

Australian Shopper Deep Dive

The New E-Commerce Calendar

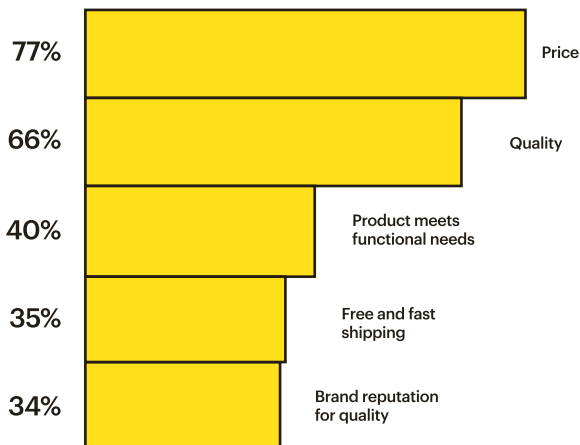


When planning your approach to The New E-Commerce Calendar, it's crucial to consider consumer shopping behaviors on a regional level. Ignoring these differences makes you appear out of touch with local sentiments and customs, which risks alienating your audience. A localized approach, tailored to local attitudes and shopping behaviors, is crucial for success.

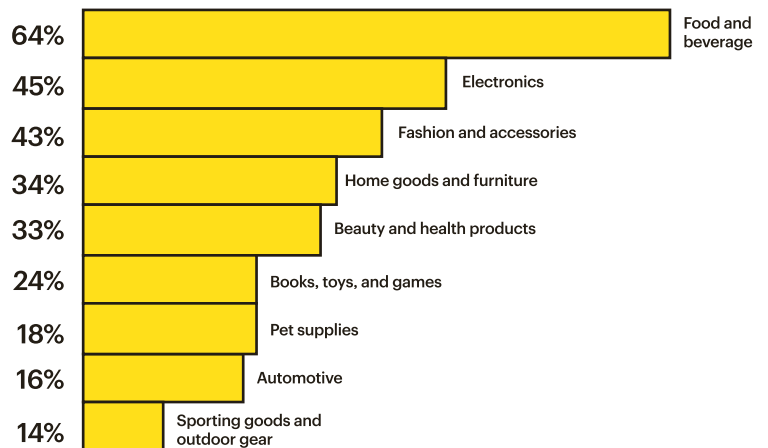
Alongside our research partner, Canvas8, Intuit Mailchimp surveyed shoppers from 9 different markets to map out how their mindsets and spending behaviors around key calendar Moments (in the last 2 years) are shaping The New E-Commerce Calendar—and vice versa.



Top five most important factors for Australian shoppers when making purchases



Categories Australian shoppers spent the most money on in the past 2 years



Australian shopper attitudes and behaviours

66% of Australian shoppers look forward to Sales Moments.
 Global: 61%

61% of Australian shoppers agree that the discounts offered during Sales Moments are often exaggerated, the second highest across all 9 regions surveyed.
 Global: 51%

49% of Australian shoppers feel overwhelmed by the number of sales and deals available, the highest across all 9 regions surveyed.
 Global: 39%

51% of Australian shoppers worry about missing out on a good deal during Sales Moments, the highest across all 9 regions surveyed.
 Global: 43%

51% of Australian shoppers set a strict budget during Sales Moments and rarely deviate from it, the highest across all 9 regions surveyed.
 Global: 45%

60% of Australian shoppers made a purchase during the End of the Financial Year sales in the last 2 years.



Across the Globe

For a closer look at how market nuances shape The New E-Commerce Calendar, check out our regional deep dives in 8 other markets, including Benelux, Canada, Germany, Italy, Scandinavia, Spain, the UK, and the US.

Get the market-specific insights →

Australian Shopping Moments per Month

Ranked by Spending Propensity



January	
Back-to-School Shopping	39%
New Year's Day	37%
Australia Day	32%
February	
Valentine's Day	45%
Lunar New Year	14%
Pancake Day/Shrove Tuesday	7%
Sydney Mardi Gras	5%
Mardi Gras	4%
March	
Afterpay Day	21%
Labour Day	16%
March Madness Sales	16%
St. Patrick's Day	10%
International Women's Day	8%
Women's History Month	3%
April	
Easter	47%
Anzac Day	18%
Eid al-Fitr	4%
Earth Day	3%
May	
Mother's Day	45%
Click Frenzy Mayhem	19%
Labour Day	16%
Vogue Online Shopping Night (VOSN)	8%
Eurovision Song Contest	2%
June	
End of the Financial Year (EOFY) Sales	60%
Pride Month	3%



July	
Amazon Prime Day	33%
Christmas in July	16%
NAIDOC Week/National Aboriginal and Islanders Day	5%
September	
Father's Day	39%
The ICONIC birthday sale	8%
Spring Break	3%
Rosh Hashanah	1%
October	
Halloween	25%
Labour Day	16%
Diwali	4%
November	
Black Friday	73%
Click Frenzy's Main Event	12%
Singles' Day	5%
Movember (Men's Health Awareness Month)	4%
December	
Christmas Day	61%
Christmas Eve	35%
New Year's Eve	33%
Cyber Monday	33%
Boxing Day/le Lendemain de Noël	31%
Click Frenzy Boxing Day Showcase	14%
Super Saturday	14%
Summer Break	12%
Advent Season	4%
Green Monday (2nd Monday in December)	3%
Hanukkah	2%
Kwanzaa	1%

