TENTH EDITION | 2025

AUSTRALIAN CHRISTMAS SHOPPING INTENTIONS

A DECADE OF INSIGHTS SHAPING CHRISTMAS

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10 YEARS OF CHRISTMAS SHOPPING INSIGHTS

2025 marks the tenth year of CPM-Retail Safari's annual survey on Australians' Christmas shopping intentions. Christmas is the most important season in the retail calendar, and our decade of research shows how the Christmas retail season has been reshaped by sales events, omnichannel behaviours, and evolving gift choices.

This year's results reinforce how these shifts are now entrenched, while new dynamics are emerging. Value remains paramount, with 71% of shoppers prioritising sales, discounts, and promotions. November is firmly established as the peak month for Christmas gift shopping, though December activity has regained ground in 2025. Omnichannel expectations are at record highs, with 89% planning to shop both online and in-store. Sales events have become central; nearly two in three Australians expect to buy gifts during them, and Black Friday has grown into one of the country's biggest shopping moments, offering earlier access to holiday deals and outperforming Boxing Day on perceived value.

Gift preferences are shifting. Gift cards, once the default option, are losing ground as clothing and shoes, books, and experiences top 2025 shopping lists. New survey questions also reveal changes in how gifts are purchased. Cards are the top payment method, while AI tools and social commerce are emerging as areas of experimentation, though are not yet mainstream.

Our decade of research shows Australians are now firmly focused on November and Cyber Weekend for their Christmas gift shopping. To succeed, retailers need to deliver value, ensure seamless omnichannel experiences, and prepare for emerging behaviours shaping the next phase of Christmas shopping.

10 YEARS OF
CHRISTMAS SHOPPING TRENDS

HOW:

OMNICHANNEL BECAME THE NORM

89%

shop both online and in-store – nearly double 2016

WHAT:

GIFTING PRIORITIES SHIFTED

GIFT CARDS

topped gift lists from 2016 to 2023. In 2025 they rank fifth, with clothing and shoes taking top spot

WHEN:

CYBER WEEKEND DOMINATES GIFT TIMING

55%

now buy gifts on Black Friday, rising from a niche event in 2016

WHY:

TACTILE EXPERIENCE DRIVES STORE CHOICE

IN-STORE WINS

for seeing and touching products, while online is driven mainly by convenience

2025 CHRISTMAS SHOPPING
TRACKING SURVEY

INTRODUCTION

The CPM–Retail Safari annual Christmas Shopping Intentions Survey reaches its 10th year, providing a decade of evidence on how Australians approach Christmas gift shopping.

Since 2016, the study has tracked how Australians prioritise spending, plan their shopping timelines, choose channels, and select gifts, establishing a benchmark for holiday retail insights. The 2025 edition expands this focus with new questions on payment methods and the use of AI tools in Christmas gift shopping.

This milestone report highlights how Christmas shoppers' behaviours continue to evolve and equips brands and retailers to prepare for the 2025 Christmas season and beyond.

ABOUT THIS SURVEY

This research was conducted with Swinburne University's CXI Research Group via an online survey from 31 July to 5 August 2025. The sample included 506 Australians aged 18+ planning to purchase Christmas gifts. Sampling quotas were applied to ensure the survey sample reflected ABS population data across age, gender, and state.

RESIDENTIAL LOCATION

NSW 27%	**QLD** 21%	**WA** 8%	**ACT** 2%
VIC 30%	**SA** 8%	**TAS** 4%	**NT** 0%

NT is excluded from this analysis due to insufficient sample size.

GENDER AND AGE

MALE 53%	**18-24** 11%	**25-34** 19%	**35-44** 18%
FEMALE 46%	**45-54** 15%	**55-64** 15%	**65+** 23%

1% Other / Prefer not to answer.

Note: The 2018 to 2025 surveys were undertaken by the CXI Research Group at Swinburne University of Technology. The 2016 and 2017 surveys were undertaken by the ACRS Research Unit at Monash University.

2025 KEY FINDINGS
CHRISTMAS GIFT SHOPPING INTENTIONS

SPEND

Nearly 8 in 10 plan to spend the **same or more on gifts**, with an average budget of **$667**.

