

# FESTIVE INSIGHTS: UNWRAPPED



A great sales season starts with a smart strategy. Discover how Afterpay consumers spent last holiday season, how they'll shop this year - and tips and tactics to ensure you have your most successful holiday trade yet.

afterpay 



# CONTENTS



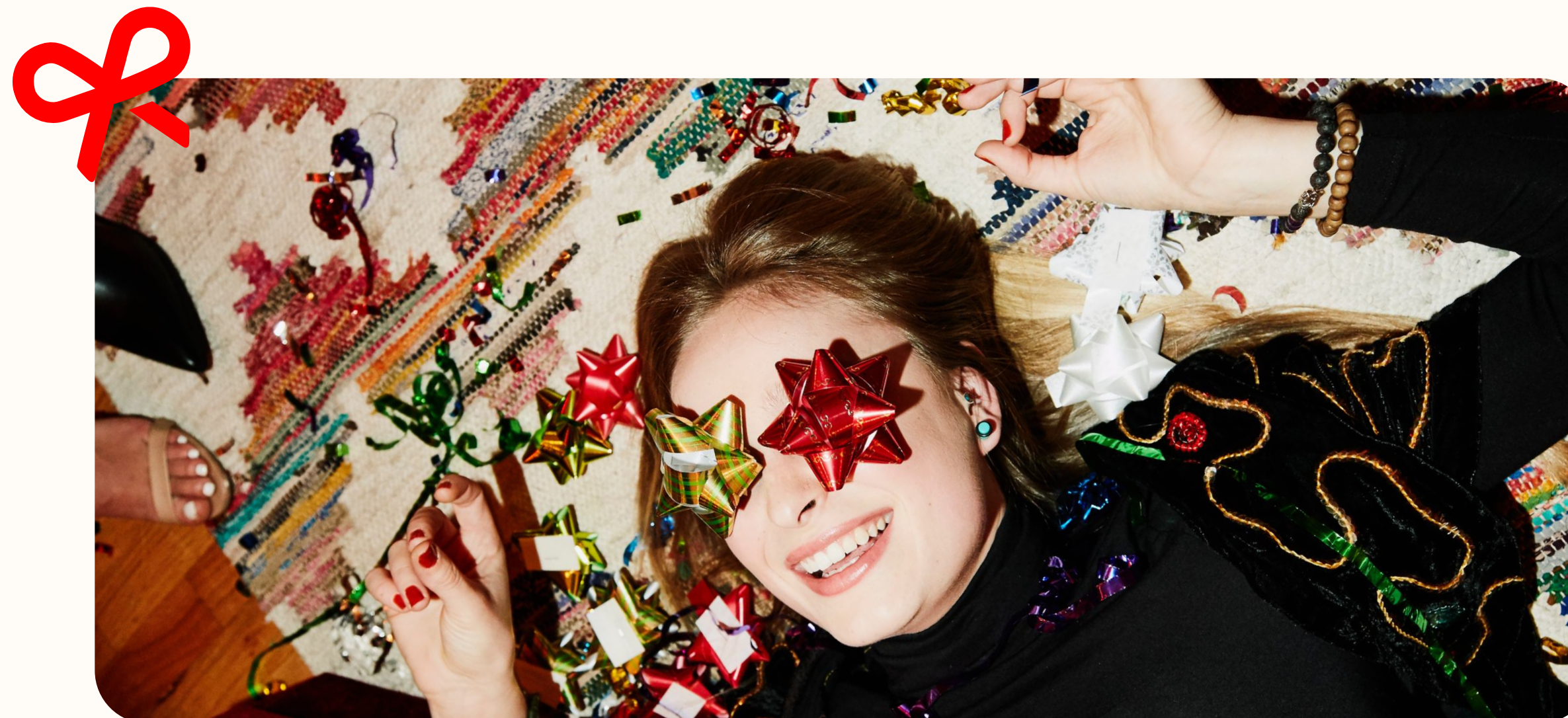
- 03** Festive facts at a glance
- 04** A look back on last holiday season
- 05** Who hit the shops
- 07** Top trending gifts in '23
- 08** Your first look at Aussies' festive plans in '24
- 09** 'Tis the season for BNPL
- 10** Make it a very 'appy holiday season
- 11** Shopping attitudes and gift lists revealed
- 12** Amplify your Holiday offers with Afterpay





# FESTIVE FACTS AT A GLANCE.

Afterpay continues to make gift-giving flexible, and convenient for shoppers during one of the busiest shopping seasons of the year.



