

How popular are major online shopping events in Australia?

A CouriersPlease study | November 2021



About the study

CouriersPlease (CP) commissioned an independent survey of 1010 Australian online shoppers¹ to uncover anticipated consumer shopping habits ahead of this year's major sales events. The survey respondents cover a geographical and population spread that is reflective of the Australian population.

What proportion of Aussie shoppers plan to purchase during this year's online shopping events?

CP found that almost half (45 per cent) of respondents plan to shop at this year's Boxing

Day sales, while 41 per cent of Aussies plan to shop during Black Friday, and a quarter (25 per cent) will shop the Cyber Monday sales. Only 15 per cent of respondents plan to shop the Click Frenzy sales, while just 6 per cent will shop on Small Business Saturday and 4 per cent on Singles Day.

The survey revealed that half (50 per cent) of under-50s are planning to shop the Black Friday sales, compared with just a quarter (27 per cent) of over-50s. Across the board, consumer interest in online shopping events was lowest among over-50s.

Which of following online shopping events do you plan to purchase from this year?

Response	All (%)	State (%)						Age (%)		
		NSW	VIC	QLD	SA	WA	ACT	18-30	31-50	50+
Afterpay Day	10	12	11	6	11	11	0	16	13	4
Click Frenzy Travel	6	7	6	5	8	2	0	7	8	4
Click Frenzy Mayhem (this is the main Click Frenzy event)	15	16	17	14	15	11	12	22	18	8
Black Friday	41	42	41	42	40	36	24	49	50	27
Cyber Monday	25	27	29	21	22	20	29	29	34	16
Singles' Day	4	4	4	2	6	4	0	6	5	2
Small Business Saturday	6	6	6	5	7	6	12	6	7	5
Boxing Day sales	45	43	47	47	51	37	35	49	52	36

What categories will Aussies purchase from during this year's sales events?

CP also uncovered the types of goods consumers will be most likely to purchase from during this year's major sales events. A third (28 per cent) of survey respondents revealed they will shop for technology and electronics, while a quarter (25 per cent) will purchase fashion items. Eight (8) per cent said they will purchase health and beauty products, while just five (5) per cent will shop for books, DVDs and stationery, and an equal four (4) per cent will spend on food and alcohol and furniture and homewares.

CP found that younger consumers are more likely to purchase fashion items during major sales events, at 35 per cent. This compares with 27 per cent of 31-50-year-olds and 18 per cent of over 50s.