Discounts, sales and promotions remain **the top driver** of Christmas gift shopping decisions (71%).

Cards dominate Christmas gift payments, led by debit cards at 61%.

TIMING

November remains the peak month for Christmas shopping (57%), but December has rebounded strongly, now 30% (up 9 points).

Sales events are now central, with 62% planning gift purchases during them, led by Black Friday at 55%.

Cyber Weekend is anchored online, with 83% shopping digitally and 74% buying electronics.

FORMATS

Omnichannel dominates Christmas shopping, with 89% planning to shop both in-store and online for gifts.

Online marketplaces (64%) and **department stores** (57%) remain the top formats for Christmas shopping.

Shoppers choose **in-store to see and touch products** (41%), while **comfort at home drives online purchases** (18%).

SHOPPING LIST

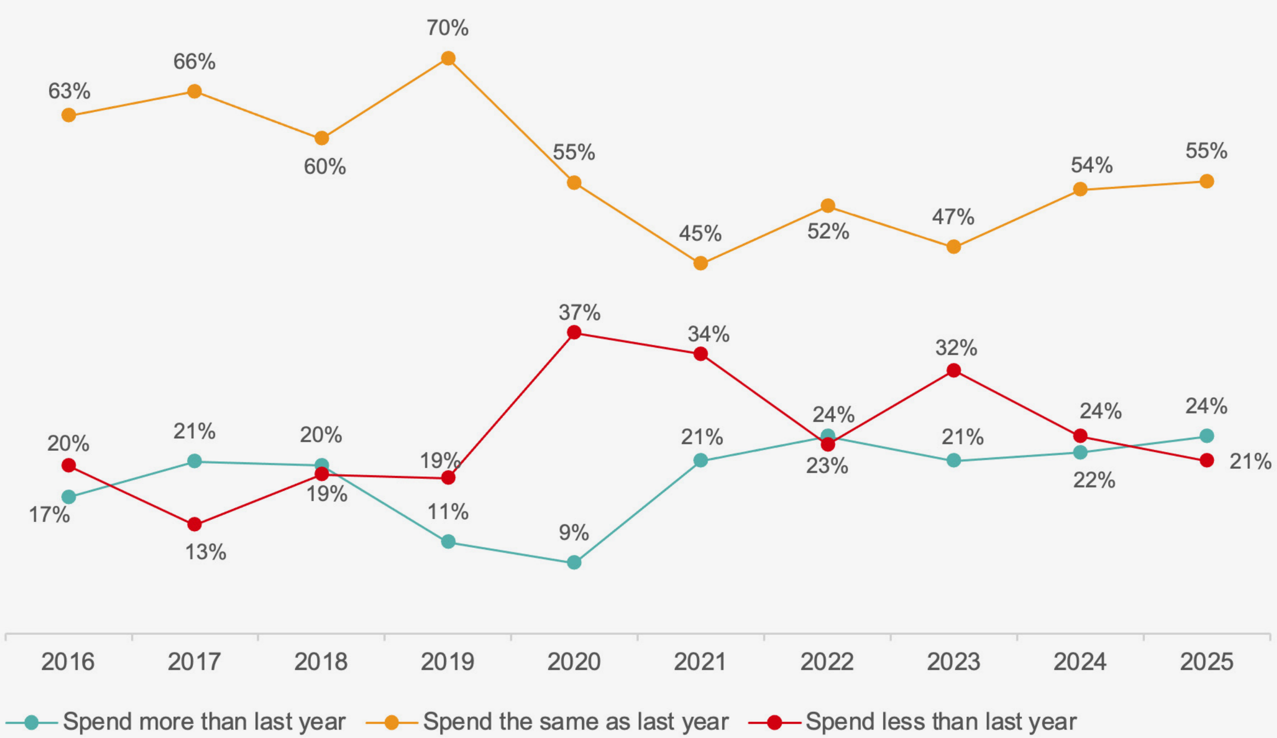
Top Christmas gifts in 2025: Clothing and shoes (46%), books (44%) and experiences (42%)

Clothing and books dominate for **35–54s** (53% and 52%), while **18–34s are driving the experiences trend** (55%).

