

Big budgets for one of the year's top retail events

In the lead up to End of Financial Year, we spoke to 550 Gumtree users to better understand the opportunity for brands – including the pent-up demand for big ticket purchases.



Gumtree
Media

Savvy shoppers taking advantage of EOFY sales

WORTH THE WAIT

2-in-5



Gumtree users are holding out for EOFY sales to buy a big-ticket item

BIG BUDGETS

1-in-5



retail intenders are spending \$1,000 or more, with 1-in-3 spending \$500+

RACE TO THE CHECKOUT

1-in-3



retail intenders are planning on purchasing 5+ items

The Circular Economy Effect

2-in-3

retail intenders prefer to buy sustainable brands/products

79%

Sustainable shoppers likely to spend 79% more this EOFY

1-in-5

retail intenders are selling their pre-loved items rather than throwing away

What are retail intenders most likely to buy before June 30?

HIGHEST PURCHASE INTENT BY CATEGORY



Home Improvement, Furniture & Appliances

36%



Electronics & Computers

20%



Clothing, Shoes & Accessories

14%

TOP 3 HIGH-VALUE PRODUCTS & SERVICES



Sign up to a new phone plan

20%



Purchase a new car

14%



Book travel or flights

13%

Take advantage of Gumtree's scale and influence across millions of online shoppers this EOFY, with new retail-focused marketplace products and first-party data opportunities.

Contact gumtreemedia@gumtree.com.au for more.

Source: Gumtree Australia EOFY Retail Survey, March 2022, n=550



carsguide

Autotrader

