

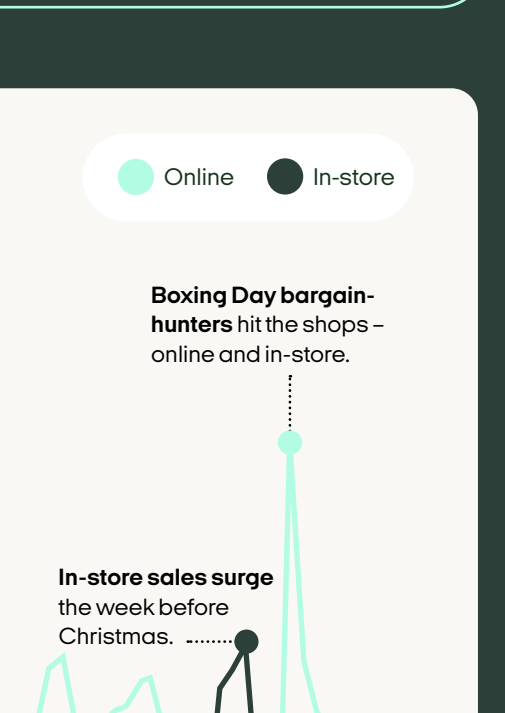
Festive findings.

A look back on how consumers shopped last holiday season.

The silly season may be fast approaching – but now's the time to get smart about your holiday strategy. We've analysed 2022 consumer behaviour so you can gift it all you've got this festive period.



It's all about timing.



Aussies & Kiwis are embarking on festive shopping earlier and earlier – but there are four key spending surges.

Sales by week

Black Friday is a big shopping moment especially for e-commerce, as online sales peak this weekend.

November: the new December? Singles Day and Click Frenzy mark the beginning of the spending season.

Boxing Day bargain-hunters hit the shops – online and in-store.

In-store sales surge the week before Christmas.



Tip

Remember to capture shoppers' details during BFCM sales so you can reach out or retarget them in the lead-up to Christmas.



When will consumers hit the shops?

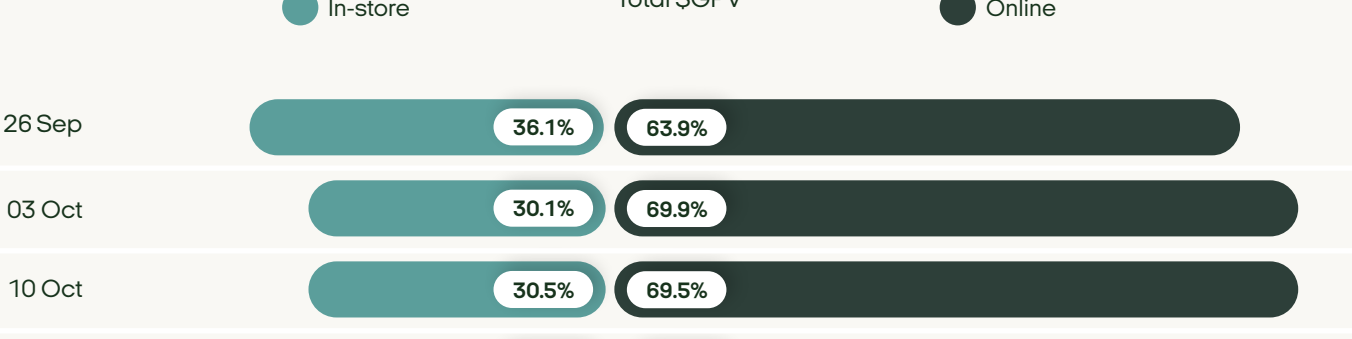
It all depends on their age, according to our stats.

Gen Z.

There's no such thing as 'too early' for shopping for Gen Z. The period before Cyber weekend was the second biggest shopping moment for young consumers.

Gen Z & Boomers.

Older shoppers are most likely to be ticking off their lists in the lead-up to Christmas. In fact they were the demographic most likely to be shopping throughout December.

