

ALL WRAPPED UP

Revenge spending fuels Aussies' post-lockdown shopping blitz ahead of Christmas.

THE TOP 5 CHRISTMAS GIFTS IN 2021



43%

Clothing or accessories.



42%

Specialty food and alcohol.



39%

Books, video games etc.



27%

Beauty.



25%

Technology or gadgets.

1 IN 3 AUSSIES

have already started their shopping.

28%

plan to spend **\$1000** or more in gifts alone.

SELF-GIFTING IS A HIGH PRIORITY.



50% of shoppers

plan to use Black Friday and other shopping events to reward themselves for getting through the COVID-19 pandemic.

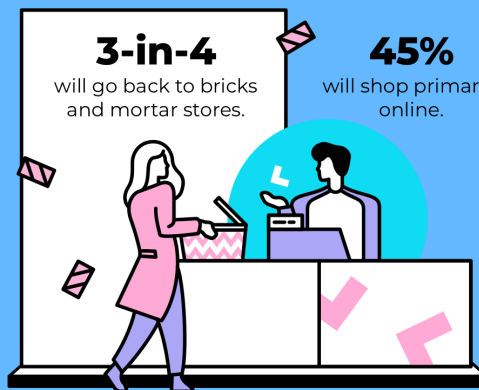
EVERYONE'S HEADING BACK IN-STORE.

3-in-4

will go back to bricks and mortar stores.

45%

will shop primarily online.



HOW THEY'LL PAY.



65%

say they'll use their credit card.



47%

will use Buy Now Pay Later.*

*Rises to 62% in 25 – 34-year-olds.

IT'S NOT ALL SPEND, SPEND, SPEND!



44%

say lockdowns and restrictions has helped them save and manage their household.