KEPLER ANALYTICS

AUSTRALIAN RETAIL MARKET UPDATE

Insights on

PEAK PERIOD 2025

Based on data from Kepler's Retail Market Index

Strong peak period trade for Australian retail with +2% YoY sales growth

Peak Period Year-on-Year Movements (Sales)

2025		2026
November Retail Month (4 weeks) 27th Oct to 23rd Nov	**December Retail Month (5 weeks)** 24th Nov to 28th Dec	**January (1 week)** 29th Dec to 4th Jan
Peak Period +2% YoY		
November Retail Month +2% YoY	December Retail Month +2% YoY	January W1 +11% YoY
Black Friday Period +3% YoY 17th Nov to 1st Dec	Christmas Period +1% YoY 15th Dec to 24th Dec	Boxing Day Sales +3% YoY 26th Dec to 4th Jan

- Overall, the peak period delivered a strong result for Australian retail. **Sales grew 2% YoY**, driven primarily by the growth average transaction values
- **However, sales conversion rates fell 3% YoY**, creating a missed opportunity for retailers. This decline in conversion offset the benefit of the 3% increased foot traffic across the peak period
- **All three key selling periods** (Black Friday, Christmas and Boxing Day Sales) **delivered growth on last year**, with Black Friday and the Boxing Day sales the strongest (+3% YoY)
- **14 of the 15 of the highest sales days** in Australian retail **occur in the peak period of November and December**, with Boxing Day retaining its #1 position

Consumers are seeking more value and convenience

Activewear, Menswear & Personal Items outperformed the market

Strong passer-by traffic and improved shopfront conversion drove store traffic up 3%

Weak sales conversion (-3%) negated the increased store traffic

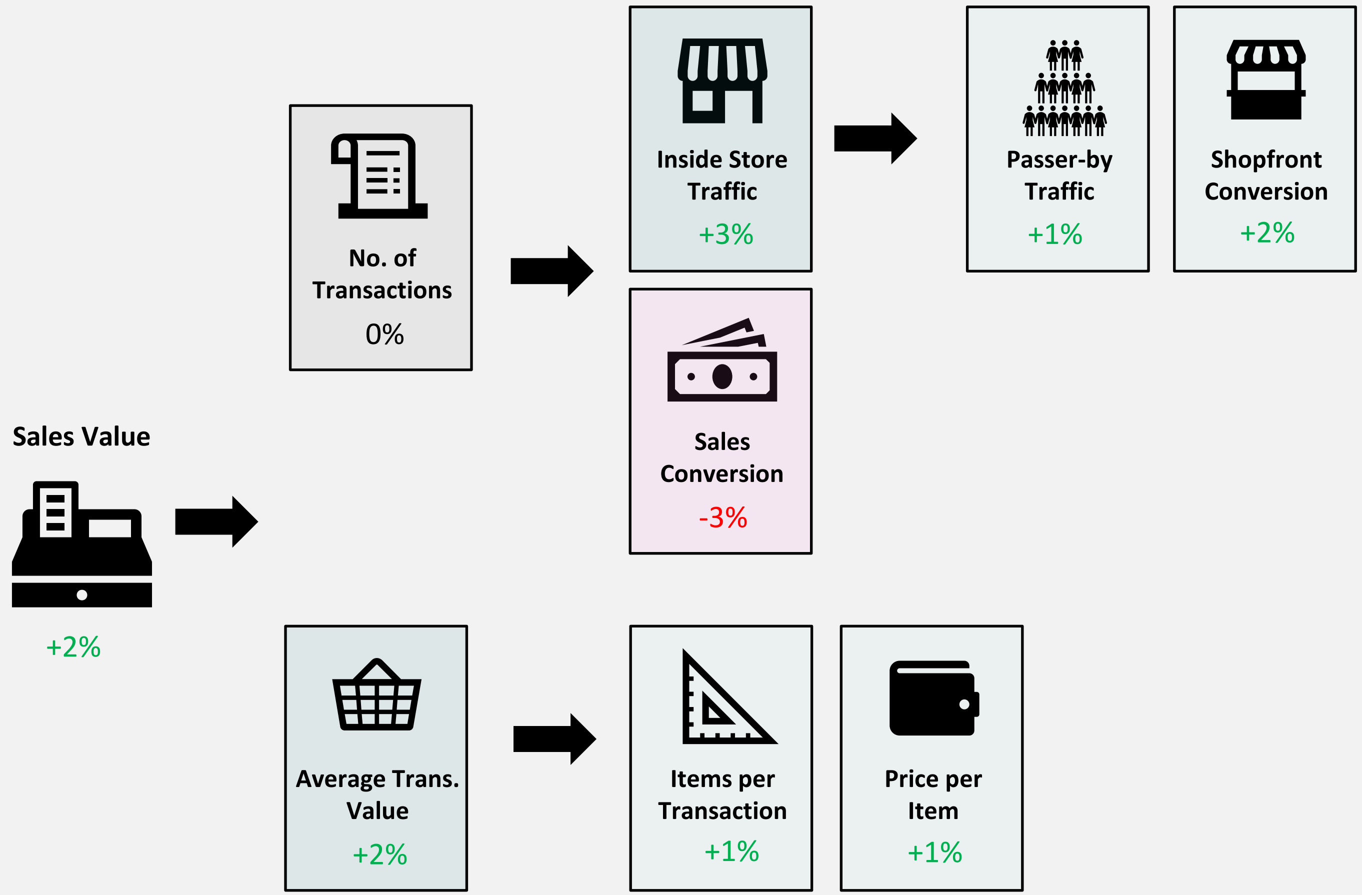
Most of the sales growth was driven by larger basket size and higher item prices

