

# 2022 CHRISTMAS RESET

The new Christmas



LAST YEAR  
**MORE THAN A THIRD (36%)**  
OF AUSTRALIANS SAID THEY ARE  
LOOKING FORWARD TO  
CHRISTMAS 2021 COMPARED TO  
PREVIOUS YEARS,  
BUT WE WERE ANXIOUS ABOUT  
CHRISTMAS BECAUSE OF THE  
OMICRON VARIANT.

## Australia's Most Populous State Hits Covid Record on Christmas

- Omicron 'just the latest challenge,' PM Morrison says
- Booster shots eligibility narrowed to 4 months from Jan. 4

**NATIONAL RESPONSE AGENCY OR UNIVERSITY? WHY C.D.C.'S CULTURE IS DOING AMERICANS A DISSERVICE**  
"If we view the CDC - our preminent public health institution - as a university, then its actions throughout its history make sense. But if we view it as our country's (and the world's?) public health response agency (which, by CDC's definition, it is), it has sadly fallen short."

Inder Singh  
Kinsa Founder & CEO

Failures, Culture Keep the CDC From Seeing Whole Picture  
Covid

Bebecca Jones +Follow

ember 25, 2021 at 10:36 AM GMT+11

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ly newsletter.

alia's two most populous states reported a



more than 8 months old

**Covid update:**  
daily case total  
to pass 10,000

288 cases, Victoria 2,108,  
15 and South Australia 634 as  
ands forced into isolation on

duce the guest list and sit



**Christmas 2021 set to be  
COVID 'superspreading event'  
in Australia expert says**

A leading epidemiologist has warned the

## Australians battling cost of living crisis reveal extent of hit to hip pocket

Australians being bitten by cost of living pressures are also in for more bad news.

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The Sydney Morning Herald

### Wages fall further behind the cost of living as pay rises lag surging inflation

By business reporter Michael Janda and Rhiana Whitson  
Posted Wed 17 Aug 2022 at 11:37am, updated Thu 18 Aug 2022 at 10:47am



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#### OPINION

### Power imbalance: Australia's hidden inflation problem

## Australia's inflation rate to peak at 7.75% in December quarter, economic update predicts

Treasurer Jim Chalmers tells parliament that nation is facing a 'once-in-a-generation' challenge and real wages won't grow until 2023-24 fiscal year

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### 'It's been very hard': New data reveals this year's most expensive supermarket items

Broccoli and lettuce aren't the only items with high prices this year, with new research revealing which staple items are getting particularly costly.



Rebecca Borg



@rebeccaborg



3 min read



August 3, 2022



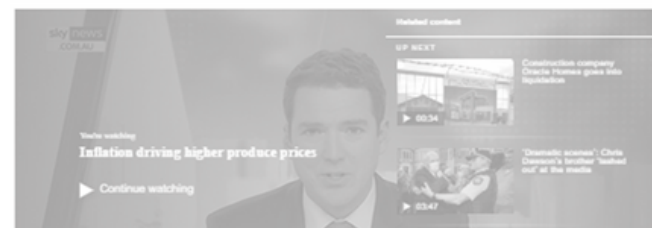
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news.com.au



4 comments







**NEW SHOPPING BEHAVIOURS**

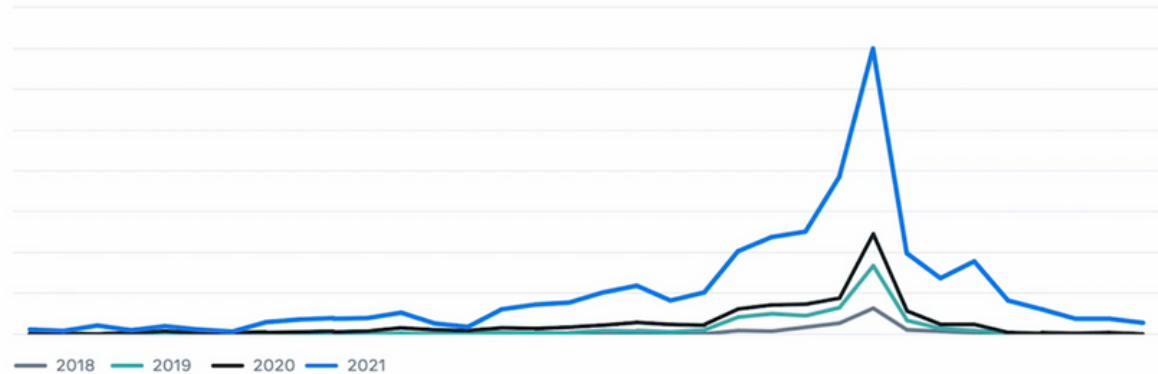
In 2017, Black Friday just wasn't a thing in Australia, with McCrindle Research finding "less than 1 in 20 Australians (4.7%) are expecting sales, and more than 1 in 4 (27%) have never even heard of it."



