

Australians are trading up and refreshing their living environment



Gumtree
Media

We spoke to over a thousand Gumtree users to help brands anticipate the evolving needs and desires of everyday Australian households as they actively upcycle, uptrade and buy new this Spring.

The Spring Renewal

3-in-4 users surveyed (74%) will actively 'Spring Clean' their home this September to November, providing an immense opportunity for brands to connect with potential buyers at a time of transition.

Focus in on life's key moments

When life moves, things change. Breaking the status quo, new life milestones often reveal unmet needs that require attention. Be there as Australians discover solutions, compare and make decisions, and establish new norms in the moments that matter.



These are the major decisions that will impact Gumtree user behaviours as spring rolls around:

HOUSE MOVERS

1-in-4

(27%) are likely to move house in the next 12 months

Planned furniture purchases in the next 12 months:

Lounge / Sofa / Chair	20%
Storage / Shelving	17%
Bed / Mattress	16%
Outdoor Set	13%
Desk / Home Office	11%

53%

Over half are likely to buy kitchen appliances

1-in-5

(22%) are likely to buy home or outdoor entertainment equipment

HOME BUYERS

1-in-5

(23%) are looking to buy a home in the next 12 months

Planned furniture purchases in the next 12 months:

Lounge / Sofa / Chair	21%
Storage / Shelving	16%
Outdoor Set	15%
Bed / Mattress	14%
Dining Room Set	11%

52%

Over half will invest in kitchen appliances

1-in-4

(24%) will invest in home or outdoor entertainment equipment

Take advantage of Gumtree's scale and influence across millions of Australians undergoing home refreshes this spring. Reach them using our retail-focused marketplace products and first-party data opportunities.

Contact gumtreemedia@gumtree.com.au for more.

Source: Gumtree Q3 Spring Clean Consumer Survey. June 2022. N = 1673