

Woolworths countdown to Christmas with the Festive Food Report

Report reveals how Aussies have been spending in the run up to Christmas Day

Monday, 22 December 2014: With just two days to go until Christmas Day, Woolworths has unveiled the *Festive Food Report*, an analysis of how Australians have been preparing and shopping for Christmas this year.

Key findings reveal the average Aussie will spend \$82 on seafood and \$93 on specialty meats such as turkey, pork and ham. Shoppers will also spend around \$595 on non-food items, including \$75 on Christmas decorations. The average family will spend \$1,156 on food and gifts for Christmas.

From now until the big day, a quarter (25 per cent) of Aussies will still be making last minute purchases on food and gifts. Around one in five (18 per cent) Australians started planning for Christmas six or more months in advance.

The report also reveals the spending habits of Australians in the run up to the festive season. Half (51 per cent) of shoppers are 'Christmas Indulgers' who shop with no budget in mind and are most likely to buy online. Nearly a third (31 per cent) of shoppers are 'Christmas Budgeters' and look for a bargain and spend cautiously.

In the final four weeks leading up to Christmas Day, Woolies will experience its busiest trading period of the whole year, selling four million kilos of ham, 1,000 tonnes of prawns and 16,000 free-range turkeys.

Woolworths expert oyster shuckers will open more than 800,000 oysters by hand over Christmas and New Year. Woolies will also sell more than 10 times more prawns compared to any other time of the year. More than 200 tonnes of prawns will be sold in the final two weeks before Christmas alone.

Young families are most likely to buy their kids clothes, books and arts & crafts presents. Older families are more likely to give their kids money and gift cards. Chocolate and lollies remain a firm favourite with both.

Tjeerd Jegen, Managing Director of Woolworths Supermarkets said: "Christmas is a busy period, not just for Woolies but for millions of Australian families who are preparing to spend quality time with friends and family. The Festive Food Report gives us a glimpse into the shopping habits of Australia and goes to show just how different our outlook on the holiday season can be.

"Whether you're well prepared for the Christmas season, or you're more of a last-minute shopper, Woolies has you covered. From fantastic value basics to a range of premium and delicious seafood, specialty meats and Christmas treats, we're on hand to make sure you have a wonderful holiday season," he said.

Woolworths Festive Food Report key findings:

How different generations prepare for Christmas:

- Younger shoppers without kids are most likely to leave gift and food purchases until the last minute
- They are least likely to host a Christmas meal for family and friends and buy the lowest total number of gifts
- Family Shoppers are most likely to purchase online and have a much more positive outlook about Christmas
- 'Empty Nesters' are likely to display cynicism towards Christmas but still plan to make the most for their young families

Christmas Lovers vs. Christmas Loathers:

- 36 per cent of Australians are 'Christmas Lovers' and are most likely to be female, well prepared and buy an average of 18 gifts
- 28 per cent of Australians are 'Christmas Loathers' and are most likely to be male with kids aged 15-20 and buy an average of 10 gifts

Feelings towards Christmas:

- 29 per cent of Australians love shopping for Christmas presents
- 33 per cent of Australians agree that Christmas celebrations always seem to end too quickly
- The top three associations with Christmas include socialising with friends and family, preparing and enjoying meals and decorating the house

The Christmas Spending Timeline:

- Despite reaching a peak in November, online retail sales continue strong performance into mid / late December
- The majority of food and drinks tend to be bought a week before Christmas
- Young families are the biggest bargain hunters and tend to make the most online shopping purchases

Christmas at Woolies:

- Woolworths sells 10x the volume of prawns (equal to more than 1,000 tonnes) during the Christmas and New Year period, compared to any other time of year
- The Christmas rush starts a week before Christmas, with over 200 tonnes of prawns being sold this week alone
- Woolworths will sell more than 16,000 Macro free-range turkeys this Christmas
- Woolies expect to sell around 4 million kilos of ham in the four weeks leading up to the big day
- Woolworths expert oyster shuckers will hand open more than 800,000 oysters over Christmas and New Year

Media Release



For more information or to download a copy of the Woolworths Festive Food Report, contact the **Woolworths Press Office** on **(02) 8885 1033** or click onto www.woolworths.com.au

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