

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

Late fees and eligibility criteria apply. Afterpay approval and transaction limits may apply. Visit afterpay.com for full terms.

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

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

We've surveyed almost 1000 customers in Australia and New Zealand to find out what they'll be buying, where they'll be shopping and what offers they're hoping to discover. We hope the insights and actionable tips will help you shape your sales strategy – and drive your most successful Afterpay Day ever!

[Read on for everything you need to ace Afterpay Day >](#)

Afterpay Day Unlocked.

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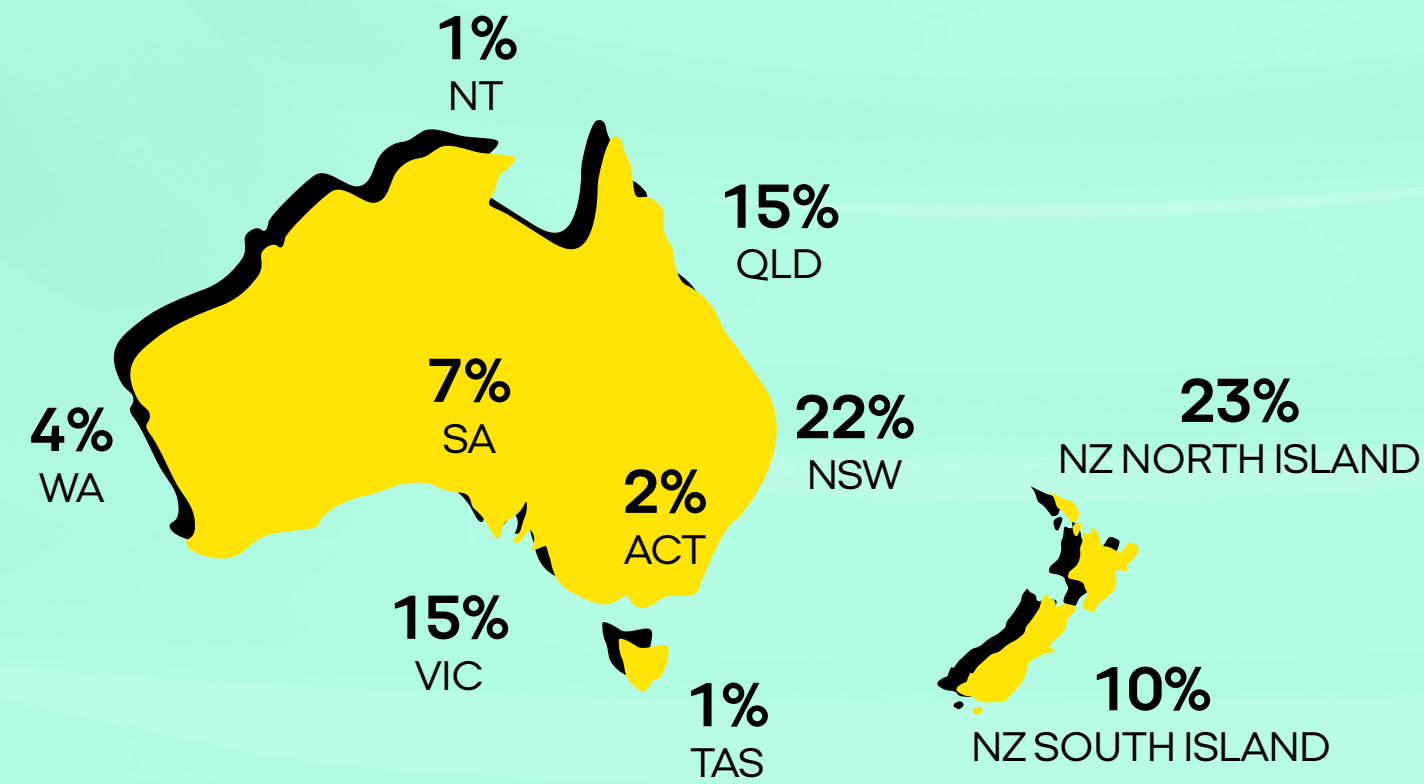
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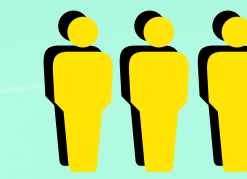
We surveyed 943 consumers across Australia and New Zealand.

Between 17 January and 21 January 2022, data was collected by Afterpay and analytics research agency Kantar. The total sample size was 943 respondents.