AI is not yet mainstream for Christmas shopping. 58% don't plan on using it. Among potential users, ChatGPT dominates (75%).

CHRISTMAS
SPENDING PLANS

Q: How will your total Christmas gift spending this year compare with last year?



KEY INSIGHTS

Nearly eight in ten holiday shoppers plan to spend the same or more than last year.

In 2025, 79% of shoppers expect to maintain or increase their Christmas gift spend (55% same, 24% more), up from 76% in 2024.

A majority, 55%, expect to spend about the same as last year (+1% vs 2024), while **fewer expect to spend less** this season (21%, –3% vs 2024 and –16% vs the 2020 peak of 37%).

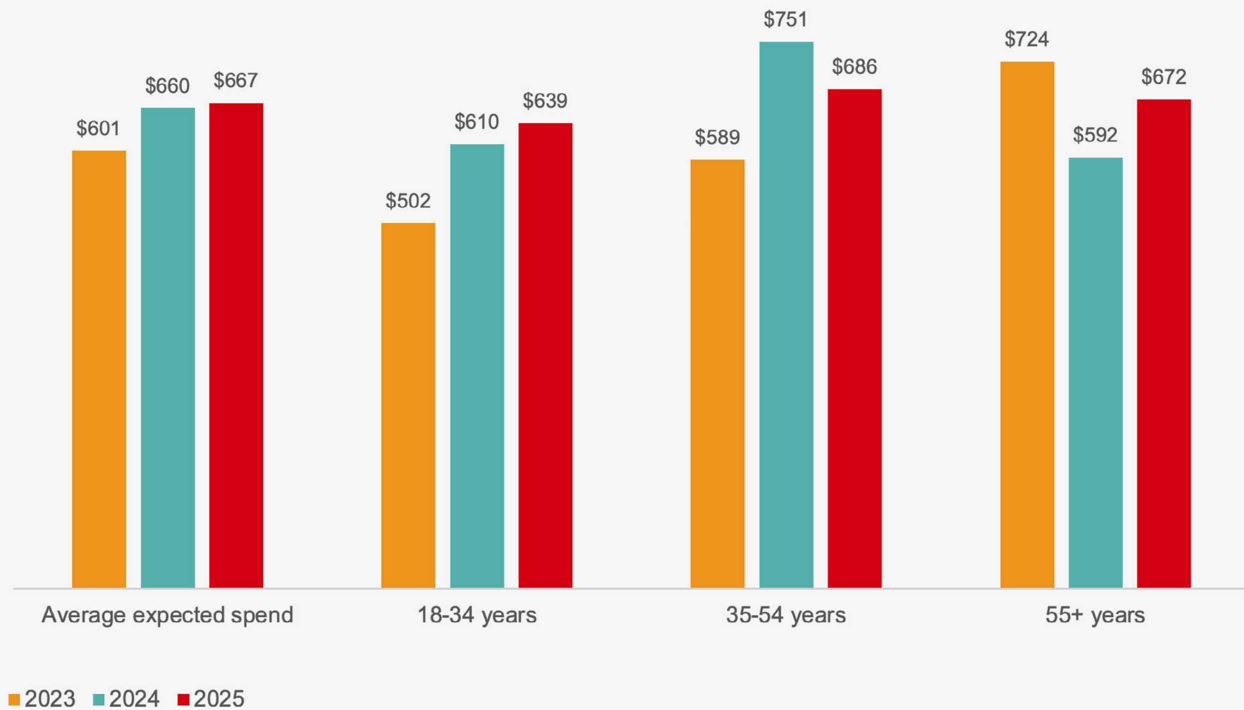
By age group, **younger shoppers (18–34) continue to lead in increased Christmas spending intentions** (27%), maintaining a decade-long trend. Older groups are also more positive this year: 35–54s (26%, +6%) and over 55s (21%, +3%). This signals a broader recovery in confidence across generations.