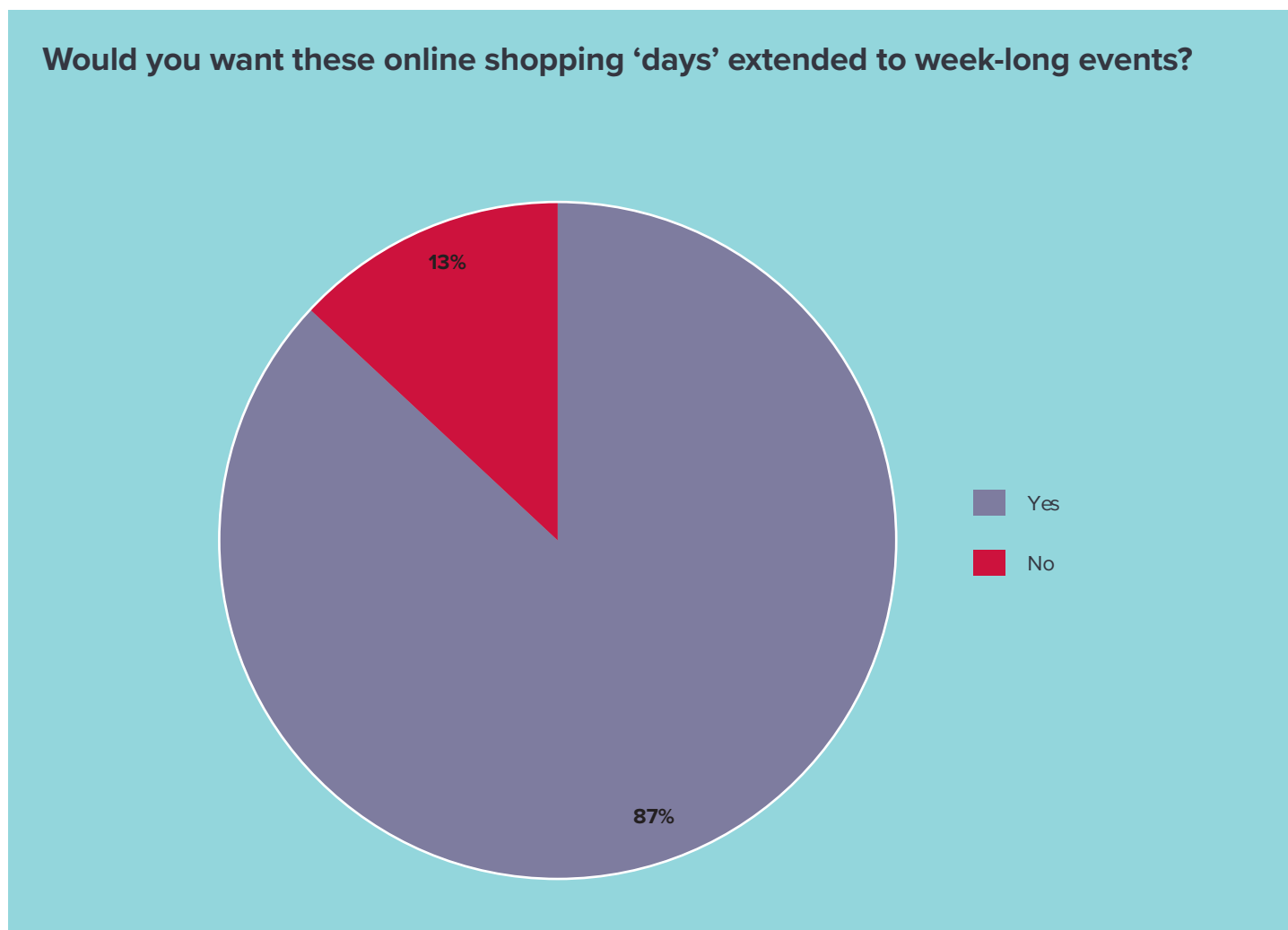
Across the states, a higher proportion of WA residents (34 per cent) revealed they will purchase technology and electronics during this year's online shopping events, compared with 22 per cent of South Australians.

What product categories do you purchase from most during online shopping events?

Response	All (%)	State (%)						Age (%)		
		NSW	VIC	QLD	SA	WA	ACT	18-30	31-50	50+
Technology items and electronics	28	29	29	28	22	34	24	23	34	27
Fashion	25	22	28	25	26	21	29	35	27	18
Jewellery	2	2	1	2	10	2	0	4	2	1
Health and beauty	8	9	9	8	3	5	6	10	9	5
Flowers and hampers	1	1	1	1	0	4	6	1	2	1
Books, DVDs and stationery	5	5	8	3	7	3	12	3	5	7
White goods and appliances	2	3	2	2	0	5	0	1	3	2
Food and alcohol	4	5	2	4	7	3	6	2	1	7
Homewares and furniture	4	3	3	6	1	4	6	5	4	3
Pets and animals	2	3	1	2	3	0	6	2	1	3
Sports, hobbies and outdoors	4	5	4	3	7	5	0	4	3	5
Toys and baby products	3	4	3	3	3	1	0	3	5	2

Would you want these online shopping 'days' extended to week-long events?

The majority of respondents (87 per cent) think shopping events should be extended to week-long events, to ease the strain on retailers and couriers and potentially receive orders faster.



More young shoppers aged 18-30 (92 per cent) than any other age group believe major online shopping events should be extended, followed by 90 per cent of 31-50-year-olds and 80 per cent of over-50s.

Would you want these online shopping 'days' extended to week-long events?

Response	All (%)	State (%)						Age (%)		
		NSW	VIC	QLD	SA	WA	ACT	18-30	31-50	50+
Yes	87	90	86	84	82	85	88	92	90	80
No	13	10	14	16	18	15	12	8	10	20

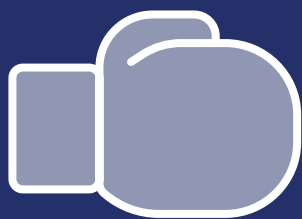
Are Aussies willing to allow more time to receive orders during sales events?

Nearly all (96 per cent) of Aussies are willing to allow more time to receive their parcel during this year's Black Friday and Cyber Monday sales, to ease pressure off courier companies. Half (52 per

cent) said they are willing to allow two to three additional days to receive their parcel, while a fifth (17 per cent) are willing to allow four to six additional days.