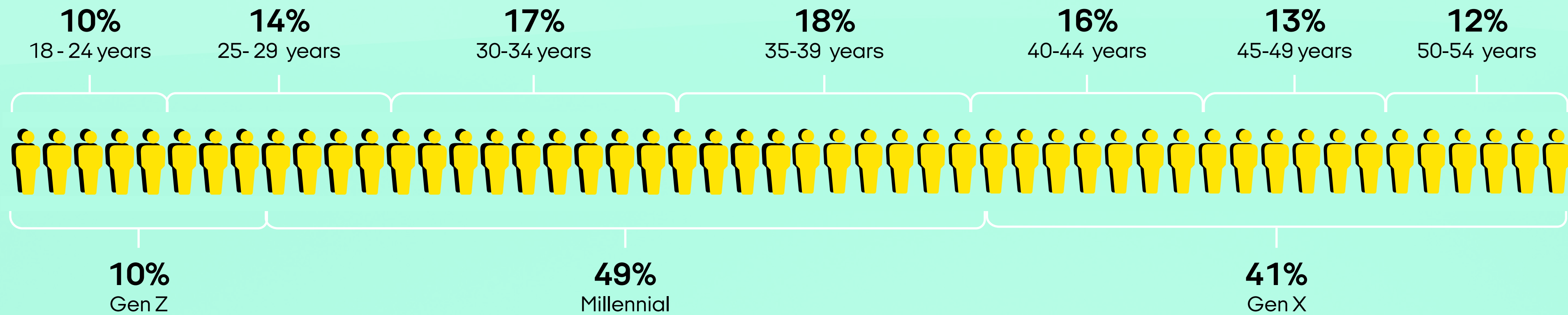
Location.



Gender.



20% identified as male
78% identified as female
2% identified as other



Afterpay Day snapshot.

How Australians and New Zealanders will be shopping and spending, at a glance:

A major sales moment

Shoppers report that they're excited about Afterpay Day, with many [41%] gearing up to spend more than ever.

Big... and getting bigger

The power of Afterpay Day is growing, with shoppers actively looking to discover new retailers and categories.

Prepare and promote

The first step to conversion is driving awareness – which is why direct promotions, such as email, will be critical in the lead-up to Afterpay Day.

Fashion comes first

Apparel, jewellery, and accessories are at the top of shoppers' wish lists this Afterpay Day, but other categories – such as homeware and tech – are growing fast. We're supporting these new categories with exciting creative assets specific to new-to-Afterpay industries.

In-store still shines

Most Afterpay Day sales happened online last year, but half of customers anticipate that in-store will play a role in 2022.

up to **50% off**

Which offers (really) work

Fixed discounts are most likely to drive sales, followed by free gifts with purchase and tiered discounts.

Get, set, shop!

Anticipation is building for Afterpay Day 2022.

Wallets at the ready

The countdown is on for Afterpay Day, and shoppers are ready to spend. More than half of shoppers **[54%]** are excited about Afterpay Day 2022, and an even bigger percentage **[60%]** have plans to splurge.

Opportunities await

More than two-thirds of shoppers want to discover new retailers this Afterpay Day, making it the perfect way for merchants to reach new customers.

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.

54%

are excited about Afterpay Day 2022.

The growing power of Afterpay Day.

Move over Boxing Day. Awareness of Afterpay Day is on the rise.

Total recall

While Black Friday and Boxing Day remain the better-known sales events, awareness of Afterpay Day is growing, with five per cent of shoppers suggesting it as a major sale. That makes Afterpay Day more widely recognised than the likes of Click Frenzy or Vogue Online Shopping Night Out.

See it – spend it

Once shoppers become aware of Afterpay Day, they want to shop it. In fact, when respondents find out about Afterpay Day, 71 per cent planned to take part.

71%

of Afterpay customers plan to take part in Afterpay Day

Tip:

Start planning your promotion around Afterpay Day now, and don't forget to submit your offer by March 8.

[Submit your offer](#)

Tip: So make sure between March 14-17 you use our marketing assets to let consumers know you'll be participating in Afterpay Day.

[Download assets](#)

Inside shoppers' strategy.

Understanding how customers approach Afterpay Day.

Spending surges

Last year, the majority of shoppers [67%] spent between \$100-\$500 during Afterpay Day. Even better? This year [41%] are planning to spend even more.

Research rules

Spontaneity is out, and planning is in this Afterpay Day. Although 60% of Australians made impulse purchases during the last Afterpay Day, just 49% plan to do the same in 2022. Instead, around half of shoppers [49%] will be carefully researching brands and products in the lead-up to Afterpay Day [something just 30% of shoppers did last time].