Although intentions to spend less remain higher than before the pandemic, **2025 points to a stronger Christmas shopping season**, with holiday shoppers signalling resilience despite ongoing cost-of-living pressures.

Note: Sample size = 506.

AVERAGE SPEND
ON CHRISTMAS GIFTS

Q: What is your expected total Christmas gift spending this year?



KEY INSIGHTS

Average expected spend on Christmas gifts in 2025 is $667, up 1% on 2024 and 11% on 2023.

By age group, **35–54-year-olds remain the highest spenders on Christmas presents** at $686, down 9% on 2024.

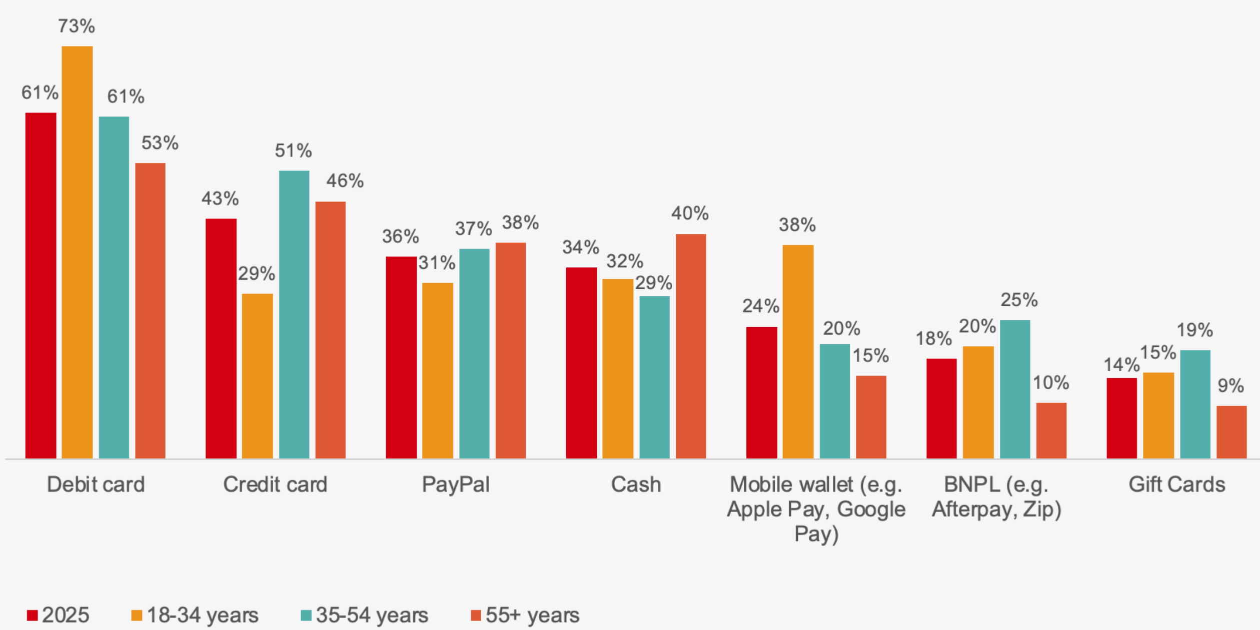
Over 55s have increased their intended spend to $672 (+14% year on year), now almost equal to 35 to 54s. While not far behind, younger shoppers (18-34) expect to spend the least during 2025 holiday season, averaging $639 (+5% vs 2024).

Overall, Christmas spending by age has converged. The gap between 35 to 54s and over 55s has narrowed from $159 in 2024 to $14 in 2025, suggesting a rebound among older shoppers, and normalisation from last year's high for 35 to 54s. A steady upward trend for younger shoppers has also closed the gap with the older age groups.

Note: Sample size = 506.

PAYMENT METHODS
FOR CHRISTMAS SHOPPING

Q: Which of the following payment methods do you expect to use for your Christmas gift shopping this year?



KEY INSIGHTS

Cards dominate Christmas gift payment methods in 2025 across all age groups.

Debit cards are the leading payment method at 61%, followed by credit cards at 43%.