### Creators are a growing part of Black Friday

BLACK FRIDAY RELATED INSTAGRAM BRANDED CONTENT POSTS

BLACK FRIDAY



Source: CrowdTangle 2018 - 2021 Analysis of public posts from influential accounts



**BLACK FRIDAY AND CYBER MONDAY ARE  
RETAIL DAYS WHICH GREW  
EXPONENTIALLY DUE TO THE  
LOCKDOWNS IN 2020 AND 2021.**

**ALMOST 1 IN 3 AUSSIES EXPRESSED  
CONCERNS OVER DELIVERY DATES AND  
ITEMS NOT ARRIVING ON TIME FOR  
CHRISTMAS.**



# PLANNING NOW STARTS EARLY



- 40% OF AUSTRALIANS ARE PLANNING TO START THEIR CHRISTMAS SHOPPING EARLIER THAN USUAL
- 30% WILL PLACE A HIGHER IMPORTANCE ON SALES
- WITH 72% OF UNDER 40S- PLANNING TO SPEND BIG IN NOVEMBER SALES.
- 45% PLAN TO SPEND MORE THAN \$300 ON GIFTS FOR OTHERS
- 32% PLAN TO SPEND BETWEEN \$100 - \$200 ON GIFTS FOR THEMSELVES

BLACK FRIDAY HAS SURPASSED THE ANNUAL BOXING DAY SALES AND BECOME A PERFECT STORM FOR RETAILERS, FALLING A MONTH BEFORE CHRISTMAS.

THIS IS ALSO A LIKELY TIME FOR CONSUMERS TO BUY THINGS THAT THEY WILL NEED FOR THEMSELVES, WHICH WILL HELP MAKE CHRISTMAS EASIER.

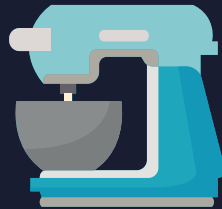
### TOP E-COMMERCE CATEGORIES DURING BLACK FRIDAY



Fashion  
**+18%** YOY



Health and  
beauty  
**+54%** YOY



Homewares and  
appliances  
**+24%** YOY




Hobbies and  
recreational goods  
**+11%** YOY



IT IS ESTIMATED THAT  
AUSTRALIANS SPENT \$8 BILLION  
ACROSS BLACK FRIDAY AND CYBER  
MONDAY IN 2021.

SALES ARE EXPECTED TO BE EVEN  
HIGHER THIS YEAR GIVEN THE RISE  
OF THE OMNI CHANNEL SHOPPER  
AND RETAILERS ORDERING EXCESS  
TO AVOID SUPPLY CHAIN ISSUES  
SEEN IN 2021.

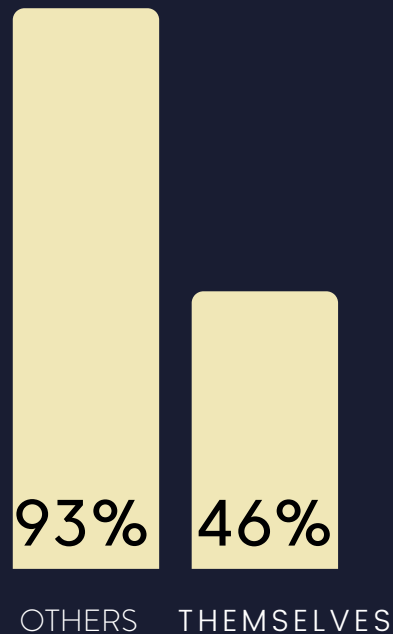


A woman with long brown hair, wearing a white shirt, is holding a small black card with white dots. The card is held in her right hand, which has white nail polish. The background is blurred, showing what appears to be a retail or office setting.

**BRAND LOYALTY IS ALSO  
THROWN OUT THE DOOR  
DURING THIS SALE PERIOD AS  
71% OF CONSUMERS WERE  
WILLING TO PURCHASE FROM  
A RETAILER THEY HAD NEVER  
BOUGHT FROM BEFORE IN  
THE SALES.**

SOURCE: GOOGLE TRENDS

The consumer will also be looking for content that educates them as they will be shopping in unfamiliar categories, as they make purchases for others.



Navigating new categories and brands can be challenging for shoppers

56%

Of festive shoppers surveyed agree that when shopping for others they are more open to explore new brands

58%

Of festive shoppers surveyed agree it is hard to shop for others during the festive season because they don't know what to get them



# BRAND TAKE OUTS

- There is now a longer lead time for Christmas activity with brands in the market in the weeks leading up to Black Friday, in order to take advantage of the increased search traffic.
- Keep the consumer informed in the weeks leading up to the day of the discounts to take advantage of on the day and be specific with your product range and take advantage of the potential new customer base- employ a strategy on how to retain them through to the new year.
- Feature in media channels which you aren't usually in to capture the new customer base.
- Include some brand and product literacy in your assets to target those who aren't usually familiar with our category