In-store or online?

Most Afterpay Day purchases are made online, with 73 per cent of customers shopping exclusively online during previous Afterpay Days. However, this year half **[50%]** of customers anticipate in-store playing a role in their shopping plans.

The Covid-19 component

Online shopping may have been dominant during the past few Afterpay Day sale periods. However, the global pandemic played a role in this, with 35 per cent of shoppers reporting that **Covid-19 restrictions influenced their shopping approach.**

Large vs local: everyone wins!

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

A woman with long blonde hair, wearing a dark t-shirt, is looking at her smartphone in a clothing store. In the background, there are racks of clothes, including a white t-shirt with "GILDNER'S HARLEY DAVIDSON" and "MOTOR HARLEY-DAVIDSON CYCLES" printed on it. The scene is dimly lit, with a focus on the woman and her phone.

50%
of respondents anticipate in-store playing a role in their Afterpay Day shopping plans.

Tip: Start planning your Afterpay Day visual merchandising. How can you entice customers in-store?

[Learn more](#)

What's on the wish list.

HEADPHONES
SNEAKERS
BIKINI
BASKETBALL
LAMP
PUZZLE



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

Fashion comes first

Apparel, jewellery and accessories are at the top of shoppers' wish lists this Afterpay Day. More than half of shoppers **[61%] plan to spend in this category**, with health, wellness and beauty the next most popular area [50%].

Go, go gadgets

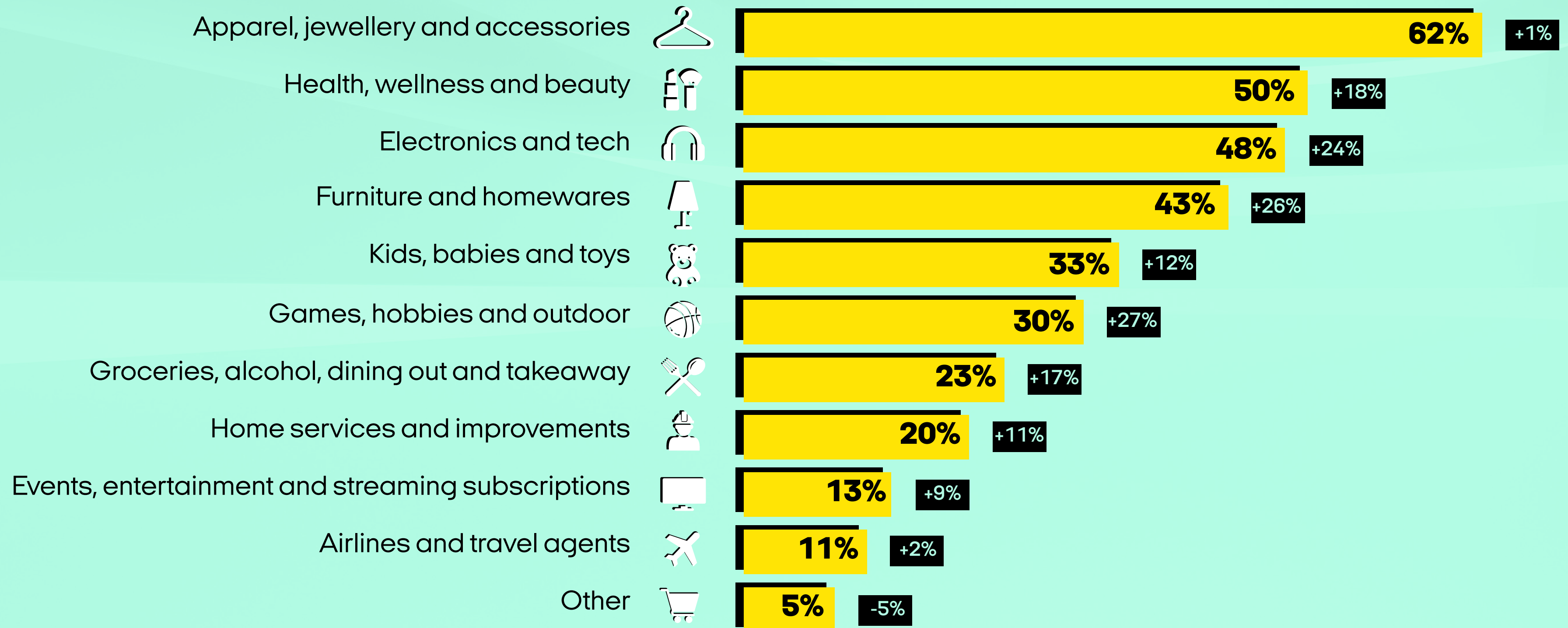
Electronics is another popular – and growing – category, with 48% of shoppers planning to purchase some kind of tech – a 24% rise on last year.