Digital payments play a secondary role in Christmas shopping. PayPal is used by 36% of shoppers, and mobile wallets such as Apple Pay and Google Pay by 24%.

Cash is still widely used, with one-in-three shoppers (34%) using it. Buy Now, Pay Later (BNPL) is chosen by 18%, and gift cards by 14%.

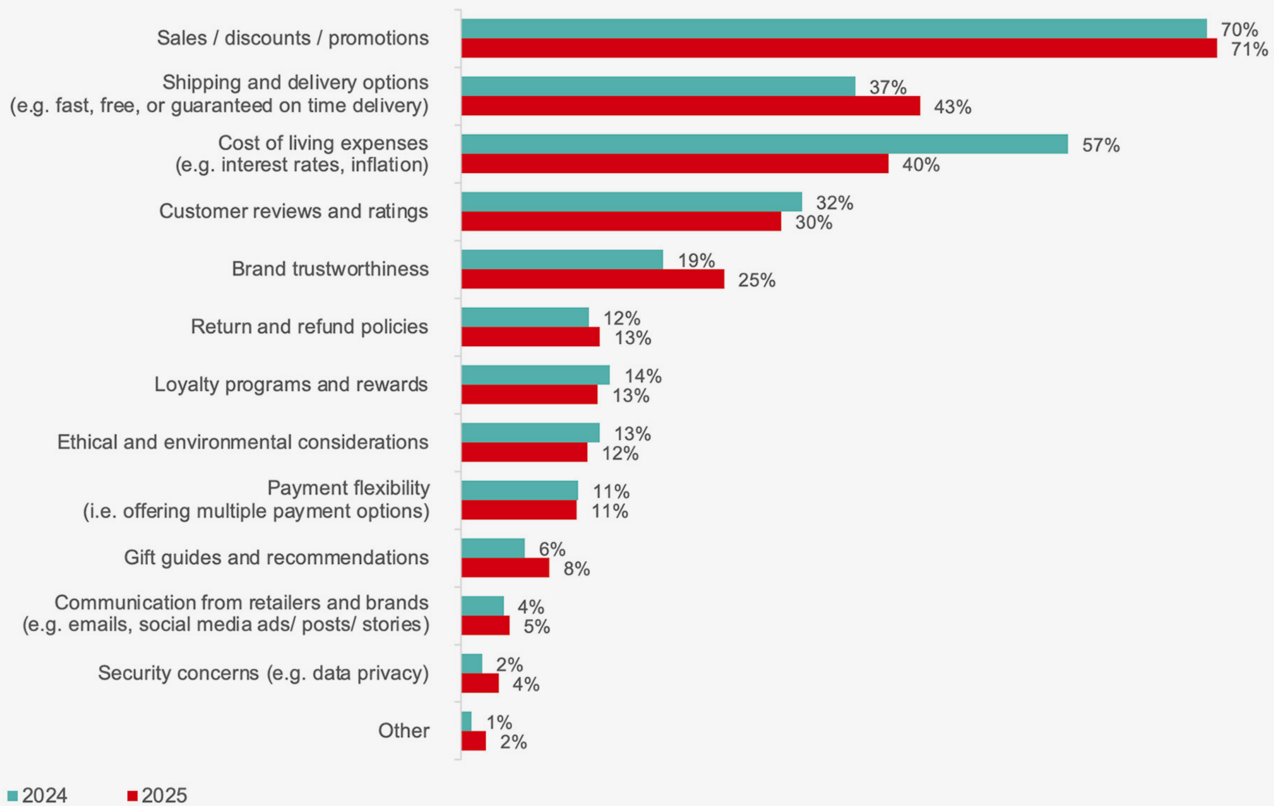
There are clear age differences in the payment methods Australians plan to use this Christmas.

Debit card use is strongest among 18–34s (73%), while credit card use is significantly more popular with the two older cohorts. Mobile wallets are around twice as popular among younger (18–34) shoppers at 38%. BNPL and gift cards peak in the 35–54 group (25% and 19% respectively). Cash is most popular with the 55+ group at 40%.

Note: Sample size = 506. Multiple response question.

