

# Festive Findings.

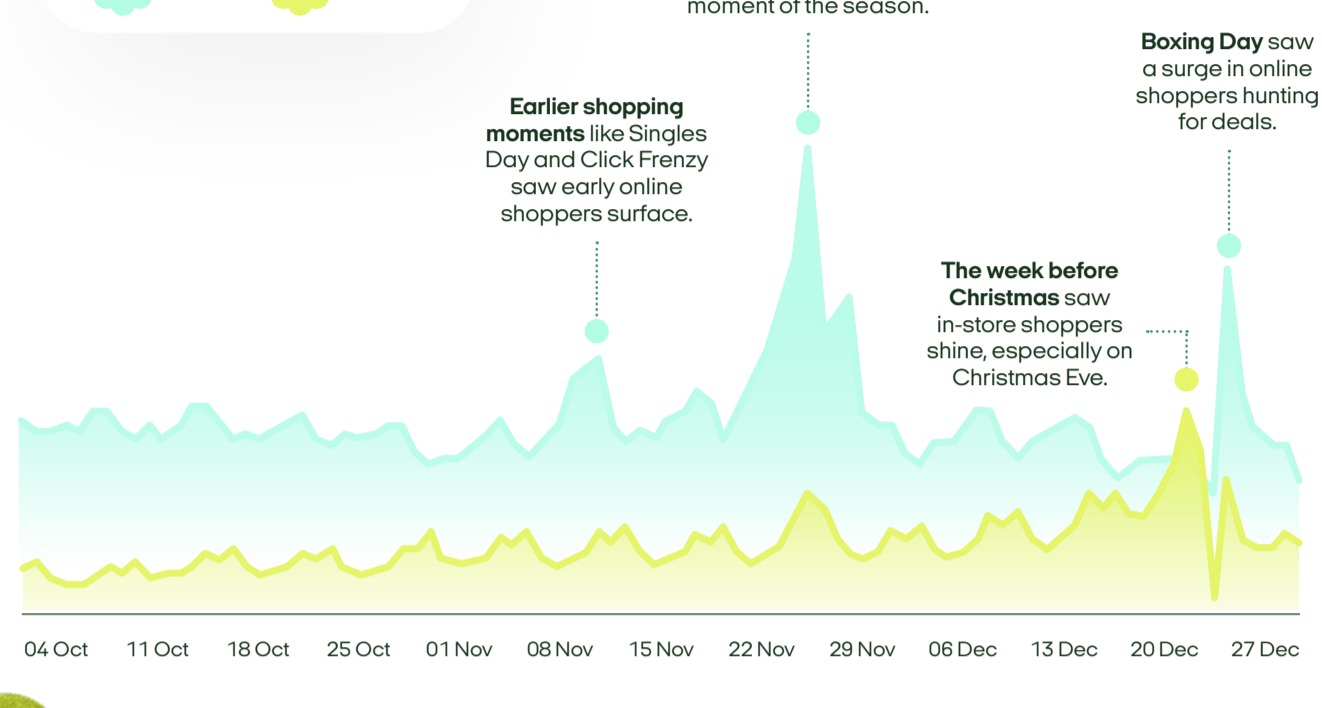
A look back on consumer behaviour last holiday season.

Ready to sleigh your targets this holiday season? We reviewed 2021 shopping behaviour, from what customers were buying, to when.

Use these insights to power your 2022 campaigns.

## It's all about timing.

The holiday season brings about many shopping moments. We really saw it come down to four.



