

CHRISTMAS INSIGHTS

2019

Snooper

The biggest retail event of the year is around the corner. Australians are expected to spend over \$52.7 billion on shopping this Festive season.

Source: Roy Morgan



CHRISTMAS BUDGET

Approximately 50% of the respondents are spending

more than **\$450**

during Christmas across all categories*

25% are planning to spend more than \$800.

*including Christmas gifts, food and beverages for the Christmas feast and Christmas decoration

WHEN DO THEY SHOP?



75%

of the respondents are doing the bulk of their Christmas shopping more than one week before Christmas

Remember to plan your activations ahead to influence shoppers early in the season!

BEAUTY & COSMETICS

30% of respondents are spending between

\$21-\$50

26% of respondents are spending between

\$51-\$100

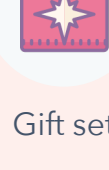
40%

will most likely shop at the pharmacy if they want to buy cosmetics as a gift

Top Purchase Drivers



Price/
Promotion



Gift set

CHOCOLATE

40% of respondents are spending between

\$11-\$20

25% of respondents are spending between

\$21-\$50

85%

will most likely shop at the supermarket if they want to buy chocolate as a gift

Top Purchase Drivers



Price/
Promotion



Special
Christmas
Range



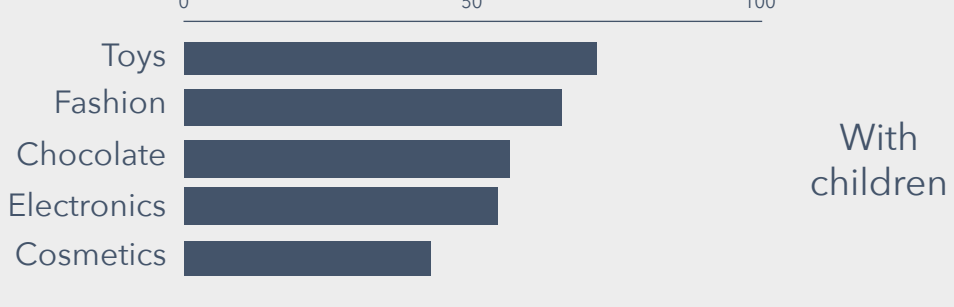
Special
Packaging



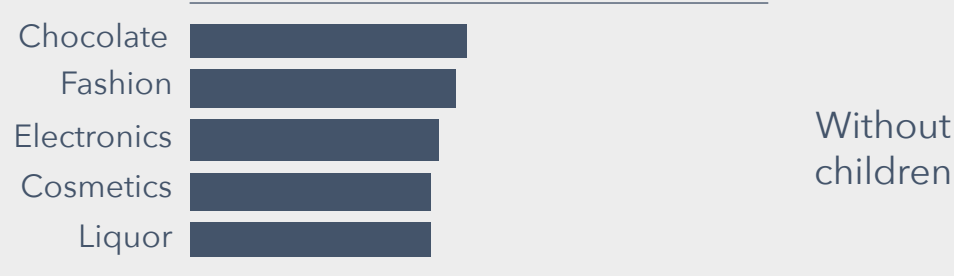
DEEP DIVE ON GIFTS

FAVOURITE GIFT CATEGORIES

Chocolate and Fashion are the most popular gifting categories. However, having children matters when it comes to gifting:



Toys, as expected, is the #1 category for people who have children, whilst liquor becomes more relevant for the ones who don't.



PETS

73%

of pet owners are planning to buy a gift

56% of respondents who have a pet are spending between

\$16-\$50

They will spend mostly on **pet treats and pet toys.**

Top Purchase Drivers



Bundle (treats
+ toys)



Price/
Promotion

Price promotion and special Christmas range are driving likelihood to purchase in-store. Creative offers (such as bundle, gift set, festive packaging, contest) are also attracting shoppers' attention.

WHICH BRANDS SHOPPERS ASSOCIATE WITH CHRISTMAS?*

Across all categories

17%

mentioned Cadbury



11%

mentioned retailers



Chocolate



61%

mentioned Cadbury

Lindt was second, with 20% of shoppers mentioning the brand.

Liquor



18%

mentioned Baileys

17% of shoppers didn't associate any liquor brands with Christmas

Cosmetics



11%

mentioned Maybelline

24% of shoppers didn't associate any beauty & cosmetics brands with Christmas

*Without being prompted by a list

For Christmas groceries, shoppers are likely to be influenced in store

20%

of shoppers are browsing in-store to get inspired for their Christmas feast menu

53%

of shoppers acknowledge they are likely to change their mind based on what they see in store, even if they had planned their shopping in advance

Inspire shoppers with off-located activations, bundle offers and recipes. And make sure to nail on-shelf availability to avoid brand switching.

BEST PRACTICES TO WIN IN-STORE DURING KEY SELLING PERIODS



MONITOR YOUR LEVEL OF STOCKS

45%

of shoppers are likely to switch to another brand or product when what they're looking for is out of stock

"If the product I'm looking for is not available in-store, I will adapt my menu based on **what's available in-store.**"

"If I cannot find a product that I really need for my Christmas dinner, I will **choose the same product from a similar brand.**"

INSPIRE THE SHOPPERS



"Christmas is my **favourite season!** I love to browse the store and festive displays make me excited to buy."



CHECK OUT WHY MONDELEZ STAYED TOP OF MIND FROM HALLOWEEN TO CHRISTMAS

Cadbury usually comes top of mind when shoppers are asked about seasonal events and their strong in-store presence throughout the year might be the reason behind their incredible brand awareness. The brand managed to lock space in store by transforming their Halloween castle into a Santa house!



Halloween 2019



Christmas 2019

HOW SNOOPER CAN HELP



Real-time

Get live insights via your dedicated online dashboard and take immediate action.



Availability

Get visibility when it matters the most. Our community collects data 24/7, weekends & after-hours.



Cost effective

Crowdsourcing ensures the best ROI on data collected at store level.



Coverage

Eliminate blind spots and unlock untapped action across all channels.



Effectiveness

Redirect your salesforce to focus on what they do best - selling!



Shopper-centric

Get unbiased insights directly from our shoppers at the moment of truth.

Want to know more?
Book a deep dive session with our team on these Christmas insights
Contact customer-success@snooper-app.com