## LAST CHRISTMAS...

# 3.2M

Aussies and Kiwis used Afterpay to make purchases during the holiday season.

# \$1.4K

was the average spend per customer, and the average frequency was 10.3x.

# 34.5M

orders were placed using Afterpay. That's 267 Afterpay orders placed every minute!

# 25%

is the sales uplift Afterpay delivered last holiday season compared to the previous quarter\*.

## CHRISTMAS IS COMING EARLY.

In 2023, shopping started early, and peaked over Cyber Weekend. This year is set to be the same, with 44% of consumers planning to shop the Black Friday sales. The majority will pre-purchase festive gifts.

## FESTIVE SPIRITS HIGH.

Although challenging economic conditions will see some shoppers rein in spending, 59% of Aussies plan to spend the same or more compared to last year.

## 'TIS THE SEASON FOR BUY NOW PAY LATER.

Plenty of presents will be purchased using Afterpay this holiday season, with 41% of those planning to use Buy Now Pay Later (BNPL) saying they'll buy at least half their presents with BNPL\*\*.

## WISHING YOU A VERY MOBILE CHRISTMAS.

Mobile shopping and Afterpay in-app purchases are on the rise, with mobile holiday sales projected to be three times that of in-store purchases in 2024.

\*Source: Afterpay internal data for the period of 1st October to 31st December 2023, Australia and New Zealand.

\*\*Source: Afterpay Holiday Consumer survey, 2024, Australia.



# A LOOK BACK ON LAST HOLIDAY SEASON...

Discover who shopped, where and when in 2023, and use these exclusive insights to help inform your sales strategy this year.

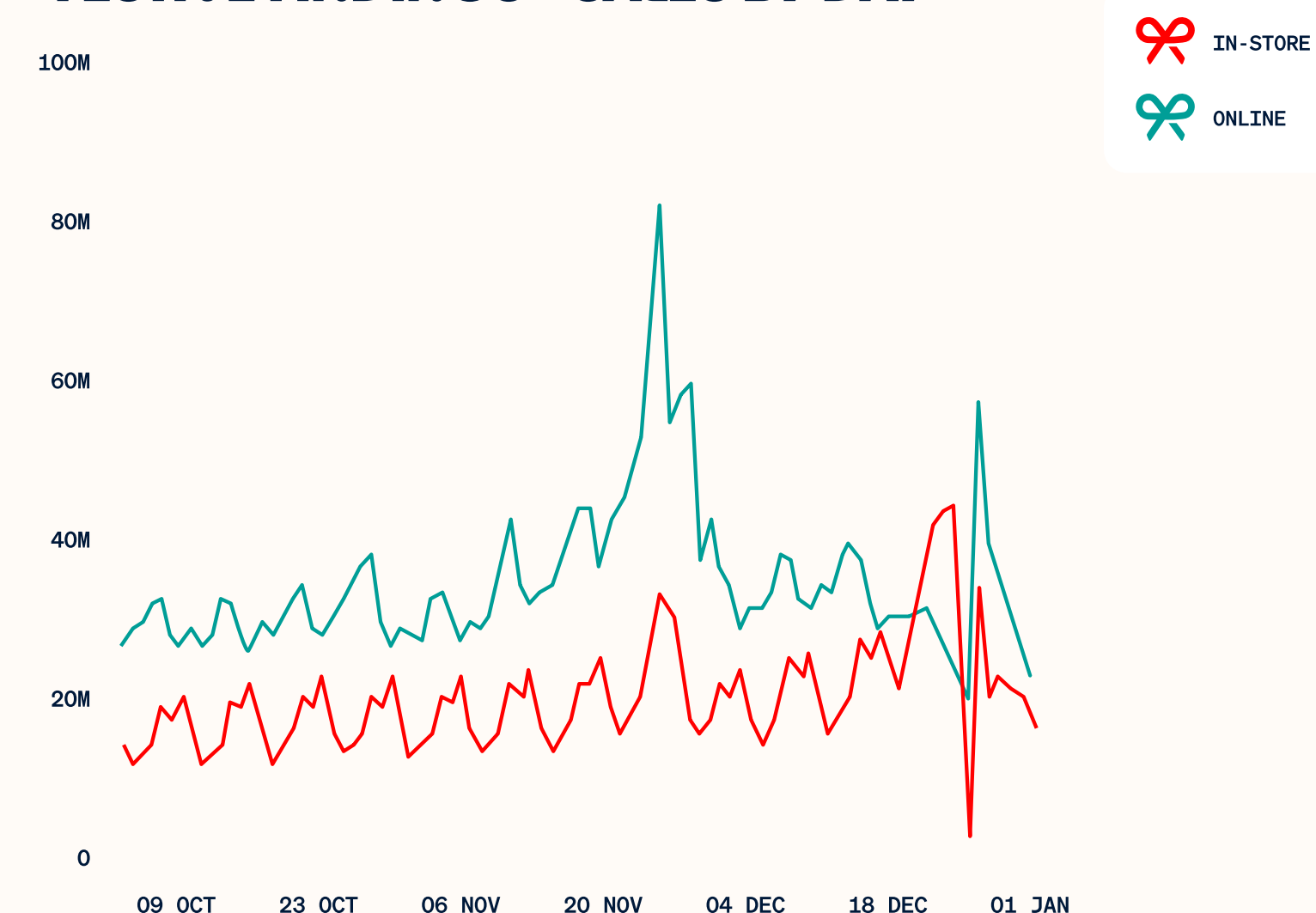
## YOU'RE NOT IMAGINING IT...

