

inMOBI

# 2022 Holiday Shopping Guide


What Australian Brands and Retailers Need to Know

InMobi's 2022 Retail Holiday Shopping Playbook



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A vertical smartphone frame on the left side of the slide. Inside the frame is a photograph of several people at night, holding and lighting sparklers. The scene is festive and brightly lit by the sparks.

# Research Objective and Methodology

InMobi conducted this research study to better understand the shopping sentiments of Australian consumers this festive season, which in turn will provide marketers with deep insights to fine-tune their mobile strategies.

The research methodology for the report is as follows:

- An on-device survey conducted with a sample of 500 shoppers in Australia
- Recruited between September 8<sup>th</sup> and September 10<sup>th</sup>, 2022
- Results are targeted and weighted to be representative of Australia's smartphone population

A man and a woman are sitting at a table, looking at a smartphone together. They are both smiling. The background is filled with wrapped gifts, suggesting a holiday or gift-giving occasion. The image has a dark, blue-tinted overlay.

**01**

# Understanding Consumer Sentiment

# Understanding Consumer Sentiment

## Is Australia ready for this Holiday Season?

Australians are emerging as *cautiously optimistic* as they gear up for the 2022 Holiday Season. This reflects in the fact that 3x more Australians are geared for the upcoming holiday season, having made concrete shopping plans, compared to 2021.

Shoppers are buying more online, and this habit formed during the pandemic is here to stay. This year, they are taking a hybrid path-to-purchase with 44% of respondents planning to shop both in-store and on mobile.

49%

of Australians have made concrete shopping plans

44%

Of Australians will shop both in-store and on mobile

Source: InMobi Holiday Season Consumer Survey, 2022

Q. Through which channel are you more likely to make a purchase this festive season?

Q. Which of the following best describes your approach to shopping during festive season?

1. [Emerging cautiously: Australian consumers in 2022](#), McKinsey & Co, 2022

# Understanding Consumer Sentiment

After two years of lockdowns and stay-at-home notices, Australians are finally in a post-pandemic reality and are emerging largely optimistic. With borders having opened for over a year now, Australian residents are finally mobile again; brands will be able to drive meaningful connections with shoppers, as normalcy returns.

# Spending will Stay the Same

The cautiously optimistic outlook reflects in the spending plans as **only 26% of Australians intend to increase their spending** compared to last year's holiday season budgets. Inflation and increase in family size are the key drivers for Australians to spend more. The majority – **43% – plan to spend about the same as last year.**

**For 32% of Australians surveyed, incomes have declined** since the pandemic and consequently, they are reducing their holiday season spends. The majority **nearly 2 in 4 Australians surveyed are planning to save more. 1 in 4 plan to switch to less expensive brands.**

Source: InMobi Holiday Season Consumer Survey, 2022

Q. How will your spending change this year, compared to your festive season spends from last year?

Q. Please indicate the reasons for planning to spend more on the categories chosen above

Q. Please indicate the reasons for planning to spend less on the categories chosen above



43%

Australians will spend about the same as last year

42%

Plan to use digital wallets for their purchases

# Understanding Consumer Sentiment

## Top Shopping Categories

1 ↑



**67%**  
Apparel

2



**49%**  
Groceries

3 ↑



**37%**  
Gadgets

4 ↑



**37%**  
Skincare & Makeup

5 ↑



**36%**  
Gift baskets

6 ↑



**31%**  
Home Décor & Furnishings

Source: InMobi Holiday Season Consumer Survey, 2022

Q. What categories of items are you planning to buy during the upcoming festive season sales (in the next 4-5 months)?

↑ Indicates a growth in shopper interest – shoppers who plan to purchase the particular category



# When to Reach Holiday Shoppers

## Buying

Will peak in November, during the Black Friday and Cyber Monday sales. However, last minute shoppers will have one last shopping spree just ahead of Christmas.



A man in a patterned sweater is looking at a smartphone in a festive setting. The background is dark and blurry, suggesting a holiday shopping environment. There are gift boxes and a woman in the background. The overall tone is warm and celebratory.