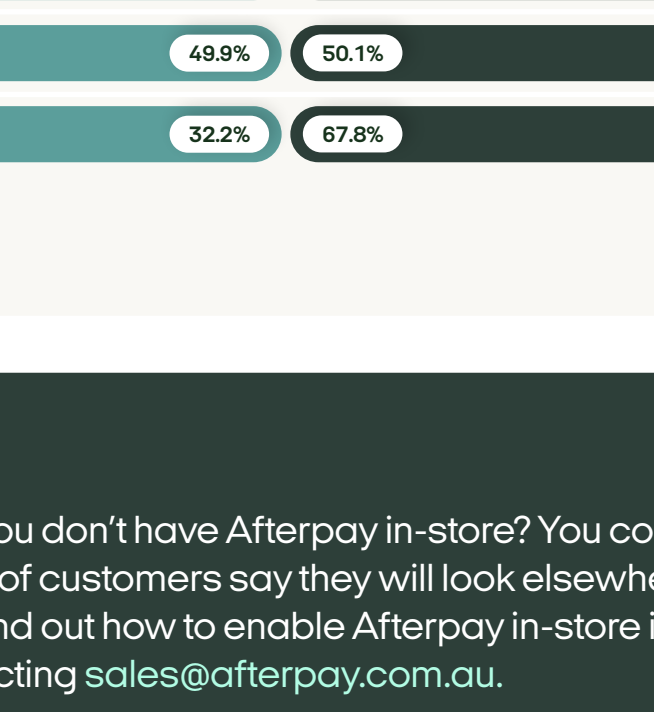


Millennials.

Cyber weekend marked the biggest moment for millennial consumers, but, in fact, millennials are Afterpay's most active shoppers throughout the festive season.

Gen Z.

Gen Z were the biggest bargain-hunters during the Boxing Day sales – and turned out in full (festive) force.



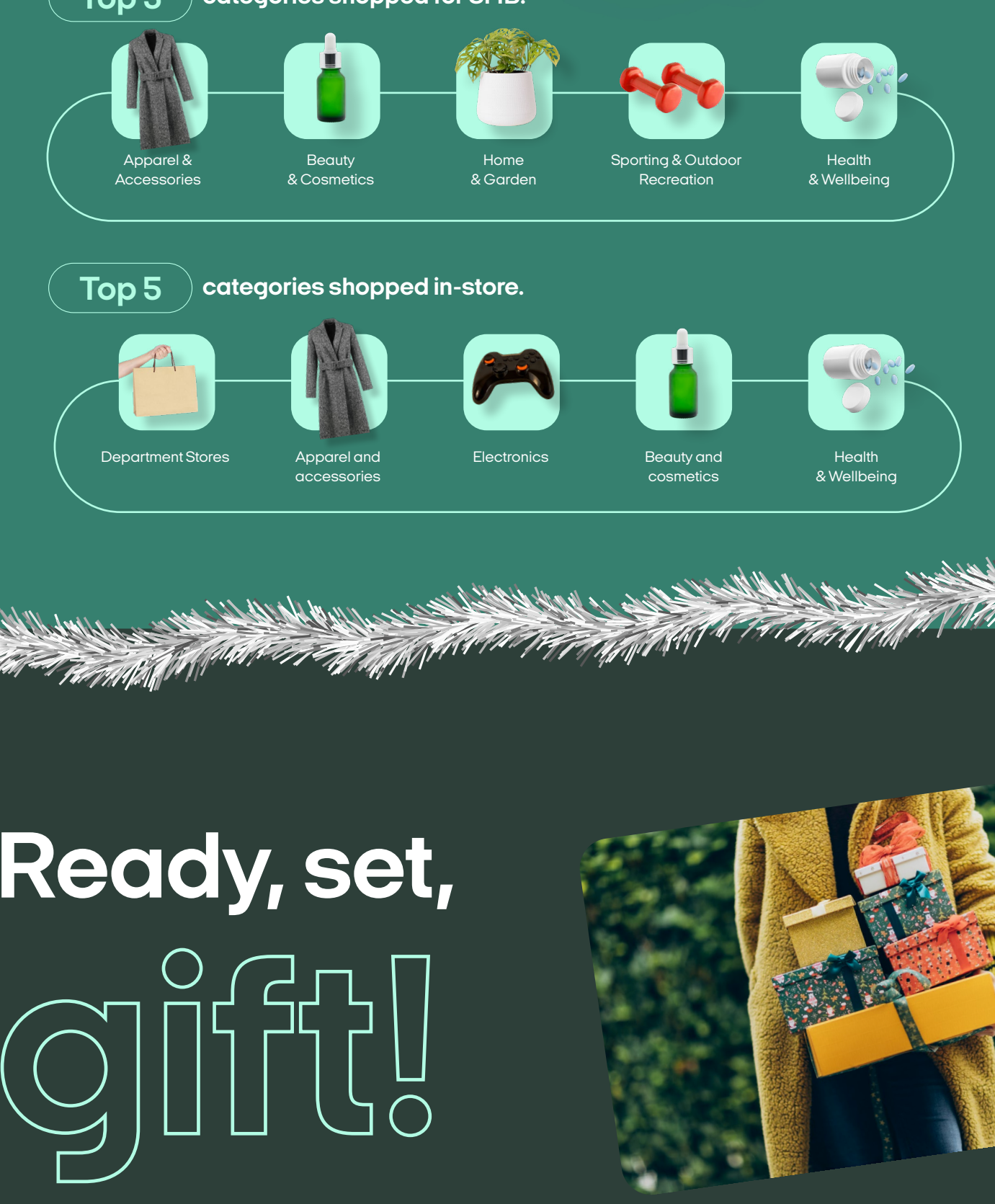
In-store vs Online?

