

Holiday Retail Trends

Australia, 2025

Following the Reserve Bank of Australia's rate cuts this year, consumer confidence is on the rise—creating a more optimistic, time-sensitive holiday season.¹ Microsoft Performance Max uses Artificial Intelligence to keep your brand visible and reach high-intent shoppers from early planners to last-minute buyers. Contact your Account Specialist to get started.

Key trends and strategies

55% Shop for holidays before October

55% begin holiday shopping before Oct,² with average retail spend between \$660-\$1K.³⁻⁵ Use Display Ads for brand awareness and Remarketing to drive conversion.



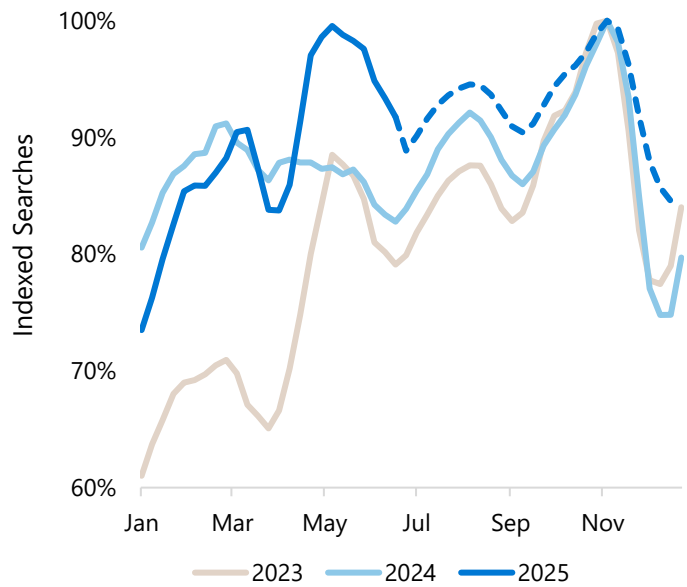
Omnichannel buying journey

89% of shoppers switch between online and in-store,³ and more than half research online.^{5,6} Use Local Inventory Ads to engage and capture attention across touchpoints.

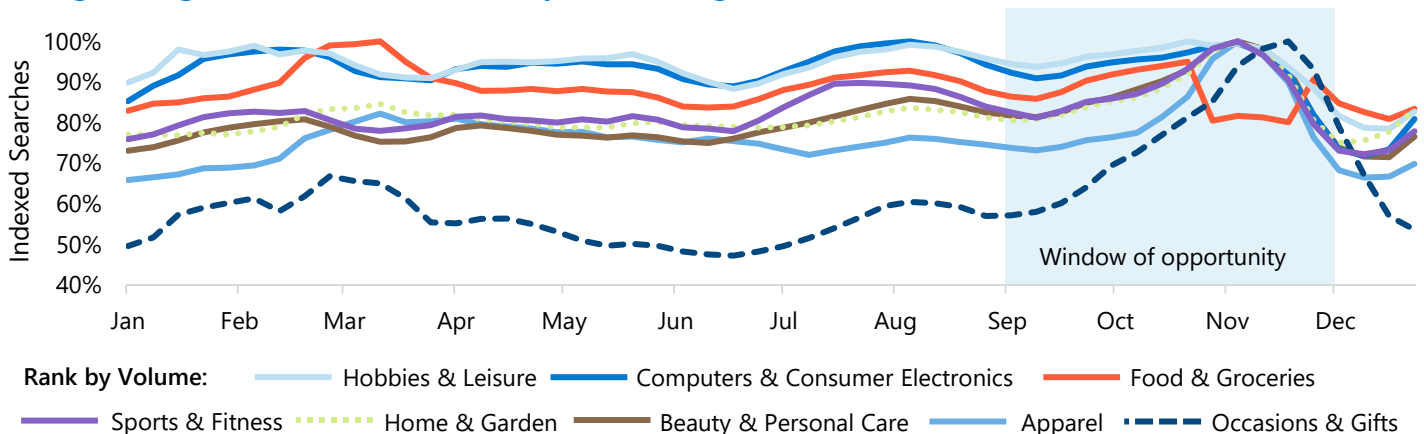
81% Join major sales events

81% plan to join major sales events for bargains.⁷ Trust and price are key drivers⁴ - use Ads Extensions to spotlight value, quality, and convenience.

All-up retail: Rolling average of searches, indexed yearly, 2023-2025⁸



Rolling average of searches, indexed by retail categories, 2024⁸



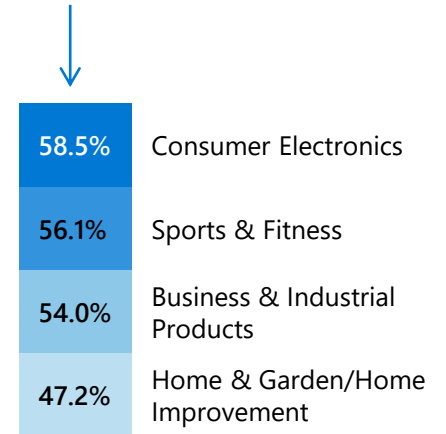
Sources: 1. Westpac (July 2025); 2. Australian Marketing Institute (AMI) (2025); 3. CPM-Retail Safari (2024); 4. Deloitte (2024); 5. Roy Morgan (2025); 6. The Bazaar Voice (2025); 7. Microsoft Advertising (2025); 8. Microsoft Internal Data (2025); 9. EY - Global (2024); 10. Statista (2024)

