

## Australia Post prepares for busiest Christmas season yet

14-12-2017

Australians will spend more than \$200 each buying toys and games as gifts online this Christmas, according to new Australia Post research.

Australians will spend more than \$200 each buying toys and games as gifts online this Christmas, according to new Australia Post research. The big spend comes as Australia Post is expecting its busiest Christmas ever, delivering more than 2 million parcels a day at its peak – that's more than 2700 a minute.

Australia Post General Manager for eCommerce, Ben Franzi, said toys and games were the top items on Australians' Christmas wish lists, accounting for 35 per cent of the total festive spend.

"Christmas is always the busiest time for purchases of toys and games and our research shows Australians will spend an average of \$208 each buying toys and games as gifts this year," Mr Franzi said.

The research involved a survey of more than 2000 Australia Post customers. More than half of the respondents said they would buy gifts online this Christmas to avoid crowds, with the other main reasons being the ability to shop where they want (49 per cent), convenience (46 per cent), and to access better prices (40 per cent).

Mr Franzi said fashion and jewellery will also be popular gifts this Christmas, accounting for 27 per cent of total festive online shopping purchases.

"More Australians are shopping online than ever – with purchases surging 15 per cent in the past 12 months - because it offers choice, range and convenience."

And to create extra festive cheer this Christmas, online shoppers can enjoy free shipping through Australia Post's Shipster. The program offers free shipping on eligible purchases at more than 50 of Australia's biggest online stores. Customers simply need to spend \$25 and over on their shopping cart with a participating retailer to have shipping costs automatically discounted at the checkout.

Mr Franzi said Australians would also have greater delivery options, including weekend deliveries and extended trading hours, as well as parcel pick up options from parcels and letters facilities. Customers have access to our year-round delivery choices including our free 24/7 parcel lockers, PO Boxes, or they can have their parcel sent directly to one of 3600 post offices.

Toys" R"Us Head of eCommerce & Customer Service Tim Halaska said the retailer had experienced its biggest Christmas yet.

"PJ Masks, LOL Surprise and Hatchimal toys are flying off the shelves this year, with parents across Australia eager to bring Christmas cheer for their children," Mr Halaska said.

"Our bricks-and-mortar and online stores traffic has increased significantly in the lead up to Christmas and we're thrilled to be able to offer our customers free shipping this Christmas through Australia Post's Shipster program."

Source: [Australia Post](#)