The festive season comes around sooner these days. In 2023, consumers shopped smarter and earlier.

## SEASONAL SPIKES.

Festive sales kicked off in late October and peaked across distinct spending surges.

## FESTIVE FINDINGS - SALES BY DAY



### TIP

Digital advertising rates spike over Cyber Weekend. So, it's smart to advertise early and build your first-party audiences before CPMs rise. That way, you'll have larger audiences to email and retarget when the holiday season hits.

Plus, 44% of shoppers plan their BFCM purchases at least a week ahead\*.

\*Source: Afterpay Holiday Consumer survey, 2024, Australia.



### SINGLES DAY AND CLICK FRENZY

drove bargain-hunters online early.

### BOXING DAY

was another popular shopping moment, especially online.

### BLACK FRIDAY AND CYBER WEEKEND

has become a major shopping moment.

### THE WEEK BEFORE CHRISTMAS

signalled a shift towards in-store shopping, as shoppers nabbed last-minute gifts.

Source: Afterpay internal data for the period of 1st October to 31st December 2023.  
\*Source: Tapcart's 2024 BFCM Consumer Trends Report.



# WHO HIT THE SHOPS...

It was younger consumers who spent the most with Afterpay during the festive season.

**45%** MILLENNIALS

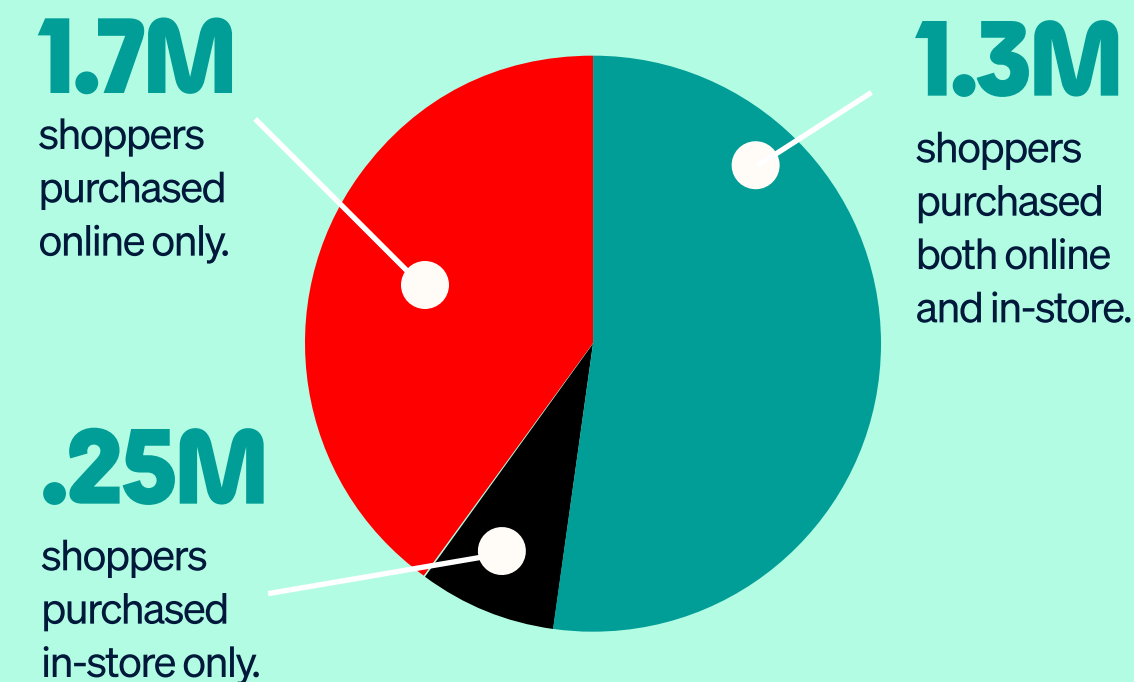
**24.5%** GEN X

**24.5%** GEN Z

**6%** BOOMERS

## ...AND WHERE THEY SPENT.

Brick-and-mortar stores play an important part in festive shopping plans.



### TIP

To drive an uplift in omnichannel sales this holiday season, make sure to inform customers in advance that Afterpay is accepted both online and in-store.

**MARKETING RESOURCES CENTRE:**  
 Visit our [Marketing Resources Centre](#) to download marketing templates for web, email, social and in-store channels.

**ORDER VM:**  
 You can also order additional visual merchandise assets [here](#).

## THE OMNICHANNEL ADVANTAGE.

Throughout the year, Afterpay omnichannel shoppers deliver more value to our merchants, and the holidays were no different.

Here's how omnichannel consumers shopped last holiday season:

**30%**

Omnichannel shoppers spent 30% more than online-only customers.

**38%**

Omnichannel shoppers spent 38% more in-store compared to in-store only customers.

## NOT OFFERING AFTERPAY IN-STORE YET?

To get started, email us at [anz-afterpay-merchant-admin@squareup.com](mailto:anz-afterpay-merchant-admin@squareup.com) or reach out to your Relationship manager.



# MEET THE 'APPIEST FESTIVE MARKETPLACE.

In the final quarter of 2023, shoppers turned to Afterpay's app in their millions.



## MAKE IT A VERY 'APPY HOLIDAY SEASON.

Mobile commerce – or shopping straight from your phone – is on the rise, with transactions up 20% year on year in Australia. That means having a mobile-friendly e-commerce site is a must.

**3X**

Mobile holiday sales are projected to be three times greater than in-store sales this festive season\*.

## CUSTOMERS WHO SHOP VIA THE AFTERPAY APP:

**17X**

shopped 17 times in Q4 2023.