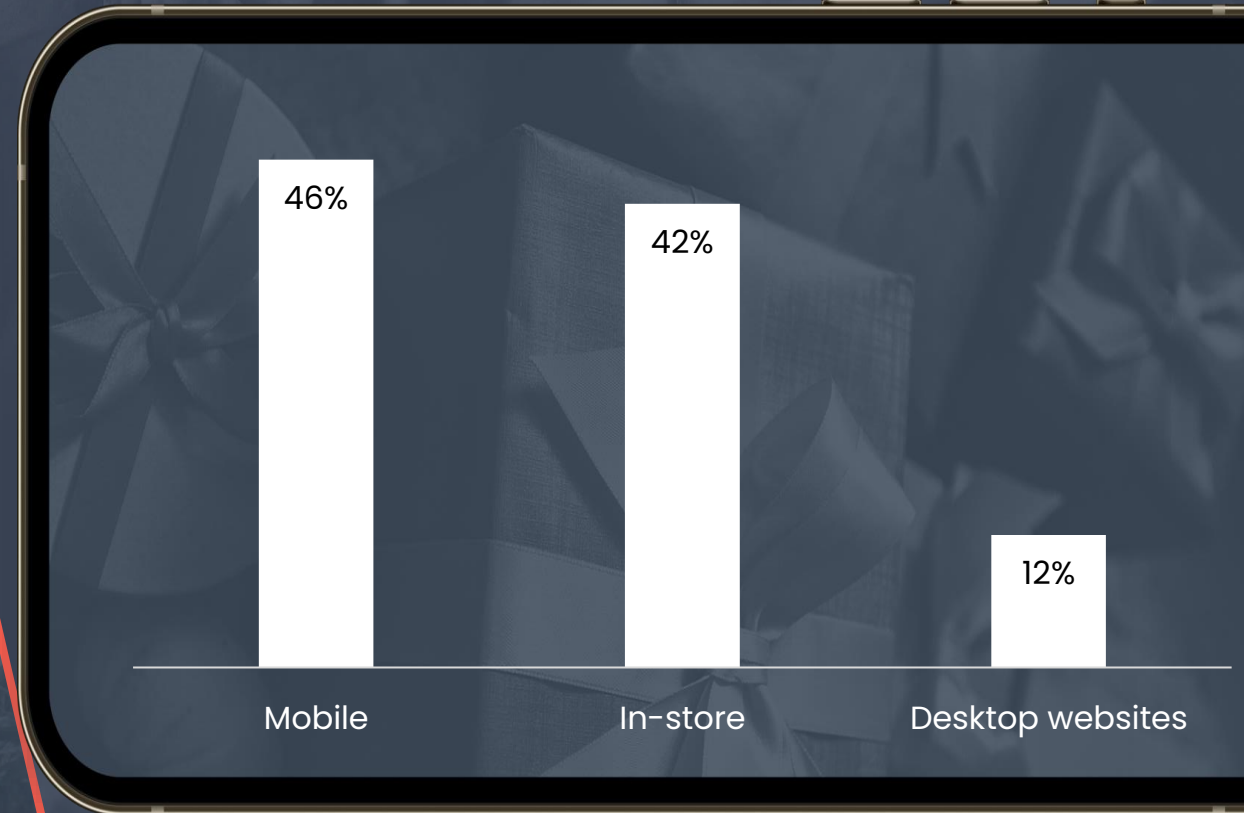
02

# The Holiday Shopper Journey, Circa 2022

# Mobile Plays a Major Role Online and Offline

As always, **reaching your consumers where they are will be of utmost importance** this holiday season.

While traditionally Australian consumers have been more comfortable going to retail stores, the pandemic has shifted patterns; this year balance will be key. **Australians will primarily shop in a hybrid manner – with as many planning to shop on mobile as in-store.**



# The Role of Mobile in Discovery

How do consumers conduct research on what to buy, and **what will post-pandemic browsing look like?**

It's important to **consider the holistic customer journey**, with mobile playing a key role in all each step of the shopping journey.

According to our survey, **61% say they discover new products through mobile, a 2x growth over last year** – making it the one of the most influential discovery channels for consumers this holiday season, second only to television.

**80%**

more Australians expect to **Discover New Products** and **Services** through **Mobiles**

# The Role of Mobile in Exploring and Researching

44%

more Australian respondents plan to **Explore** and **Research New Products** and **Services** through **Mobile**

As Australians look forward to kick off their shopping journey, a key stage during the process is the exploring and researching of products and services available across categories. This year, **mobile will dominate as the most critical channel for exploring and researching for 56% of Australian shoppers**, while the preference for in-store visits moves to second place with 31% of consumers.

# The Role of Mobile in Buying

After two years of uncertainty and restrictions on movement, this year Australian shoppers are keen to experience the holidays in all their glory – both in-store and on mobile. While as many shoppers plan to purchase on mobile as in-store, mobile will dominate the shopping journey.

In fact, this year, 60% more Australians will shop on mobile and 30% fewer Australians will shop in-store as compared to last year.