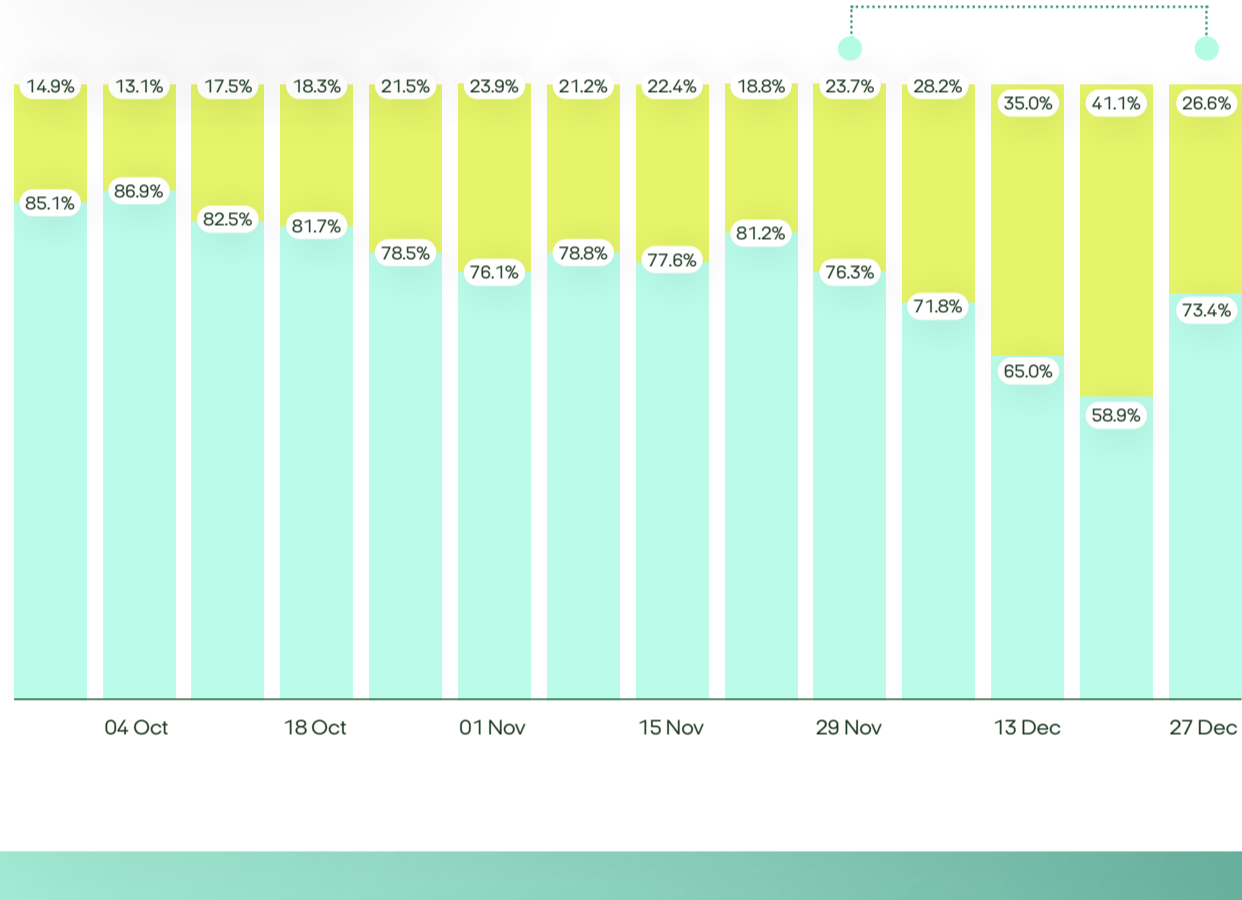
**Tip**

If you're omni-channel, test out running Cyber Weekend campaigns in-store to see if you can accelerate growth.

## Ho, ho, hold up... you're not offering Afterpay Card?



Offering Afterpay in-store? If not you could be missing out on potential customers. Post-Cyber weekend in-store share of check out increased an average of 5% per week, hitting over 40% of total sales in the week leading up to Christmas.



**Tip**

If you're selling in-store focus your best promotions around the times customers are heading through the doors - and don't forget to display your Afterpay visual merchandising assets. If you're online the lead up to Christmas could be a great time to run express shipping promotions.

## All I want for Christmas is...

### Top 5 categories shopped:

- Apparel and accessories
- Department stores
- Homewares
- Beauty and cosmetics
- Footwear

## Which products were we wrapping up?

Which products were consumers purchasing and when? We looked at the products that had the biggest increase in sales volume.

### Cyber weekend

- Headphones, speakers & audio
- Sneakers
- Haircare
- Sleepwear
- Cosmetics

### Pre-Christmas

- Gift hampers
- Play vehicles
- Handbags
- Rollerskates
- Scooters

### Boxing Day and beyond

- Televisions
- Towels
- Bedding
- Bakewear
- Underwear and socks

**Tip**

Look at which products consumers are buying when and think about why. Are your customers potentially buying gifts or shopping for themselves? Use this knowledge to shape your holiday messaging and the way you feature products on-site and in-store.

## Deck the halls with different generations.

It was great to see a mix of variety of customers shopping with Afterpay last holiday season. But who was shopping when?

### Gen Z

#### The lead in to Christmas

Kicking off the festive season were Gen Z shoppers. The lead in, aka the period before Cyber weekend, was the second biggest shopping moment for Gen Z.

### Millennial

#### Cyber weekend

Cyber weekend marked the biggest moment for millennial consumers, where they made up just under 48% of total shoppers.

### Gen X & Boomers

#### The lead up to Christmas

Across December we saw Gen X and Boomers shopping more than ever. In fact they made up the greatest percentage of shoppers in December compared to any month across 2021.

### Gen Z

#### Boxing Day

Gen Z shoppers came out in force over Boxing Day, being their biggest shopping period of the season.

**Tip**

It's important to target the audience that's right for you across the entire holiday season. However, if you're trying to target specific generations, use the above as a handy guide to time your additional marketing efforts.

## Want to discover more insights?

Check out Afterpay Access for business tips, guides, insights and more.