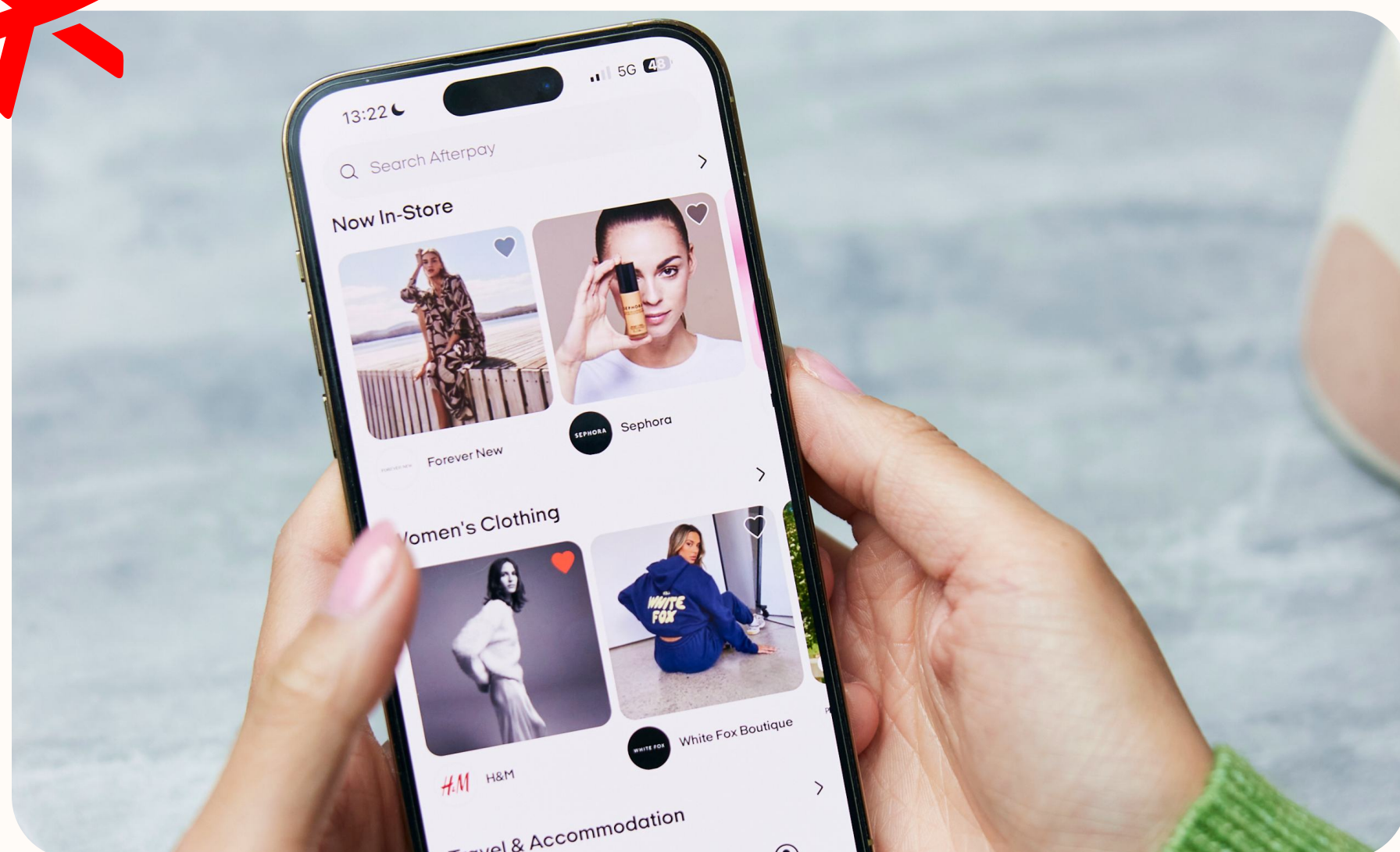
**57%**

spent 57% more than the average Afterpay customer between June 2023 – July 2024\*\*.

### TIP

Don't miss out on mobile shoppers! Ensure you're on Afterpay's Shop Directory, where a new brand is discovered every 26 seconds. Create or update your listing on [Business Hub](#).

\*Source: EMARKETER Forecast, February 2024.  
\*\*Afterpay internal transaction data, 2023-2024.



**31M**

visitors to Afterpay's app.

**10**

minutes per session.

**1 IN 4**

purchased upon app download day.



# TOP TRENDING GIFTS IN '23.



## TOP CATEGORIES SHOPPED OVERALL:

Apparel & Accessories  
 Department stores  
 Electronics  
 Food & Beverage  
 Beauty & Cosmetics  
 Travel & Experiences



## TOP 5 CATEGORIES SHOPPED FOR SMB.

Apparel & Accessories  
 Beauty & Cosmetics  
 Home & Garden  
 Health & Wellbeing  
 Sporting & Outdoor  
 Recreation



## TOP 5 CATEGORIES SHOPPED IN-STORE:

Department Stores  
 Apparel & Accessories  
 Food & Beverage  
 Electronics  
 Health & Wellbeing



## TOP 5 FASTEST GROWING CATEGORIES\*:

Food & Beverage  
 Department Stores  
 Health & Wellbeing  
 Electronics  
 Travel & Experiences



## TOP 5 PRODUCTS:\*\*

Shirts & Tops  
 Event Tickets  
 Food & Beverage  
 Dresses  
 Gift Cards & Certificates



\*YoY based on the total volume of sales

\*\*based on the number of items sold

Source: Afterpay internal data for the period of 1st October to 31st December 2023, Australia and New Zealand.



# YOUR FIRST LOOK AT AUSSIES' FESTIVE PLANS IN '24.



We surveyed hundreds of Australians to find out how they're feeling about the festive season, and how they plan to shop and spend in 2024.

