



MEDIA RELEASE

ON TARGET FOR A CHEERFUL CHRISTMAS THIS YEAR

Joy of giving balancing concerns over cost of living for Holiday shoppers

- A quarter say Christmas is still their favourite time of the year (25 per cent), despite cost of living stress weighing more heavily on 1 in 2 (49 per cent)
- Over a quarter enjoy shopping for them (26 per cent) and 1 in 3 say seeing gifts unwrapped brings them joy (34 per cent)
- Target meets shoppers' every Christmas need *from the first gift to the last guest*, and offers top tips for achieving an affordable and stylish no-compromise Christmas

22, November, Sydney: While the cost pressures of the Christmas season are weighing more heavily on 1 in 2 shoppers due to rising living costs this year (49 per cent), Christmas sentiment remains positive with most people looking forward to spending time with family (71 per cent), relishing in the festive feeling (43 per cent), seeing decorations (41 per cent) and having a break (38 per cent)¹.

The **Target Community Christmas 2023 Outlook**, which provides a pulse check on Target customers' festive feelings has revealed optimistic plans for Christmas, that won't break the bank. 2 in 5 believe they can create the Christmas they want on a budget with careful planning (41 per cent). Undeterred by cost challenges, almost three quarters are setting the same gift budget as previous years (73 per cent).

As the department store that's been synonymous with Australian families for nearly 100 years, Jamima White, one of Target's General Managers says they take pride in supporting families achieve a no-compromise cost-conscious Christmas.

"It is the hardest time of year, financially, for many (39 per cent), so our advice to ease the season's common pressures is to plan ahead and shop smarter. It's the best way to spread the budget and access affordable quality and surprising style for a Christmas that will impress. An early start to holiday purchase planning (theming & styling, entertaining, gifts & wrapping) and a single-destination shopping approach will be the best way for hardworking Australians to ease the *cost of giving* pressures and set themselves up for the happy holiday season they are so strongly craving."

"Our advice is to set a budget and stick to it, avoid impulse buying, consider the gift recipients' interests, hobbies, style and preferences for the perfect gift. Furthermore, pay attention to any hints or comments they may have made about what they like or need, and consider the recipient's lifestyle and practical needs. And perhaps most importantly, get in early, to avoid disappointment," she said.

Holiday Head Start and Mindset Makeover

Target shoppers are heeding this advice to plan, prepare and be proactive. 2 in 3 have started their shopping (62 per cent) and for 2 in 5 it's earlier in the season than usual (37 per cent). Starting early enables shoppers to take advantage of sales, such as Target's [Black Friday sale](#), which is currently underway, with huge savings to be made including [40 per cent off selected home](#), [half price selected LEGO sets and toys](#) and [20 per cent off selected toys](#). This strategy also reduces the Christmas mental load and increases efficiency when shopping from a one-stop shop, like Target.

Gifting Go-To

While 1 in 3 will likely reserve gifting for the immediate family (31%), Target is the gifting go-to with countless options for everyone. From end of term treats for teachers, great gifts for grandparents or grandkids, super fun stuff for secret Santa, you'll rightfully earn the moniker, gift whisperer if you shop

¹ Target Community Christmas 2023 Outlook by Target Australia. Survey of 1,420 Target Shoppers aged 18+, conducted from 10-15 November, 2023.



at Target. If you are stuck on ideas, where should you look for inspiration? One in 5 say it's kids who have their finger on the gifting pulse (22 per cent). However, if they're not being particularly forthcoming with what they want, here are kids' gifts at a range of price points to get you started.

1. [Squishmallows 7/8" Plush – Assorted](#), \$10
2. [Minecraft Annual 2024 - Mojang Ab](#), \$10
3. [Smashers Dino Island Egg by ZURU – Assorted](#), \$15
4. [TapTap Smart Fidget – Assorted](#), \$15
5. [Discovery - Neon LED Glow Drawing Board](#), \$19
6. [The Harry Potter Wizarding Almanac - J.K. Rowling](#), \$29
7. [Barbie Dream Camper Vehicle Playset](#) \$129
8. [F.A.O. Schwarz Look & Sea Creatures Pop-Up Reef](#) \$29
9. [Sharper Image RC Hydro Park Racers and Pool Track](#) \$79
10. [Majorette Super Chase Center +5 Vehicles Set](#) \$99

Celebrating in Style (and on a Shoestring)

A celebratory Christmas is not just about gifting. Almost half say Christmas isn't Christmas without a tree, with 1 in 10 putting their tree up as early as November (14 per cent) and most following suit in December (49 per cent). If you don't have yours sorted yet, Target offers a variety of amazing quality [famous tree styles](#) at great prices that are so popular, they sell-out every year.

However, a tree is only the bare minimum. Christmas is more fun with decorations and beautifully themed tablescapes, say over a quarter of shoppers (27 per cent). For decorations, tableware or tree ornaments Target has three styles to choose from, from the modern [Pure Joy](#) and [Crafted Love](#) to [Heritage](#) which will appeal to the 1 in 5 who class their Christmas style as traditional (17 per cent).

Target offers surprising style with great Australian design that looks and feels great, and affordable quality with products that stand the test of time. For a Christmas which honours individual style and respects diverse budgets, it's *Target All the Way* this Christmas. Visit www.target.com.au/christmas for inspiration to create the perfect no-compromise Christmas.

– ENDS –

Contact: media@target.com.au

About Target

At Target, we're on a relentless mission to make great quality products truly affordable for Australian families. Products that really make a difference, at prices that won't cost the earth. So, every time you wear them, wash them, look at them, touch them and use them, you feel the satisfaction of knowing we've made sure they stand up to the test of everyday family life. Because that's what you expect from Target. That's Target.

Target are proud to be a part of hundreds of communities across Australia offering a seamless shopping experience in-store and across their digitally enabled platforms including click and collect, target.com.au and the Target app to ensure ease and accessibility across every touchpoint of the brand.