Home and hobbies rate highly

Games, hobbies and outdoor purchases are also likely to see a surge in spending this year, with 30% of shoppers planning to purchase in this category [a 27% rise since last year]. Meanwhile, **43% of shoppers are likely to spend on furniture and homewares** - a 26% increase on previous years.

Future category trends.

Comparison to previous participation





What's the deal with promotions?

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

Fixed discounts finish first

When asked which type of offers hold the most appeal, an **overwhelming majority of shoppers replied: fixed discounts [71%]**. This was followed by free gifts with purchase [41%], tiered discounts [where shoppers receive larger discounts when they spend more] [38%] and buy-one, get-one-free discounts [33%].

Announce your offer

Most shoppers discover specific offers via Afterpay's emails [67%] and website [50%]. However, **35% of shoppers want to hear more details from retailers directly** – specifically via email [35%], retailers' websites [32%] and social media [32%].

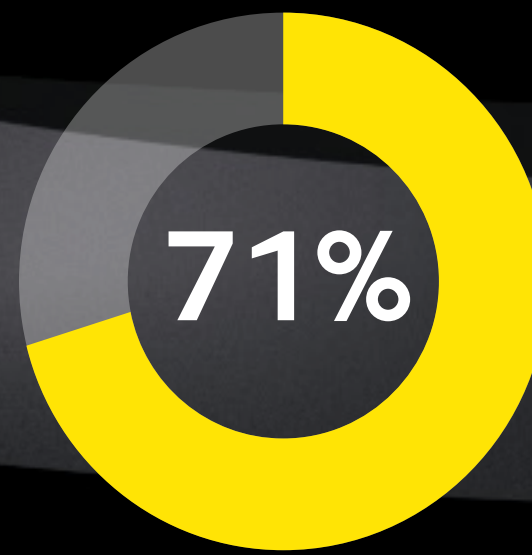
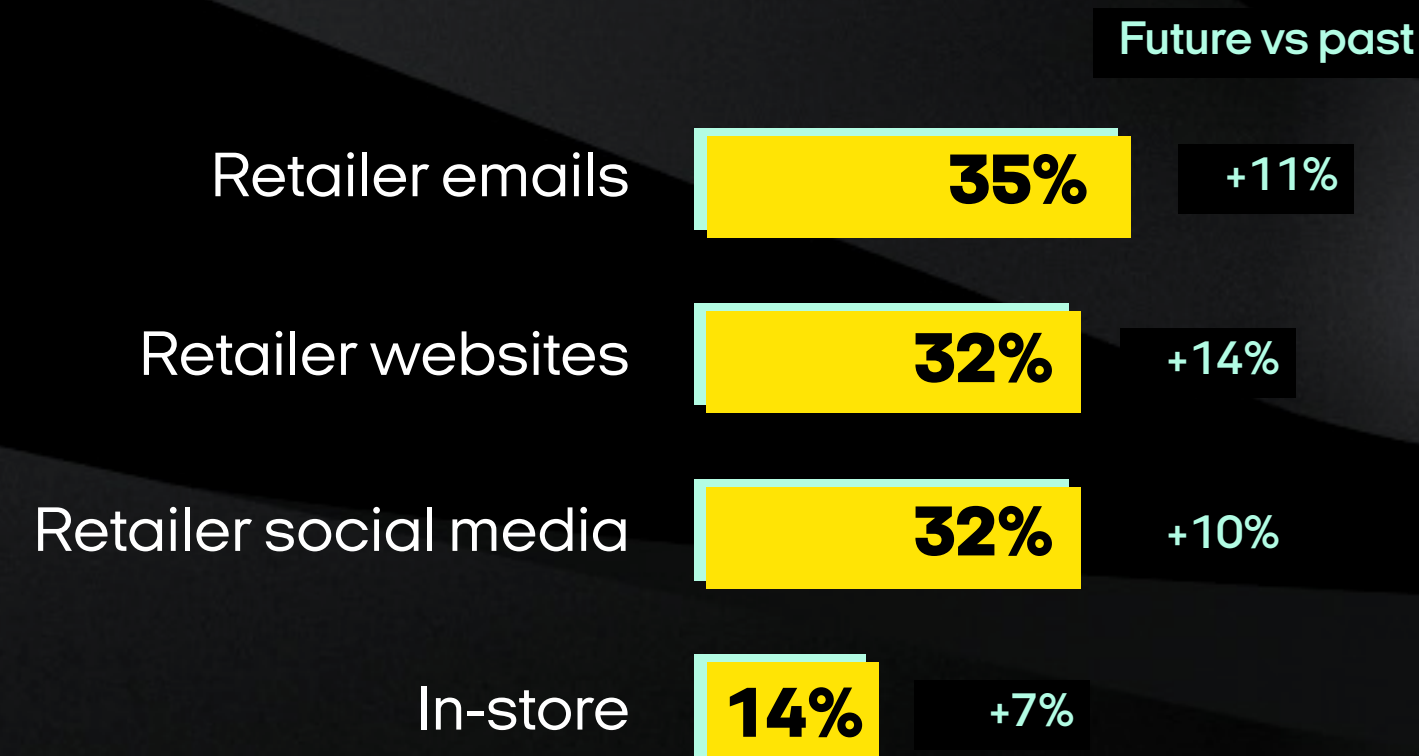
Tip:

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.

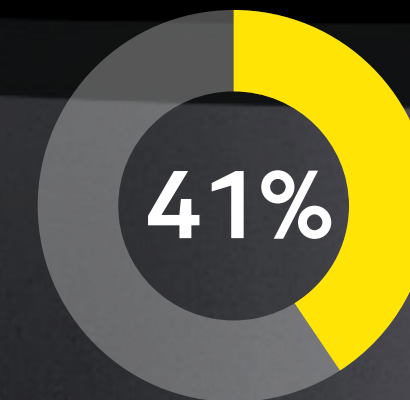
Creative assets

Where customers want to be informed:

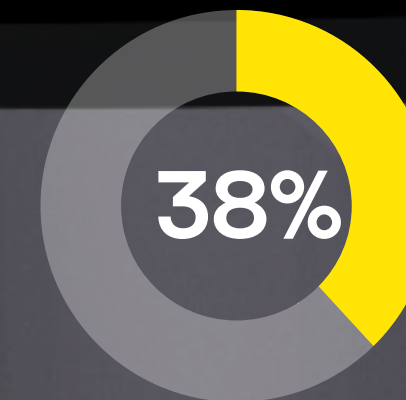
What type of offers are most appealing?



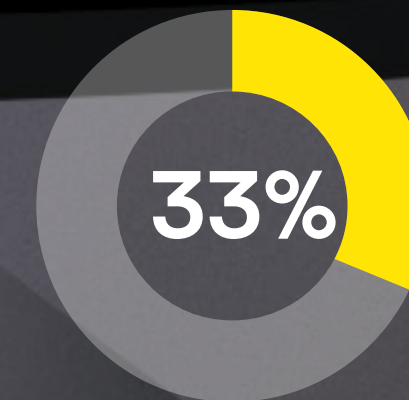
Fixed discount off the purchase price



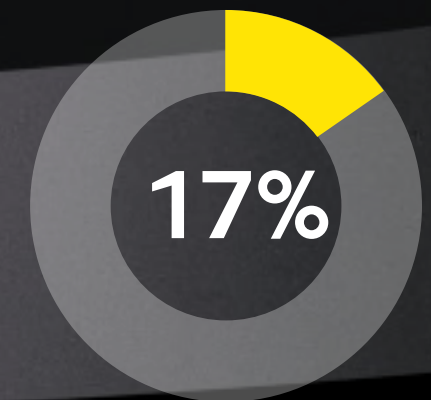
Free gifts with purchase



Tiered discount (eg spend \$100, get \$20 back)



Buy one, get second at discounted price



Retailer loyalty or reward points



Ready to have your biggest Afterpay Day yet?

Now you're armed with consumer insights, we've put together an exclusive marketing toolkit for our merchants. In it you'll find creative assets to speak to customers across all your channels, as well as tips from strategies from some of our biggest partners including TikTok, HubSpot, Instagram and more.

Your Afterpay Day checklist:

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

[Sign up here](#)

March 14: Start pre-promoting your participation in the sale from March 14, using the assets in our Marketing Toolkit.

[Download the toolkit](#)

March 17-20: Afterpay Day is on!



Afterpay Day Consumer Insights

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Afterpay Day Unlocked was commissioned by Afterpay and conducted by Kantar. The survey was in field between 17 January and 21 January 2022, with 943 respondents, nationally representative of Australians and New Zealanders, aged 18-54 years by age, gender and state.

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