## GIFTING GETS GENEROUS.

The holiday season is traditionally a time for giving... but also self-gifting.

**31%** will spend less on themselves.

**59%** will spend the same or more on others this year.

**56%** will spend the same or less on themselves.

Women are more likely to spend more on others, and less on themselves, compared to last year.

Younger shoppers (18-34) are more likely to spend more on themselves and others, when compared to last year.

### SOME SHOPPERS LOOK TO REIN IN SPENDING.

Young families, women and those aged 35-54 are most likely to be feeling the pinch when it comes to festive spending plans.

**28%**

feel "uncomfortable" about their financial situation this festive season.

**27%**

don't feel financially "comfortable" but have budgets and savings in place.

**33%**

feel financially "comfortable".

**12%**

haven't thought about it or prefer not to say.

### FESTIVE SPIRITS REMAIN HIGH.

And yet Aussies are embracing the festive season – especially younger shoppers, who are most likely to spend more this year.



# 'TIS THE SEASON FOR BNPL.

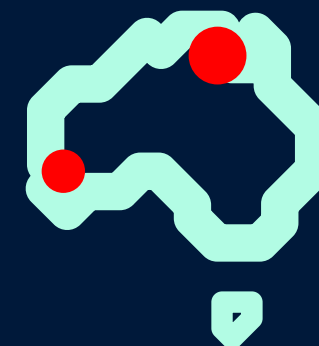
This festive season, BNPL platforms like Afterpay can help shoppers purchase presents now, and spread their payments over time.

## OF THOSE WHO PLAN TO USE BNPL SERVICES THIS HOLIDAY SEASON:

**23%** will use it “as much as possible”

**41%** use it for half their spending

**70%** of younger shoppers plan to use BNPL this festive season.



BNPL will be especially popular among those in Western Australia and the Northern Territory.



Those on lower household incomes (less than \$75,000) are less likely to use BNPL services.



# SHOPPING ATTITUDES AND GIFT LISTS REVEALED.

Shopping smart is a major trend this year, with an increasing number of consumers choosing to pre-purchase gifts during Black Friday and Cyber Weekend sales.

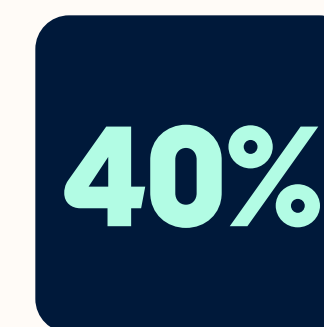


will shop during Black Friday and Cyber Weekend



will shop on Boxing Day

**OF THOSE SHOPPING THE BLACK FRIDAY + CYBER WEEKEND SALES:**



will pre-purchase presents



will bulk-buy essentials



will buy gifts for themselves

## FAMILIES SET TO DRIVE BLACK FRIDAY + CYBER WEEKEND AND BOXING DAY SALES.

Younger families are the most likely to shop during Black Friday + Cyber Weekend (62%) and Boxing Day (50%) sales, while those living alone are less likely to participate in these events.

