purchase:



85%

of customers are willing to spend up to \$250 to score a gift with purchase

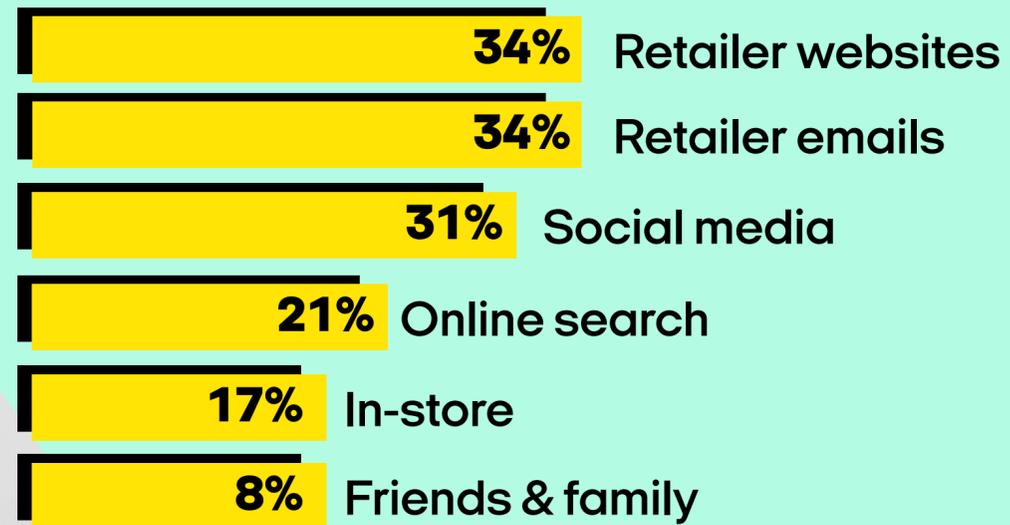
Visibility is key.

Let's get loud in the lead-up to Afterpay Day.

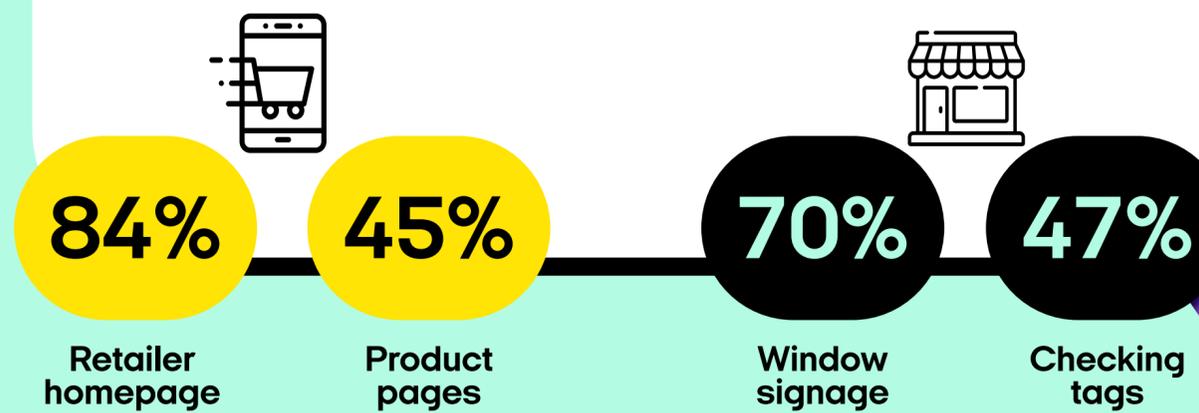
Get, set, market

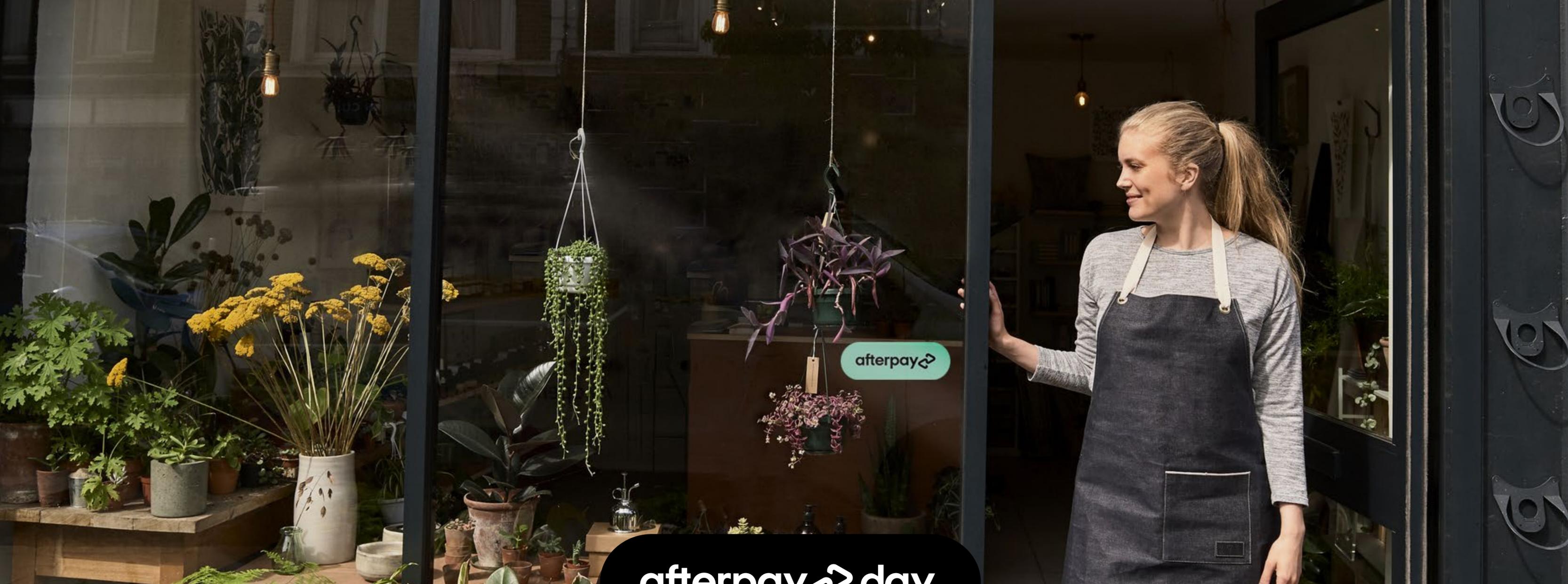
Shoppers are actively looking for deals, and they're most likely to be heading to your website [34%], keeping an eye on your emails [34%] and browsing social media [31%]. Get all the assets you need to reach them [here](#).

Where will they be looking for deals?



Whether you're online or in-store, visibility is key. Don't forget to promote Afterpay Day where customers are looking...





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Afterpay Day Unlocked was commissioned by Afterpay. The survey was in field in June 2022, with 1102 respondents, nationally representative of Australians and New Zealanders, aged 18-55+ years by age, gender and state.

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