2.5 in 5

shoppers will make  
**holiday purchases** on  
Mobile

# Understanding Consumer Sentiment

## Mobile vs In-Store

*How choices differ*

Mobile

1



**52%**

Apparel & Accessories

2



**52%**

Jewellery

3



**27%**

Gadgets

In-Store

1



**66%**

Groceries

2



**51%**

Home Appliances

3



**44%**

Home Décor & Furnishings



64%

Quick Checkout

62%

Availability of shopper reviews

59%

Better loyalty programs

57%

Easy returns and exchange

# Why Do Australians Prefer to Shop on Mobile?

## Decoding the Power of Mobile

Mobile apps and websites are gaining significant momentum as a purchase medium for the average Australian for a variety of reasons including the **convenience that comes with mobile shopping, availability of shopper reviews, better loyalty programs and easy returns and exchanges.**

Mobile Shoppers will prioritize **Gadgets, Jewelry and Gift Packs as the most critical Shopping Categories** this Holiday Season.



A group of people, including a man and a woman, are smiling and looking at each other in a festive setting, likely a shopping mall or outdoor market at night. The background is filled with bokeh lights, suggesting a holiday atmosphere. The image is overlaid with a dark blue semi-transparent filter.

**03**

# Meet Australia's Holiday Shoppers!

# Bargain Hunters Rise To The Top

Bargain Hunters are **shoppers who haven't planned their purchases and are waiting for offers** this holiday season.

This year, the majority – **51% of Australian Holiday Shoppers fall in the category of Bargain Hunters**. The category is witnessing a decline year-on-year with 44% fewer Australians relying on offers alone to make their purchasing decisions.

Last year, 3 in 4 Bargain Hunters planned to spend up to AUD 1000 on their purchases. This year, the majority – **48% of Bargain Hunters, plan to spend about the same as last year**.

Source: InMobi Holiday Season Consumer Survey, 2022

Q. Which of the following best describes your approach to shopping during festive season sales?

Q. How will your spending change this year, compared to your festive season spends from last year?

Q. What categories of items are you planning to buy during the upcoming festive season sales (in the next 4-5 months)?



# Category Explorers Shop Ahead

Category Explorers are **shoppers who have decided categories, but not the products or brands** this holiday season.

**28% of Australian Holiday Shoppers fall in the category of Category Explorers**, which is **a 3.5x Y/Y increase**. Last year, 40% of Category Explorers planned to spend up to AUD 1000 on their holiday purchases. This year, **almost 2 in 4 Category Explorers plan to spend more than they did last year.**

The most popular categories amongst Category Explorers are **Apparel, Gadgets, and Beauty Products.**

Source: InMobi Holiday Season Consumer Survey, 2022

Q. Which of the following best describes your approach to shopping during festive season sales?

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# Brand Lovers Know What They're Looking For

Brand Lovers are **shoppers who have already decided the brands and products they will purchase** this holiday season.

**21% of Australian Holiday Shoppers fall in the category of Brand Lovers, a 3.5x Y/Y increase** compared to 2021. Last year, 25% planned to spend more than AUD 1500. This year, **while the majority will spend the same as last year, 38% of respondents said they will spend more than they did last year.**

The most popular categories amongst Brand Lovers are **Gadgets, Gift Packs, and Groceries.**

Source: InMobi Holiday Season Consumer Survey, 2022

Q. Which of the following best describes your approach to shopping during festive season sales?

Q. How will your spending change this year, compared to your festive season spends from last year?

Q. What categories of items are you planning to buy during the upcoming festive season sales (in the next 4-5 months)?





04

# How to Get Started



# What Does A Successful Holiday Campaign Look Like?

## Steps to Get Started This Holiday Season

01

**Understand** who your audience is, how they will shop, etc. using **InMobi Pulse**

02

**Identify** where your best audiences are (specifically what apps they use the most) using **InMobi Audiences**

03

**Engage** your target audience at scale on mobile using **InMobi Exchange**

04

Use **eye-catching creatives** that resonate with your audience and drive business results

05

Drive engagements from your ideal audience using **InMobi DSP** and give them multiple options to buy