Source: Kepler Analytics Retail Market Index. Comparison period is 28th Oct 2024 to 5th January 2025.

Foot traffic growth was strong but the decline in sales conversion meant this didn't translate into sales, a missed opportunity for retailers

Peak Period Sales Value Driver Tree

Peak Period 2025 (27 Oct 2025 to 4 Jan 2026) vs Peak Period 2024 (28 Oct 2024 to 5 Jan 2025)



YoY Change by Retail Month

Measurement	Retail Nov.	Retail Dec.	Jan. W1
Inside Store Traffic	3%	2%	7%
Sales Conversion	-4%	-2%	0%
No. of Transactions	-1%	-1%	7%
Avg. Transaction Value	3%	2%	4%
Sales Value	**2%**	**2%**	**11%**

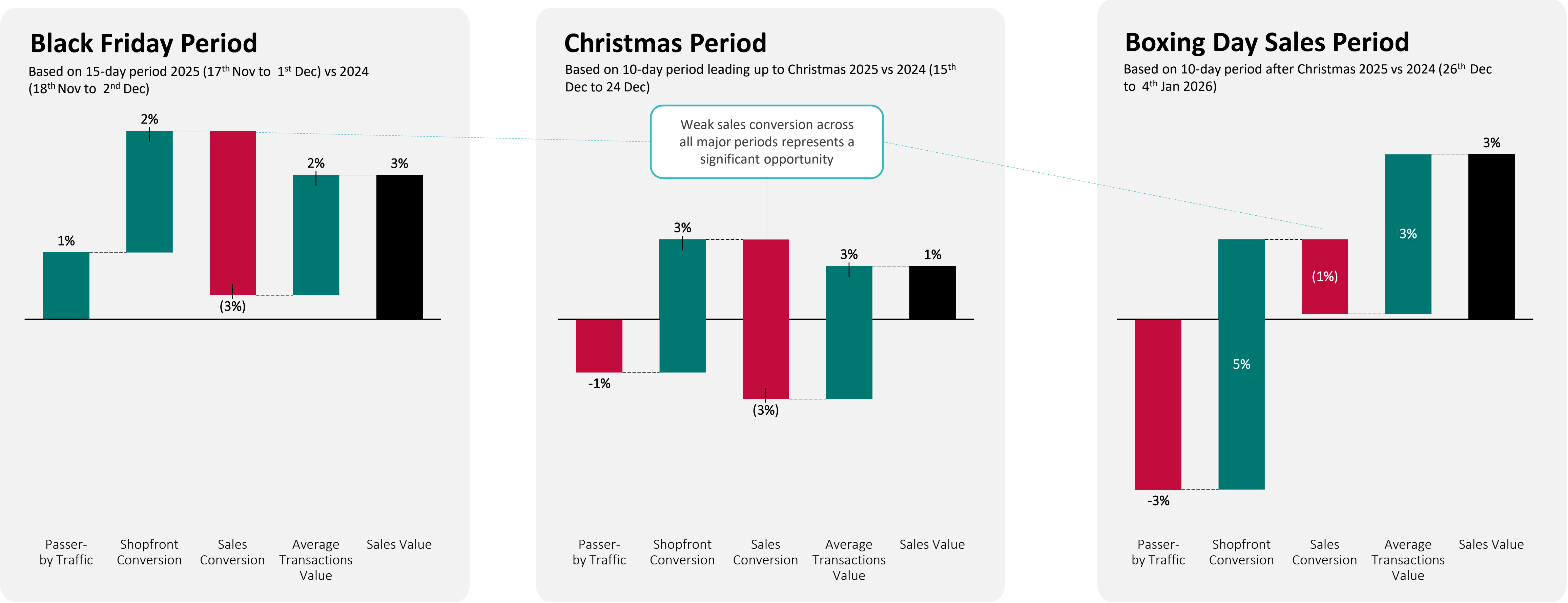
Key Observations

- The peak period delivered strong growth in store foot traffic, driven by the combination of increased shopfront visibility and passer-by activity, resulting in a **+3%** uplift
- The first week of January performed very strongly, with 7% growth in store traffic and 11% growth in sales YoY
- However, despite the growth in traffic, the decline in sales conversion rate and increase in average transaction values, suggests some behavioural shifts:
    - Customers appear more purposeful and selective in their purchases
    - Possible price sensitivity, with more shoppers becoming "browsers" rather than "buyers".
- A key area for growth in 2026 is lift sales conversion rates by converting more browsers into buyers

