

Embargoed until Sunday 26 December 2021

Bargain hunters set to splurge over \$3 billion in the Boxing Day sales

Australians are set to shop up a storm during the Boxing Day sales with over \$3 billion to be spent in stores and online as retailers slash their prices ahead of the rush of bargain hunters through their shops.

Forecasts from the Australian Retailers Association (ARA) in conjunction with Roy Morgan show Australians will spend a record \$3.1 billion between Boxing Day and the end of the year. People in NSW are forecast to spend \$962 million, followed by Victorians at \$811 million and Queenslanders at \$636 million.

ARA CEO Paul Zahra said the Boxing Day sales are a key event on the retail calendar and the appetite for shopping remains strong despite the ongoing Covid threat.

“Australians love their sport, and they love their shopping, which makes Boxing Day one of the most anticipated days of the year. For retailers – Boxing Day is like their Grand Final,” Mr Zahra said.

“While most of us will be sleeping off our Christmas Day hangovers, retailers will be up before dawn, getting ready for the stampede of customers through their doors on the hunt for some bargains.

“Consumers can expect to see discounts across the board with retailers to slash their prices on a range of items from homewares to fashion and electronics. While people have been purchasing gifts for others in the lead up to Christmas, the Boxing Day sales are traditionally a time when people purchase things for themselves or their homes.

“We’re forecasting a record \$3.1 billion will be spent between Boxing Day and the end of the year with foot traffic to remain strong despite the ongoing Covid threat. Overall, sales have been strong during the holiday sales period with pent up demand for shopping continuing after the Delta lockdowns.

“With more people out in the shops at this busy time of year, retail staff will be fully stretched, so we’re asking consumers to be patient and to shop respectfully,” Mr Zahra said.

Boxing Day Sales – States and Territories (26 December – 31 December 2021)

States and Territories	Boxing Day Sales (seasonally adjusted) 26 December – 31 December 2021
New South Wales	\$962 million
Victoria	\$811 million
Queensland	\$636 million
South Australia	\$190 million

Western Australia	\$341 million
Tasmania	\$66 million
Northern Territory	\$30 million
Australian Capital Territory	\$59 million
Total (National)	\$3.097 billion

Boxing Day Sales – Retail Categories (26 December – 31 December 2021)

Retail Categories	Boxing Day Sales (seasonally adjusted) 26 December – 31 December 2021
Food	\$1.259 billion
Household Goods	\$534 million
Clothing, Footwear and Accessories	\$248 million
Department Stores	\$163 million
Other Retailing	\$471 million
Hospitality	\$422 million
Total (National)	\$3.097 billion

Food: Supermarket, grocery stores, Liquor, and Other specialised food retailing; **Household goods:** Furniture, houseware, textile goods, Electrical and electronic goods and Hardware; **Clothing:** Clothing, footwear, personal accessory; **Department stores;** **Other:** Newspaper, book, recreational goods, Pharmaceutical, cosmetic, toiletry, Stationery, flowers, etc.; **Hospitality:** Cafes, restaurants and takeaway

Media Enquiries:

Dominic Cuschieri

M 0418 224 072

E Dominic.Cuschieri@retail.org.au

About us: The Australian Retailers Association (ARA) is Australia's oldest, largest and most diverse retail body, representing a \$360bn sector which employs 1.3 million Australians. As Australia's peak retail body, representing more than 100,000 retail shop fronts, the ARA informs, advocates, educates, protects and unifies independent, national and international retail members. To learn more about ARA's exclusive benefits and more, visit www.retail.org.au