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STOCKLAND'S CHRISTMAS SURVEY REVEALS CUSTOMER OPTIMISM AND WHAT'S ON THE WISHLIST

The results are in from Stockland's 2021 Christmas Survey¹, which has provided insights into how Australians are feeling about Christmas this year and the most popular items on the Christmas shopping list. Following an uncertain two years, the survey reported a growing sense of optimism with 65% of respondents saying that COVID-19 will not impact their Christmas spend this year, up from 53% in 2020.

The survey of 1,152 Australians revealed a growing sense of confidence as border restrictions ease and retailers open their doors once more.

Michelle Abbey, Executive General Manager, Retail, said that she was not surprised to see an increase in excitement after the challenges of the past two years.

"Our customers are adapting their shopping behaviours to match their individual needs. Visiting Retail Town Centres continues to be popular with 47% of Australians preferring to tick most items off their Christmas lists in-store. However, we continue to see younger Australians – those aged under 45 years - enjoying the convenience of online delivery with 38% having the majority of their holiday shopping delivered to their home or workplace.

"One of the top three things Australians love most about Christmas is spending time with family and friends (46%), and pleasingly, 42% of respondents have said that they plan on celebrating Christmas at the home of a relative this year.

"The survey found that an increasing number of Australians (34%) are doing their online shopping early to avoid potential delivery delays," she said.

The Australian Retailers Association (ARA) and Roy Morgan have confirmed this trend, with an increasingly hybridised shopping experience expected to drive strong forecast results.²

ARA/Roy Morgan have predicted that this year's pre-Christmas retail trade will match that of 2020, representing an 11.3% increase on pre-pandemic spend.

The Stockland Christmas Survey also nominates Food and Drinks (45%), Giftcards (38%), and Clothes (36%) as the top gifts for Australians this year.

Millennials displayed the highest desire to celebrate the festive season by spending more on Christmas decorations than previous years, while 15% of those aged between 35 to 44 years estimated that their budget for 2021 would be higher than other years.

¹ Stockland National Christmas Survey 2021

² <https://www.retail.org.au/post/pre-christmas-retail-trade-for-2021-predicted-to-remain-steady-year-on-year-at-58-billion>

Males felt the impacts of COVID-19 on their shopping experience the least, with 39% reporting no change compared to one quarter of females.

“We know that Christmas can be a stressful time for some Australians, and we are committed to creating safe, enjoyable experiences that everyone can enjoy,” Michelle said.

“Whether you’re looking for gift wrapping or gift inspiration, Stockland has a range of services that can help to streamline your Christmas wish list this holiday period so you can sit back and enjoy the festive cheer.”

Stockland has also released the latest chapter of its Christmas campaign, entitled ‘Enjoy the Christmas Cheer’, which celebrates the creativity and resourcefulness of the Aussie spirit that has helped us overcome hurdles to enjoy a special Christmas together.

*Sample size: N= 1,152 across all states in Australia.

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About Stockland: Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia’s largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, logistic centres, business parks, office assets and retirement living villages. Stockland is rated as one of the most sustainable real estate companies in the world by the Dow Jones Sustainability World Index (DJSI). Stockland is also an Employer of Choice for Gender Equality, as recognised by the Workplace Gender Equality Agency www.stockland.com.au