Source: Kepler Analytics Retail Market Index.

The three key selling periods all delivered sales growth on last year, with average transaction value growth the major driver

Customer Path to Purchase YoY Waterfall Charts



Sustained demand across all major peak-season events
Encouragingly, Black Friday's strong **+3%** sales growth didn't erode later periods of Christmas **(+1%)** and Boxing Day **(+3%)**, demonstrating sustained demand throughout the peak season

Source: Kepler Analytics Retail Market Index.

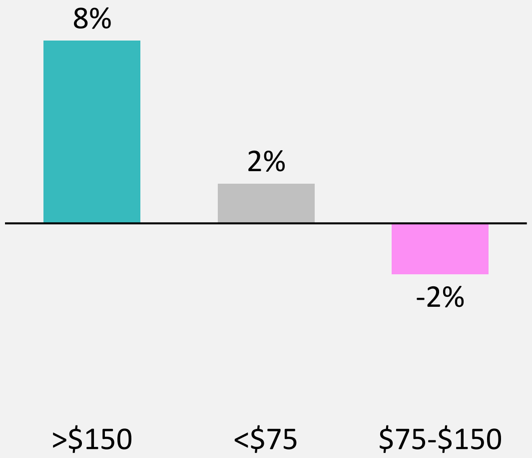
WA and SA were the strongest performing States while organisations with ATVs > $150 also experienced strong YoY sales growth

States

Sales YoY (Peak Period 2025 vs. 2024)

Av. Transaction Value

Sales YoY (Peak Period 2025 vs. 2024)



Growth in >$150 ATV
The strong growth in transactions above **$150** suggests that shoppers have become more purposeful and value-focused.

Best Performer | Average Performer | Worst Performer

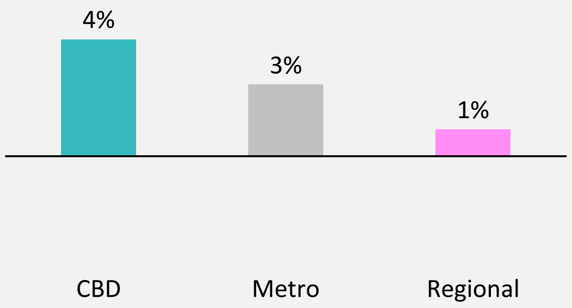
Source: Kepler Analytics Retail Market Index. Peak Period 2025 (27 Oct 2025 to 4 Jan 2026) vs Peak Period 2024 (28 Oct 2024 to 5 Jan 2025)

Strong YoY growth in outlets and local shopping, indicates consumers are seeking more value and convenience this year