KEY DRIVERS
OF CHRISTMAS SHOPPING

Q: Which are the top three factors that will influence your Christmas gift shopping decisions this year?



KEY INSIGHTS

Discount-driven behaviour will dominate 2025 Christmas shopping decisions.

By a large margin, **sales, discounts and promotions remain the strongest influence** for the second year in a row, with **71%** of Australians ranking them in their top three drivers.

The **most notable year-on-year shift is the decline in cost of living pressures**, which has dropped 17 points to 57%, and now ranks third, likely reflecting the impact of interest rate reductions this year.

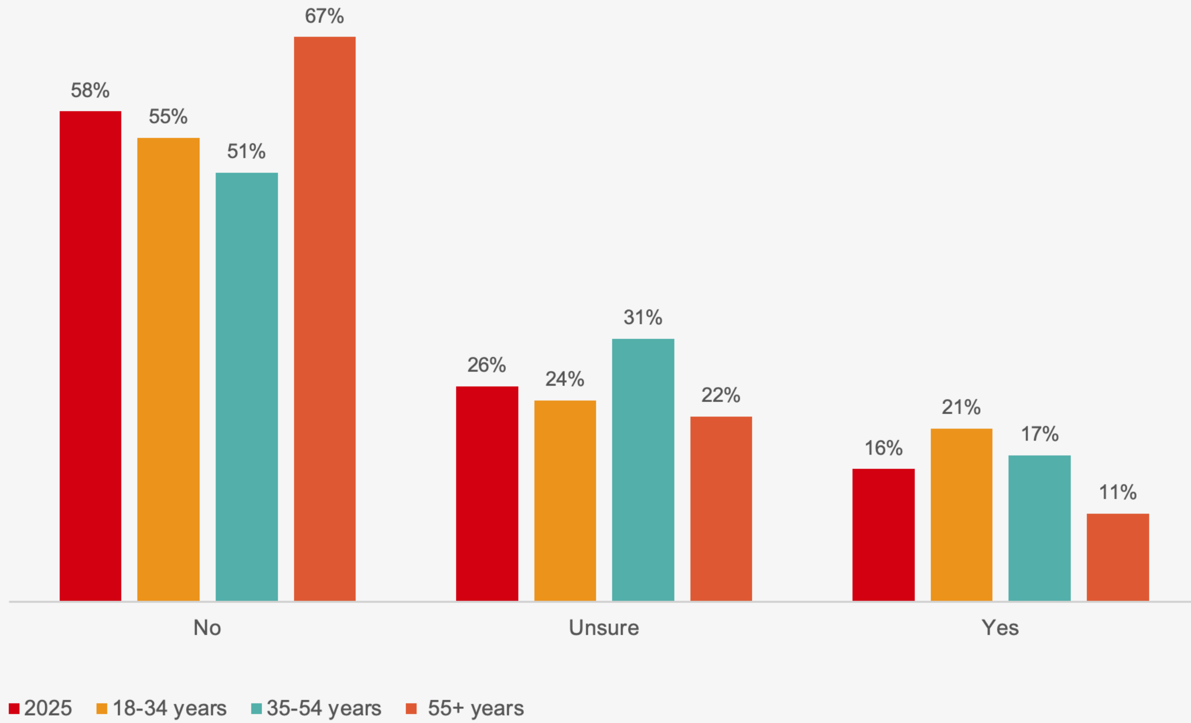
Shipping and delivery options have increased in importance to the second most decisive key driver this Christmas season. 43% of shoppers placed this among their top influences, indicating that Australians are looking beyond low prices, and are weighing value against the convenience, reliability and certainty of getting gifts delivered on time.

For brands and retailers, promotions will remain essential, but winning the season will depend on pairing competitive offers with seamless delivery and service.

Note: Sample size = 506. Multiple response question.

USE OF AI TOOLS
IN CHRISTMAS SHOPPING

Q: Do you plan to use any AI-powered tools to help with your Christmas gift shopping this year?



KEY INSIGHTS

Most Australians are not ready to embrace AI tools for Christmas gift shopping in 2025.