Top brand & generic terms in Consumer Electronics, Sep - Dec 2024⁸

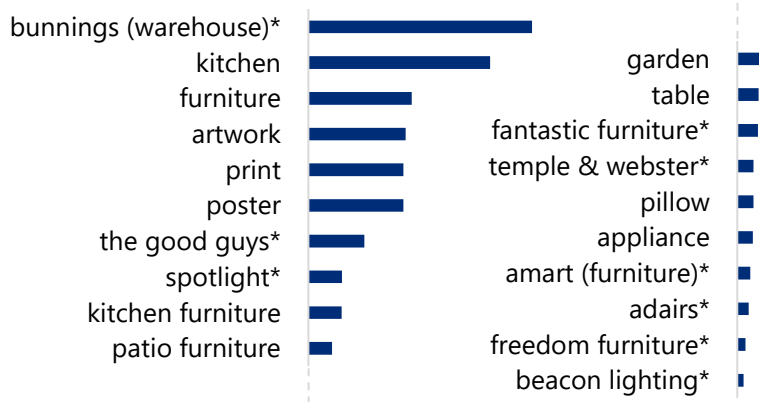
Brands	Generic
kindle	tv
garmin	headphones
iphone	audio
airpods	display
chromecast	battery
xbox	wireless
dji	usb
bose	flash drive
tp link	speaker
jbl	gps

111K

Consumers shopping for **Hobbies & Leisure** are also In-Market for⁸

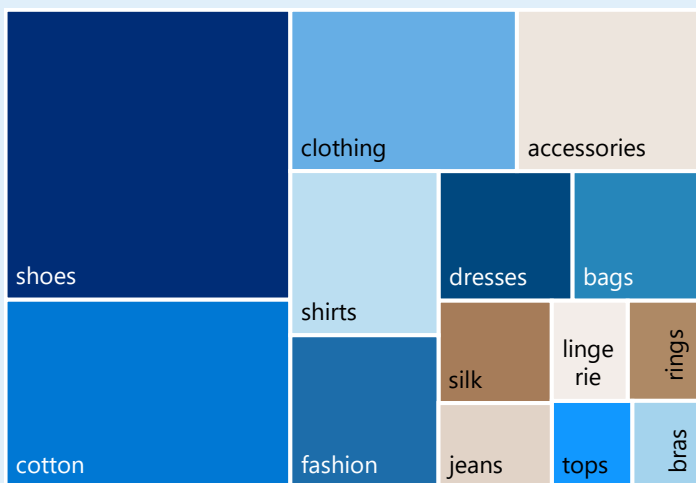


Top retailer* & generic terms in Home & Garden, Sep - Dec 2024⁸

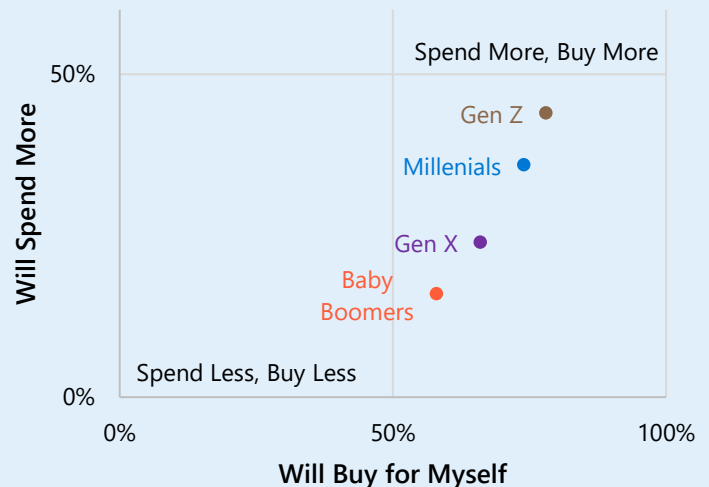


Cross Category Holiday Shopping: Use Shopping Ads to stay visible where they're actively searching and comparing.

Top generic terms in Apparel, Sep-Dec 2024⁸



Shopping intent by age groups for clothing & accessories, 24th Sep - 7th Oct 2024⁹



Apparel is Top of Mind:^{3,9,10} Gen Z and Millennials are leading holiday demand, with many planning to gift—and self-gift—clothing, shoes, and accessories.⁹ Use Multimedia Ads to visually showcase your latest collections and capture attention across key shopping moments.

Sources: 1. Westpac (July 2025); 2. Australian Marketing Institute (AMI) (2025); 3. CPM-Retail Safari (2024); 4. Deloitte (2024); 5. Roy Morgan (2025); 6. The Bazaar Voice (2025); 7. Microsoft Advertising (2025); 8. Microsoft Internal Data (2025); 9. EY - Global (2024); 10. Statista (2024)