

For immediate release
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5 million Aussies bargain hunting this Boxing Day

- ➔ Aussies are expected to spend over \$1 billion online and instore
- ➔ Discount fatigue means 22% aren't keen to shop this Boxing Day
- ➔ How to shop like a pro

21 December 2017, Sydney, Australia – While many Australian shoppers will look to bag a bargain this Boxing Day, others don't think the shopping event is all it's cracked up to be, according to new research by finder.com.au, the site that compares virtually everything.

Aussies are expected to spend over \$1 billion shopping on December 26; that's equivalent to an eye watering \$727,307 spent every minute.

More than 5 million Aussies will be shopping instore and online, with more women than men opening their wallets.

The finder.com.au survey of 2,017 respondents reveals over one in four Australians (28%) plan on shopping on Boxing Day, lured by heavy discounts.

Shoppers plan on spending \$202 on average, with men predicted to spend slightly more than women at \$211 compared to \$195.

The research also shows that discount fatigue has dented Boxing Day spending with just over one in five Australians (22%) avoiding December 26 promotions as retailers discount 'all the time'.

Heavy discounting during other big shopping events including Black Friday, Cyber Monday and End of Financial Year are more appealing for more than one in ten (11%) as they admit skipping Boxing Day because they think 'other sales are better'.

Bessie Hassan, money expert at finder.com.au, says deals would have to be very good to attract consumers after Christmas.

“The vast majority of people have finished making purchases this holiday season,” she says.

“Gone are the days when crowds would line up for expensive electronics and homewares as smaller purchases proving most popular,” she says

More than one in ten (11%) of those surveyed say they make purchases whenever the need arises so won't be shopping in the Boxing Day sales, while a further 28% simply don't plan on spending during the sale.

She urges consumers to do their research.

“Just because something says it's 50% off doesn't mean it is a good deal; it might be old stock or cheaper online,” says Ms Hassan.

Who are Australia's biggest bargain hunters?

- NSW shoppers are the most likely to bag a bargain on Boxing Day with 31% planning to hit the sale, compared to only 22% of South Australians
- NSW consumers will spend the most at the bargain frenzy, tipped to fork out \$231 on average, followed by Victoria (\$204)
- Generation Z are the biggest bargain hunters, with 52% planning to shop on Boxing Day, followed by Generation Y, 43%
- Baby Boomers will only fork out \$185 on average at the Boxing Day sales
- Generation X will spend the most of an generation (\$220), followed by Generation Y (\$199)

How to shop like a pro

1. Check you're getting the best deal

Whether you're at home or in store, before you hand over your credit card, do a quick Google and see whether you're [getting the best Boxing Day deal](#). You might find something you like at David Jones, but after doing a quick search realise that another retailer has the exact same item but a better discount.

2. Read the fine print

If you're partial to a bit of buyers remorse, make sure you know the terms and conditions before you make a purchase. The store you're buying from might have a no exchange or returns policy on sale items so just be cautious.

3. Only shop on trusted sites

It's always important to make sure you stay safe while shopping online. You can do this by checking the left hand side of the address bar: if it has a little green padlock, the site is encrypted and it's a trusted.

4. Plan your purchases

If you really want to make the most of the Boxing Day sales make a list of all the things you want to buy before the sales start and take note of which stores are selling them. This way you're not wasting your time comparing products, deciding what to buy and potentially missing out on items. It's also a good idea to bookmark items you have your eye on or add them to your wish list for a speedy check out.

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