Last year, one of Australia's most recognised courier companies had a 150% increase in the number of parcels they had to deliver for Black Friday and Cyber Monday orders. Thinking about this added pressure on the industry, if you shopped during these events, would you allow more time to receive your parcel?

Response	All (%)	State (%)						Age (%)		
		NSW	VIC	QLD	SA	WA	ACT	18-30	31-50	50+
Yes, I would allow 1 additional business day to receive my parcel during extremely busy periods in the industry	19	19	16	21	24	23	6	20	22	16
Yes, I would allow 2-3 additional business days to receive my parcel	52	53	52	54	44	49	71	51	52	53
Yes, I would allow 4-6 additional business days to receive my parcel	17	17	21	13	21	15	12	16	17	19
Yes, I would allow 7 or more additional business days to receive my parcel	8	7	8	9	6	9	12	9	6	8
No	4	4	4	4	6	4	0	3	4	5



45%

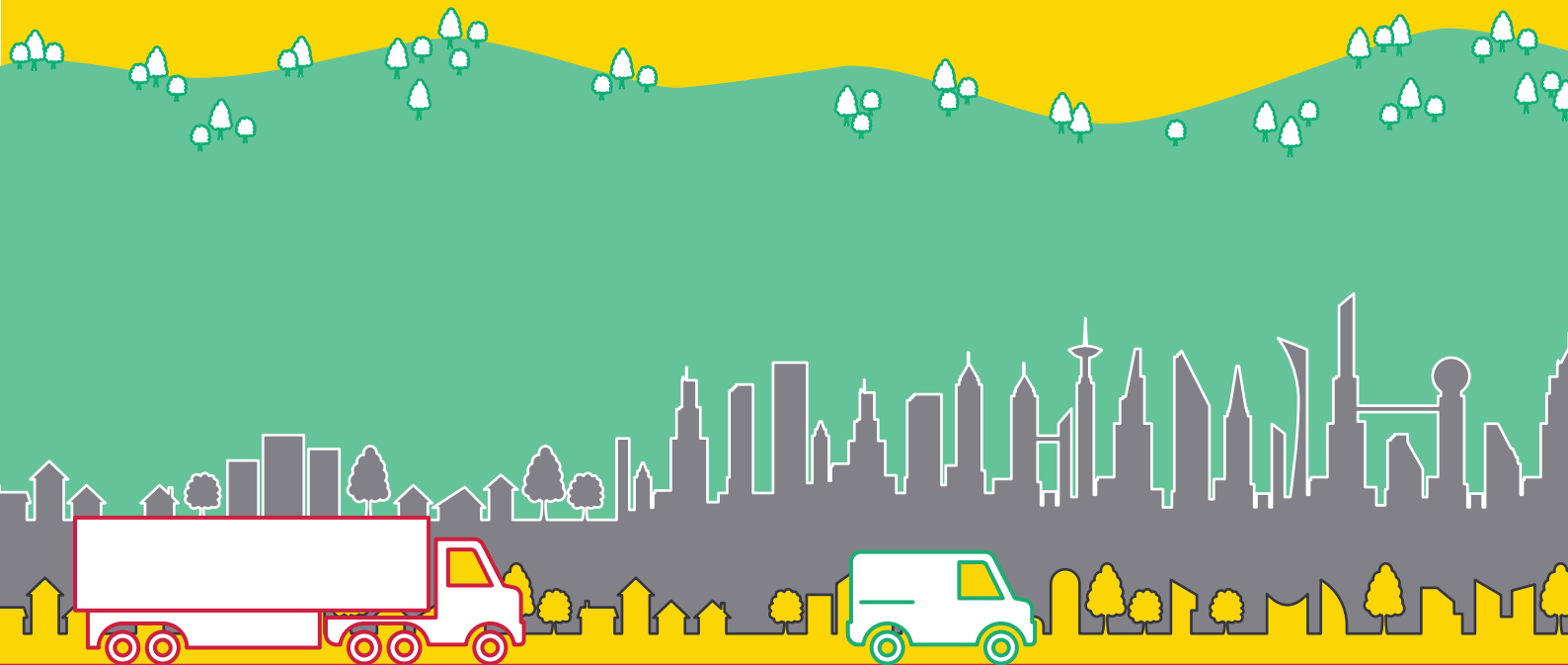
of respondents plan to shop at this year's Boxing Day sales



41%

of Aussies plan to shop during Black Friday

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