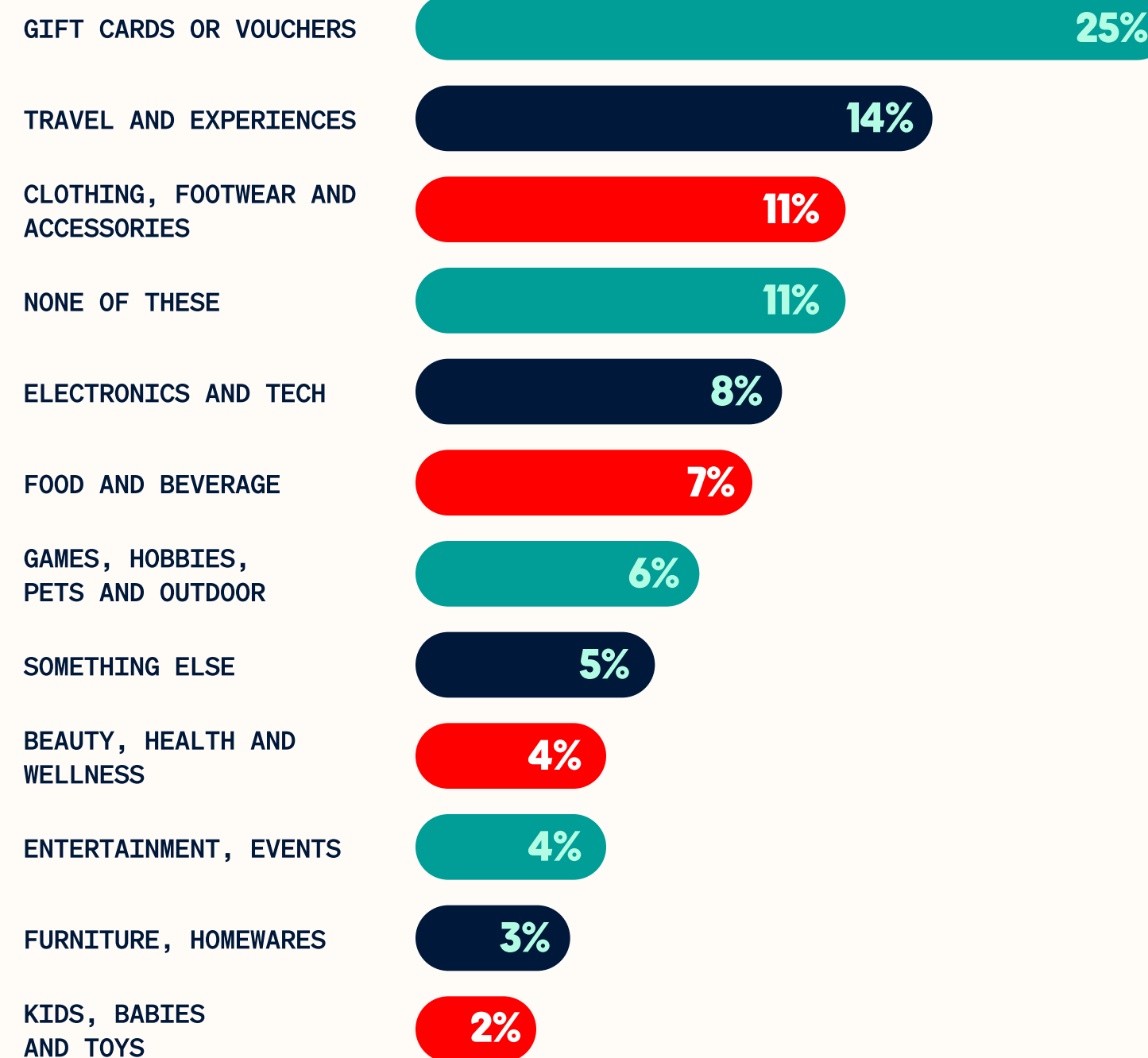
|   | LIVING ALONE | LIVING WITH OTHERS | YOUNGER FAMILY | OLDER FAMILY |
|---|--------------|--------------------|----------------|--------------|
| INTEND TO SHOP BLACK FRIDAY + CYBER WEEKEND | 36%          | 37%                | 62%            | 46%          |
| INTEND TO SHOP BOXING DAY                   | 27%          | 32%                | 50%            | 40%          |



# WHAT'S ON THE GIFT LIST?

Gift vouchers, travel and experiences and clothing are the pressies Aussies are most hoping to receive on Christmas morning.

## WHAT GIFT WOULD YOU MOST LIKE TO RECEIVE THIS YEAR?



## THE GREAT GENDER (GIFT) DIVIDE.

Women are keen to receive gift vouchers (28%) or clothing, footwear and accessories (12%), while men are hoping for electronics and tech (15%) or travel and experiences (14%).

## GENERATION FASHION.

Younger consumers (18-34) are especially interested in clothing, footwear and accessories (17%) and electronics and tech (13%), while older Aussies favoured food and beverage-related gifts (12%).

## MONEY-CAN-BUY EXPERIENCES.

Aussie households with higher incomes (above \$150k) are especially likely to want travel and experiences (23%), while younger families are hoping for gift cards or vouchers (28%).



# AMPLIFY YOUR HOLIDAY OFFERS WITH AFTERPAY.

## BEFORE YOU GO...!

Looking for ways to amplify your festive deals? Submit your Cyber Weekend, Christmas and End of Year Sales offers to be featured in Afterpay's Shop Directory and App.

[SUBMIT YOUR OFFER](#)