

For immediate release
13 November, 2017

1 in 2 Aussies have started their Christmas shopping

- ➔ 47% of Aussies have already started buying presents
- ➔ Avoid stores on the first weekend of December
- ➔ How to nail your Christmas shopping

13 November 2017, Sydney, Australia – New research from finder.com.au, the site that compares virtually everything, shows many Aussies are getting a head start with their Christmas shopping.

With six weeks till Christmas, half of the country (47%) has already started their shopping¹, while the rest is planning to bag their gifts closer to December.

In fact 4.3 million Australians are waiting for December to tick over, with almost a quarter (23%) planning to start their Christmas shopping on Friday the 1st December.

Bessie Hassan, Money Expert at finder.com.au, says there's nothing like the start of the festive month for the panic of Christmas shopping to set in. But there's no reason you can't start shopping before December.

"There are plenty of sales in November for shoppers to take advantage of from [Black Friday](#) on 24 November to Cyber Monday a few days after."

"Not only does it give you more time to plan out your Christmas gifts, but it also means you'll be spending less with stores on sale."

"By the first weekend of December, the Christmas crowds will be out in full force, so if you don't like queues, it might be a good idea to start your shopping earlier," she says.

¹ As of Sunday 12 November

“Beat the crowds and shop from the comfort of your own couch while taking advantage of online sales and [coupon codes](#),” she says.

One in ten (10%) plan on leaving their shopping until the last minute and buy their gifts the week before Christmas Eve.

“Men are more likely to leave their Christmas shopping to the last minute, while women start their shopping earlier.”

The research reveals 18% of men wait until the week before Christmas to start shopping, compared to 7% of women.

Ms Hassan says for many households, Christmas is a huge expense which requires careful planning.

“Hitting the shops earlier means shoppers are less likely to be caught in a last minute rush and overspend on something they could have got cheaper if they had more time to compare,” she says.

“By starting early, you also guarantee your order will arrive by Christmas if you are ordering from overseas.”

How to nail your Christmas shopping

1. Know when the sales are

Sales are cropping up more and more, in fact there are quite a few in November such as [Black Friday](#). Plan to buy gifts on these sales days to save a bit of money. Here’s a handy calendar of key dates.



Key Christmas Shopping Dates
All the sale events in the lead up to Christmas

- 14 November**
Click Frenzy
LOOK TO BUY CLOTHING, FOOTWEAR AND HOUSEHOLD ITEMS FROM AUSTRALIAN BRANDS
- 24 November**
Black Friday
LOOK TO BUY BIG TICKET ITEMS LIKE ELECTRONICS AND FURNITURE
- 27 November**
Cyber Monday
LOOK TO BUY BIG TICKET ITEMS LIKE ELECTRONICS. MOST DEALS WILL BE FOUND ONLINE
- 6 December**
Vogue Online Shopping Night
LOOK TO BUY FASHION ITEMS AND COSMETICS



2. Make a list

This might sound obvious but if you know exactly who you need to buy for, it'll help you make sure you don't forget a family member or impulse buy presents for people you wouldn't normally.

3. Create a budget and stick to it

Again, another one that might sound obvious, but having a budget means you won't overspend and that you'll vett gifts that are outside what you're prepared to spend.

4. Consider Boxing Day

Not seeing that friend till the end of December? Why not wait till Boxing Day to pick up a gift then. If you're planning to shop the sale for yourself, you may as well kill two birds with one stone.

###

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



Credit Cards



Loans & Savings



Insurance



Electricity & Gas



Shopping Deals