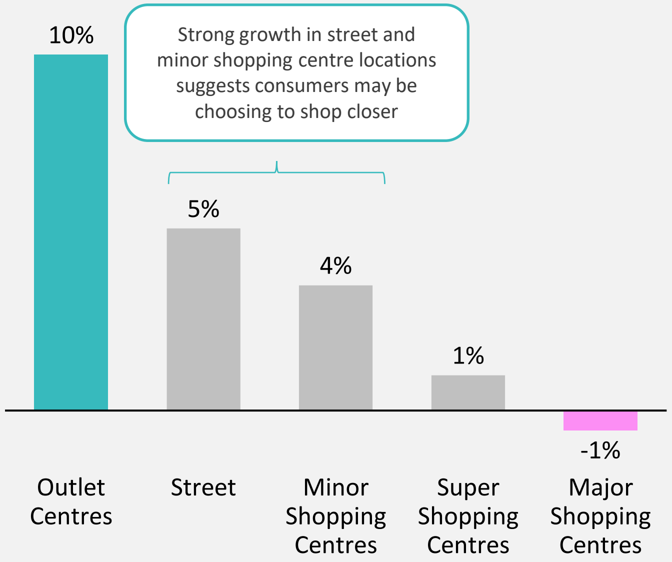
Retail Precincts

Sales YoY (Peak Period 2025 vs. 2024)

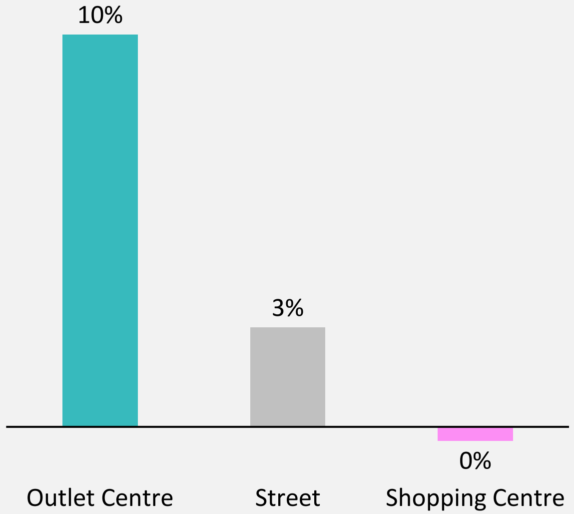
Regions



Metro Locations



Regional Locations



Best Performer Average Performer Worst Performer

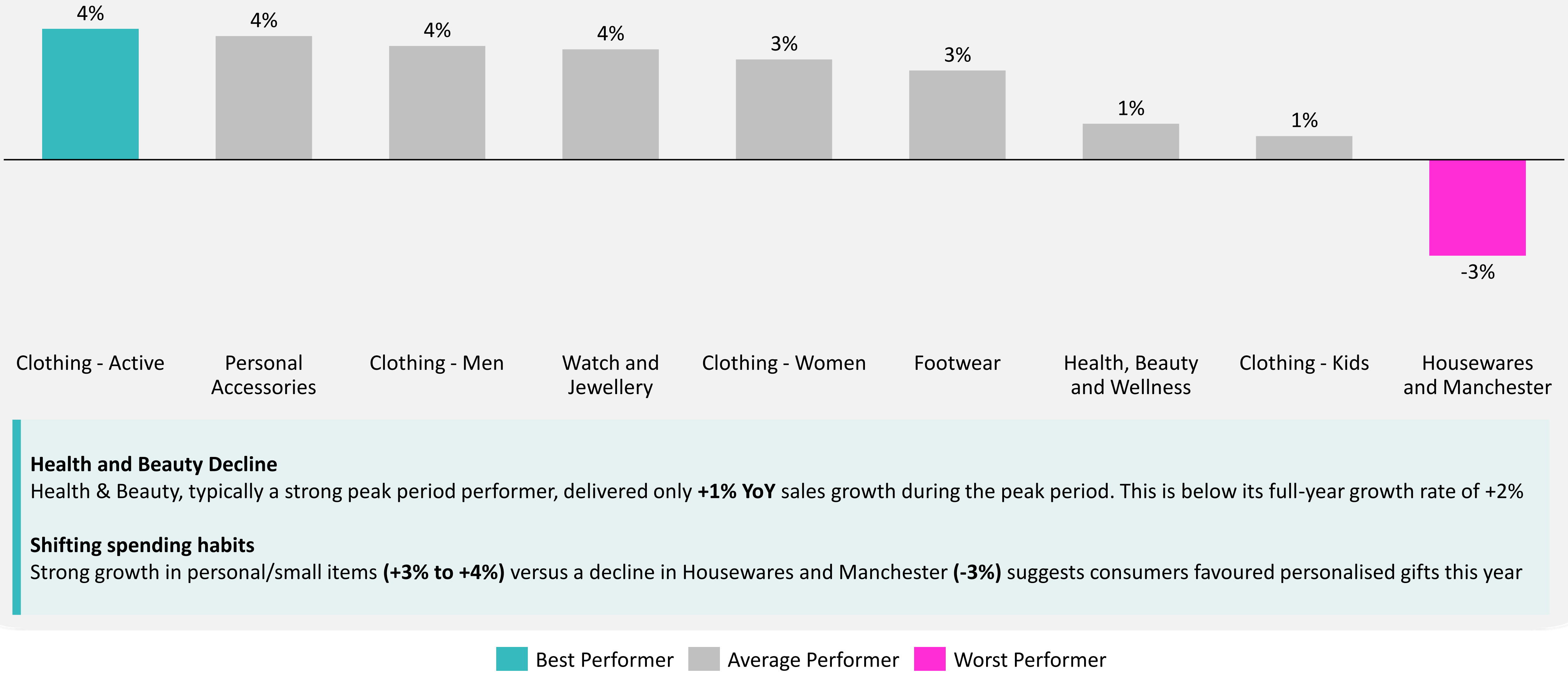
Outlet Centre & Local Shopping Growth
Strong year-on-year growth in outlet centres and increased local shopping indicate consumers are seeking value and convenience