Both count this Christmas.

Brick-and-mortar shopping is back, baby. In-store shopping surged following Cyber weekend in 2022 – and by the week before Christmas, spending was evenly split between online and in-store. That means it's more important than ever to ensure you offer Afterpay in-store, as well as online.

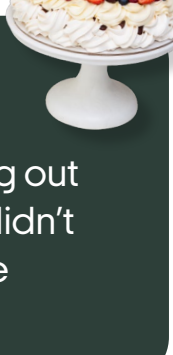
Channel breakdown by week

In-store Total \$GPV Online



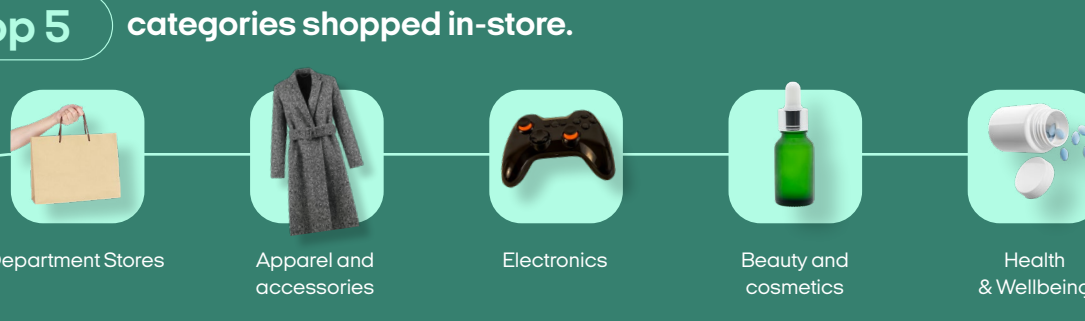
Tip

Ho, ho, hold up! You don't have Afterpay in-store? You could be missing out on sales, as 57% of customers say they will look elsewhere if a store didn't offer Afterpay. Find out how to enable Afterpay in-store in time for sale season by contacting sales@afterpay.com.au.



All I want for Christmas.

Top 5 categories shopped overall:



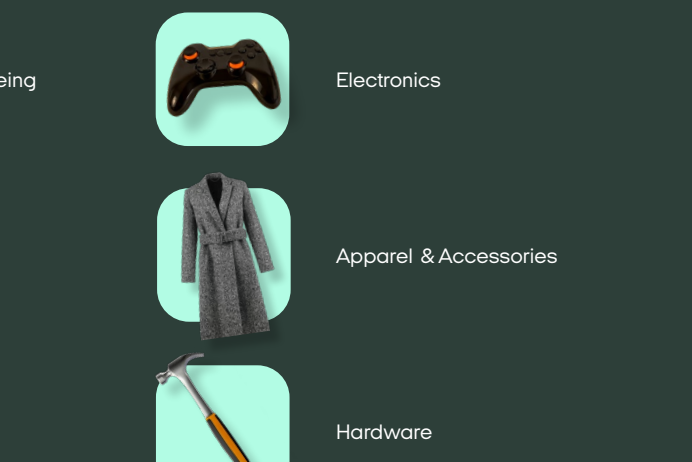
Top 5 categories shopped for SMB:



Top 5 categories shopped in-store.



Ready, set, gift!



Top 5

fastest growing categories overall:



Top 5

fastest growing categories for SMB:



Top 5

fastest growing categories for in-store:



Silly season shopping surges.

As the countdown to Christmas continued, different products rose in popularity.

Cyber weekend

- 1 Watches
- 2 Optometry
- 3 Underwear & Socks
- 4 Sneakers
- 5 Sleepwear & Loungewear

Pre-Christmas

- 1 Holiday decorations
- 2 Adapters
- 3 Basketball
- 4 Bracelets
- 5 Outdoor Games

Boxing Day

- 1 Vacuums
- 2 Bedding
- 3 Sleepwear & Loungewear
- 4 Cookware & Bakeware
- 5 Televisions

Let's sleigh the holiday season together!

