

HOW ARE AUSTRALIAN CONSUMERS SPENDING THIS CHRISTMAS?

CHRISTMAS TOTAL

\$16.2 BILLION+
WILL BE SPENT
NATIONALLY

THE AVERAGE AUSTRALIAN
WILL SPEND **\$993**

BUYING CHRISTMAS PRESENTS

70%
IN RETAIL STORES



30%
ONLINE

THE AVERAGE AUSSIE IS PLANNING TO SPEND

\$475
ON GIFTS.

NATIONALLY WE'LL SPEND **\$7.8** BILLION ON GIFTS THIS YEAR.

CELEBRATING CHRISTMAS ON HOLIDAY

3.2 MILLION AUSSIES



ARE PLANNING TO CELEBRATE BY GOING ON HOLIDAYS.

NATIONALLY WE'LL SPEND

\$3.6
BILLION



ON CHRISTMAS HOLIDAYS.

THE AVERAGE HOLIDAY SPEND WILL BE APPROX

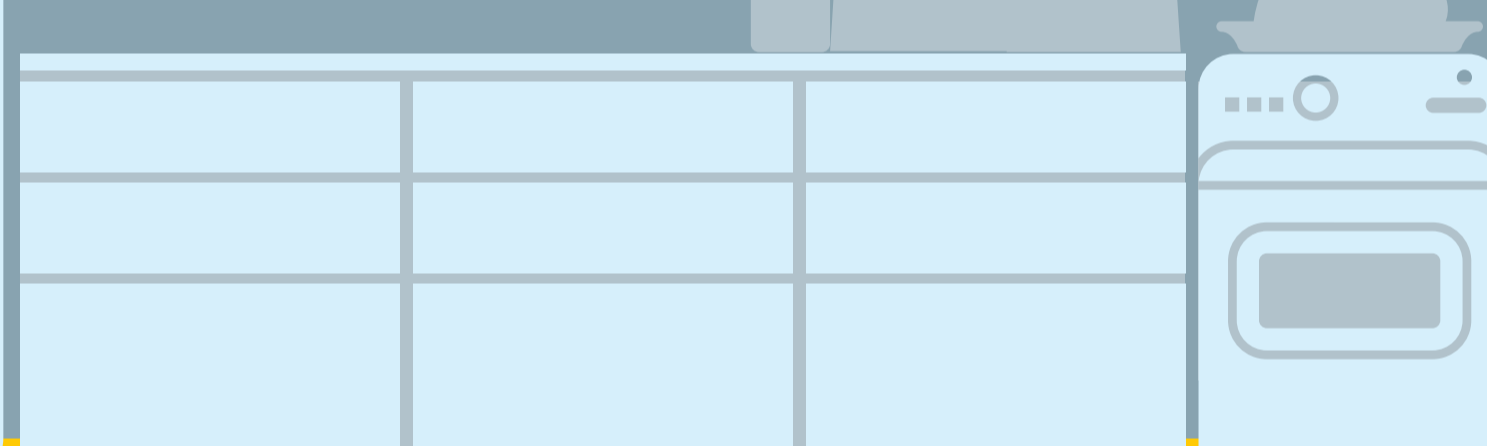
\$1,152



IN-HOME FOOD & DRINK SPEND IN AUSTRALIA

\$170

AVERAGE ON
IN-HOME
FOOD & DRINK



\$554

MILLION NATIONALLY
ON IN-HOME
FOOD & DRINK



AUSSIES AT THE BOXING DAY SALES

PLANNING
TO SPEND

\$136

ON AVERAGE
AT THE SALES.

PLANNING
TO SPEND

\$2.2

BILLION NATIONALLY
AT THE SALES.



ENTERTAINING GUESTS THIS CHRISTMAS

5.6 MILLION AUSSIES
WILL HAVE FRIENDS & FAMILY OVER.

THE AVERAGE
ENTERTAINER
WILL SPEND

\$294

PREPARING.



OUT-OF-HOME FOOD & DRINK SPEND IN AUSTRALIA

SPECIALS

\$110

AVERAGE ON DINING
& DRINKING OUT

MENU

\$359

MILLION
NATIONALLY
ON DINING &
EATING OUT



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Source: The study was conducted by Loneragan Research among 1,060 Australians aged 18 years and over. Fieldwork commenced on Friday, October 19 and was completed on Monday, October 22, 2012. All data has been weighted to the latest population estimates sourced from the Australian Bureau of Statistics.