Source: Kepler Analytics Retail Market Index. Peak Period 2025 (27 Oct 2025 to 4 Jan 2026) vs Peak Period 2024 (28 Oct 2024 to 5 Jan 2025)

Activewear, Menswear and Personal Accessories were the best performing product categories across the peak period

Product Categories

Sales YoY (Peak Period 2025 vs. 2024)



Health and Beauty Decline
Health & Beauty, typically a strong peak period performer, delivered only **+1% YoY** sales growth during the peak period. This is below its full-year growth rate of +2%

Shifting spending habits
Strong growth in personal/small items **(+3% to +4%)** versus a decline in Housewares and Manchester **(-3%)** suggests consumers favoured personalised gifts this year

Source: Kepler Analytics Retail Market Index. Peak Period 2025 (27 Oct 2025 to 4 Jan 2026) vs Peak Period 2024 (28 Oct 2024 to 5 Jan 2025)

14 of the 15 biggest Australian retail trading days in 2025 occurred in November and December

Top 15 Days of Australian Retail Sales in 2025

2025 Sales Ranking	Date	Special Event	2024 Sales Ranking
1	26-Dec-25	Boxing Day	1
2	23-Dec-25		2
3	28-Nov-25	Black Friday	3
4	22-Dec-25		9
5	29-Nov-25	Black Saturday	5
6	24-Dec-25	Christmas Eve	8
7	20-Dec-25		7
8	18-Dec-25		16
9	21-Dec-25		4
10	19-Dec-25		6
11	30-Nov-25		11
12	13-Dec-25		10
13	10-May-25	Mothers Day Eve	14
14	27-Dec-25		13
15	27-Nov-25	Black Friday Eve	12

Key Observations

- Boxing Day, December 23rd and Black Friday remain the top 3 trading days, with Boxing Day continuing to lead
- The rise in rankings for 22nd and 24th December, combined with the consistently high ranking of 23rd December, indicates more last-minute Christmas shopping this year
- The significant ranking rise of December 18th can be explained by it falling on a Thursday this year (extended trading hours) versus a Wednesday last year
- 67% of the biggest trading days occurred in December, with Mothers Day Eve the only trading day outside the months of November and December

Source: Kepler Analytics Retail Market Index

The decline in sales conversion was a drag on peak period performance – this should be a key focus for retailers in 2026

Key Factors to Consider in Driving Stronger Sales Conversion Rates in 2026

- **Stock Availability** – is there sufficient stock weight in the key SKUs to avoid stockouts?
- **Staffing –** are rosters aligned with the expected in-store traffic to ensure the right service levels during peak times, to reduce queues and potential barriers to purchase?
- **Merchandise Zone Performance** – how effectively does each zone convert visibility and engagement into sales?
- **Pricing and Promotions** – do pricing and promotional strategies support sales conversion and increased basket value?
- **Store Experience –** is your store creating an engaging brand experience that encourages longer customers dwell time and higher purchase likelihood?

Danny French
Chief Product and Operating Officer
Danny.French@kepleranalytics.com

Allan Sun
Customer Analytics Manager
Allan.Sun@kepleranalytics.com