# Get Your Mobile Audience Strategy Right

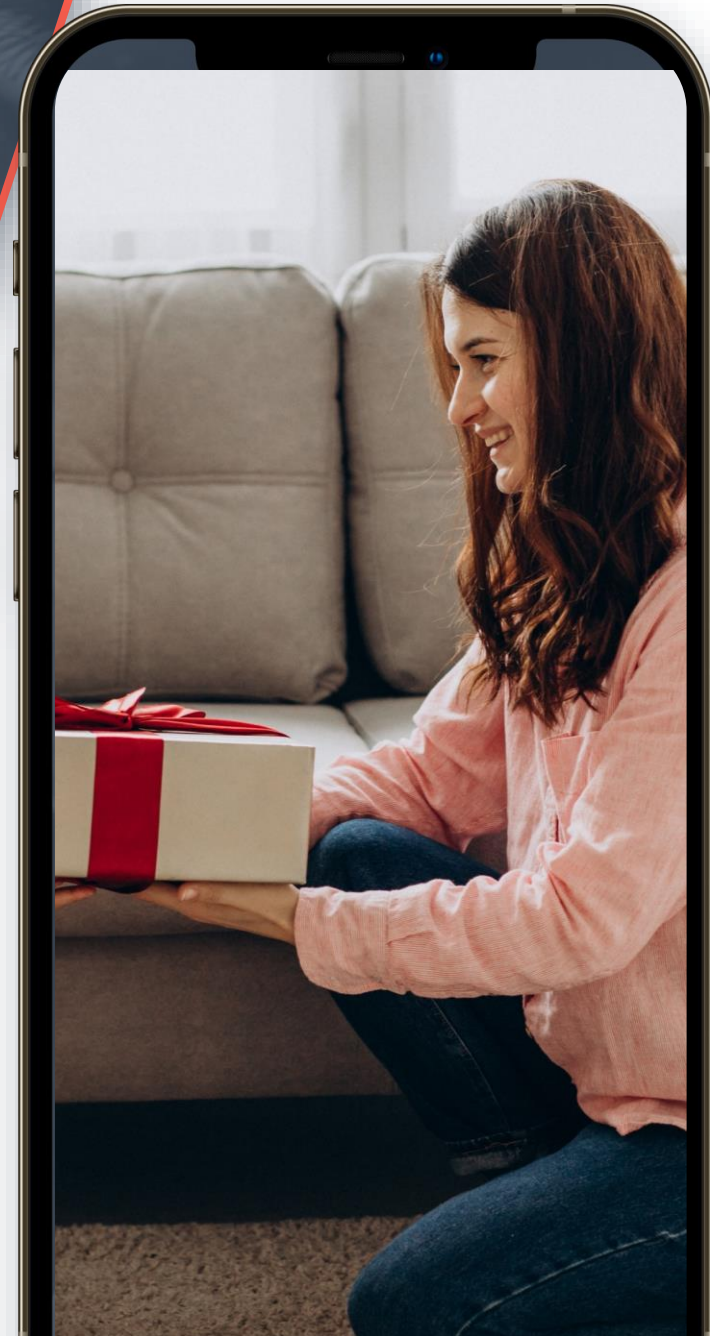
In the world of mobile marketing – or really any marketing for that matter – who you’re trying to talk to is more important than what you’re offering. You need to have a full and complete understanding of who your target audience and what they really care about.

As mobile shoppers take to their primary device, brands must think about how they intend to leverage these rich signals and identify and target their core TG in the connected world. By leveraging a combination of demographic, appographic, real-time location or aggregate visitation patterns, ad interaction, category/ brand affinity, and media consumption signals, one can drive precision targeting at scale on mobile.

# Guide Families Along their Path to Purchase

As you leverage the power of mobile to identify your core audience across the connected world, what you'd need to be mindful of is the changing roles of initiator, influencer, buyer, and user within a household. The pandemic has altered the roles of everyone within a household, in addition to an already non-linear shopping journey.

If you are a brand that delivers products or services that have shared usage and consumption (e.g., cereals), is for dependents (e.g., baby care), or includes involved purchase due to the ticket-sizes (e.g., real estate), household targeting is critical for you to ensure that you expand your audience and amplify your message across the household while enabling a seamless brand experience across devices.





# Capture Intent with Shoppable Experiences

As consumers increasingly take to learning, exploring, and buying online, especially on mobile, it is critical that brands engage with consumers in their moments of truth and capture intent.

With shoppable online-to-online and online-to-offline experiences, brands can help consumers traverse the entire journey from awareness to consideration to purchase. These experiences not only enable delivering an end-to-end experience in terms of communication but also enable making the purchase within the ad unit in case of online-to-online experiences and driving footfall to the nearest store using map-based online-to-offline rich media experiences.



## About InMobi

InMobi is a leading provider of marketing and monetization technologies. With deep expertise and unique reach in mobile, it is a trusted and transparent technology partner for marketers, content creators and businesses of all kinds. InMobi's mission is to power its customers' growth by helping them engage their audiences and build meaningful connections. Its affiliated businesses – Glance, an unconsolidated subsidiary that offers a lock screen-based content discovery platform and video platform Roposo – help InMobi create new content and commerce experiences in a world of connected devices. InMobi is headquartered in Singapore, maintains a large presence in San Francisco and Bangalore and has operations in New York, Chicago, Kansas City, Los Angeles, Delhi, Mumbai, Beijing, Shanghai, Jakarta, Manila, Kuala Lumpur, Sydney, Melbourne, Seoul, Tokyo, London and Dubai. To learn more, visit [inmobi.com](http://inmobi.com).

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