

For immediate release

December 23, 2015

How to bag a bargain this Boxing Day: Hit the (online) sales from your sofa

- ➔ Australians to spend \$2.26 billion online during the sales period which kicks off on Boxing Day
- ➔ Online shoppers taking advantage of promo deals, with NSW residents biggest bargain hunters
- ➔ finder.com.au tips on how to shop online like a pro!

December 23, 2015, Sydney, Australia – While Australians are expected to spend up big in the Boxing Day sales, savvy shoppers are already ditching queues for online shopping with New South Wales residents ahead of the pack when it comes to embracing discounts, according to new research from one of Australia's biggest comparison sites¹, finder.com.au.

In the last 30 days alone, we've seen almost 30,000² Australians take advantage of online promotional offers – including coupon codes, free shipping and gifts with purchase – at finder.com.au/deals, with a whopping 10,442 of these shoppers hailing from New South Wales. This makes up 36 percent of all deal-hunters during this period.

Proving they're also smart online shoppers were Victorians, with 8,149 making the most of online deals when doing their Christmas shopping. They were followed by Queenslanders, with almost 5,000 seeking coupon codes before buying.

But all signs are pointing to an online shopping boom once the official sales period hits (26 December 2015 to 16 January 2016). New research from a finder.com.au survey reveals that 13.5 percent of Australians – or 2.6 million people³ – are planning to head online for [Boxing Day sales shopping](#).

Furthermore, online shoppers are expected to drop \$2.26 billion over the post-Christmas sales period, including \$317.6 million on Boxing Day alone. A finder.com.au post-Christmas online shopping forecast puts NSW at the top of the list as the likely biggest spending state, forecasted to spend in the vicinity of \$745 million, followed by Victoria and Queensland.

¹ Experian Hitwise since 2013

² 29,337

³ Australian population 15+

Forecasted post-Christmas online spend by state:

State	Boxing Day	Post-Christmas Period
NSW	\$104,989,000	\$744,940,000
Victoria	\$100,951,000	\$590,800,000
Queensland	\$42,585,000	\$376,090,000
South Australia	\$34,083,000	\$184,110,000
Western Australia	\$13,917,000	\$233,160,000
Tasmania	\$9,846,000	\$61,560,000
Australian Capital Territory	\$11,260,000	\$67,850,000
Australia	\$317,631,000	\$2,258,510,000

source: finder.com.au survey, Australian Retailers Association.
Data for NT was unavailable due to small sample size.



Bessie Hassan, Consumer Advocate at finder.com.au, says it's not surprising that Australians are turning to online shopping where competitive deals can be accessed year-round.

“While we're yet to officially enter the sales period, tens of thousands of Australians have been turning to online shopping on finder.com.au to find better value and this is expected to skyrocket to 250,000 once the sales period hits – a projected increase of over 850 percent.

“Who can blame them? [Online shopping](#) is an attractive option for those seeking quality and convenience – without having to battle crowds, particularly at this time of year. You can find a range of competitive deals, including discounts and special offers, from a huge range of retailers. In fact, there are 2,773 such deals on finder.com.au right now! Saving money while you shop has never been so easy.

“Last year, the number of shoppers on finder.com.au almost doubled overnight from 25th December to Boxing Day and totalled more than 160,000 during the official sales period. This year so far, we're already seeing a 76 percent increase in the number of online shoppers compared to 2014 and this will only continue to grow.”

But it's not just the online retail sector that's set to receive a boost this sales period. All retailers are set for a bumper season with Australians expected to spend a total of \$16.7

billion in the post-Christmas sales period, according to the Australian Retailer's Association. Almost eight million Australians⁴ – 40 percent of the population – will hunt for a bargain during the sales.

But, as Ms Hassan warns, Australians need to be careful with their spending so they don't end up with a post-Christmas debt hangover.

“Clearly, Australians have an insatiable appetite for online shopping. But with an estimated \$28.5 billion expected to be racked up on plastic in December – up by almost \$650 million percent on last year – Australians need to set themselves a budget to avoid going on a spending binge. Shop responsibly and read the fine print before adding items to your cart.”

Five tips on how to shop online like a pro:

1. Shop on trusted websites only. Use a website reviews service and read about other people's experiences using a site.
2. If you're uncomfortable giving your credit card details to multiple sites, use a service such as PayPal. This is also handy for building points on rewards cards and gives you the ability to use cards that may not be accepted on all sites that accept PayPal.
3. If buying from an international site, use a [credit card for overseas purchases](#) – those that waive currency conversion and foreign transaction fees.
4. Read the fine print. Check the terms and conditions, especially the exchange and returns policy.
5. Before paying, search for any available [discount codes](#) online – you can often find free delivery, discount codes, or other special offers.
6. Subscribe to e-newsletters of sites you like to be the first to know about special sales offers and promotions.

###

We now have a news feed on Twitter! Follow us for the latest updates or drop us a line to say hi: @finder_news.

For further information:



Bessie Hassan
Acting Head of PR
& Consumer Advocate
+61402 567 568
+61 1300 FINDER (346 337)
Bessie@finder.com.au



Credit
Cards



Loans &
Savings



Insurance



Electricity
& Gas



Shopping
Deals

⁴ 7.627 million, Australian population 15+

[Privacy Policy](#) | [About finder.com.au](#) | [Contact Us](#) | [Media Room](#)