More than half (58%) say they don't plan to use AI-powered tools for their Christmas shopping this year, while 26% remain undecided. Just 16% plan to experiment with AI-powered tools.

A clear generational divide emerges: **21% of 18–34s are open to using AI**, compared with only 11% of those aged 55+. The 55+ group have the strongest resistance to AI-tools (67% say "No").

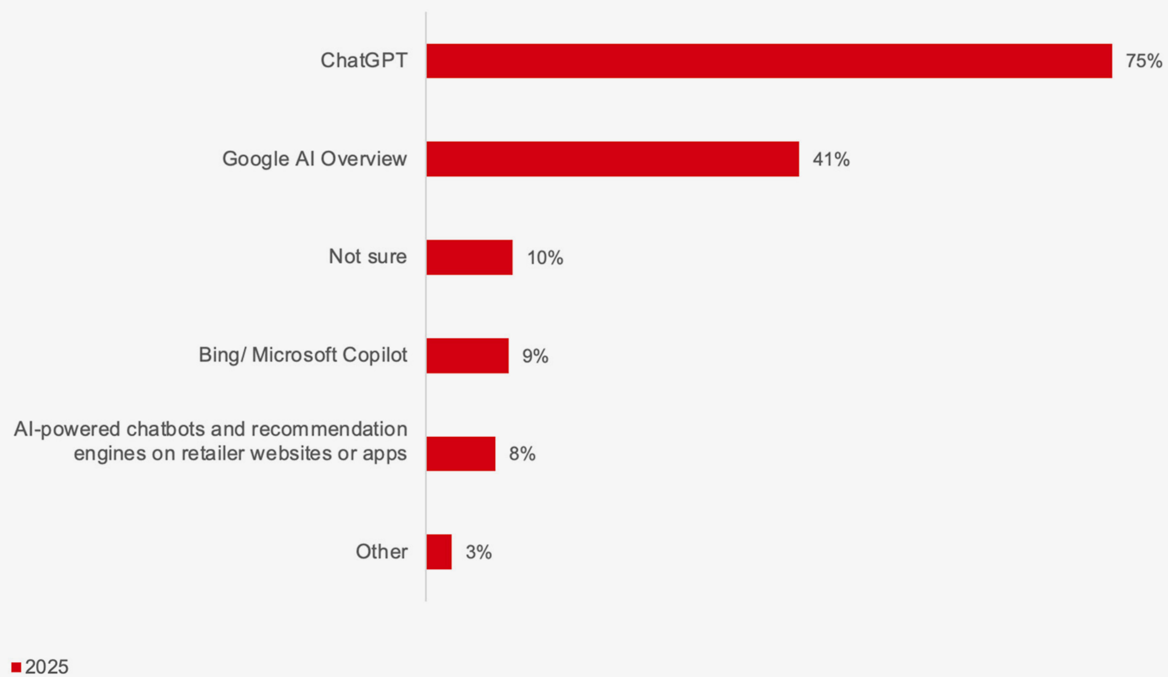
The "unsure" group is particularly large among 35–54s (31%), suggesting potential movement if AI tools prove their value. While AI is beginning to feature in consumer awareness, widespread adoption has yet to take hold in Christmas shopping behaviour.

The opportunity for brands and retailers lies in meeting consumer curiosity and expectations by providing simple AI tools that help consumers balance convenience, cost and inspiration in their Christmas shopping.

Note: Sample size = 506.

AI TOOLS
FOR CHRISTMAS SHOPPING

Q: Which specific AI-powered tools might you use to help with your Christmas gift shopping this year?



KEY INSIGHTS

ChatGPT dominates as the AI tool of choice for Christmas shopping in 2025.

Among those open to using AI in their holiday gift shopping, **three in four (75%) expect to turn to ChatGPT**. This places it far ahead of Google AI Overview (41%), while other tools such as Bing/Microsoft Copilot (9%) and retailer-based chatbots or recommendation engines (8%) are far less common.

A further 10% remain unsure which tool they might use, reinforcing that AI-assisted shopping is still experimental.

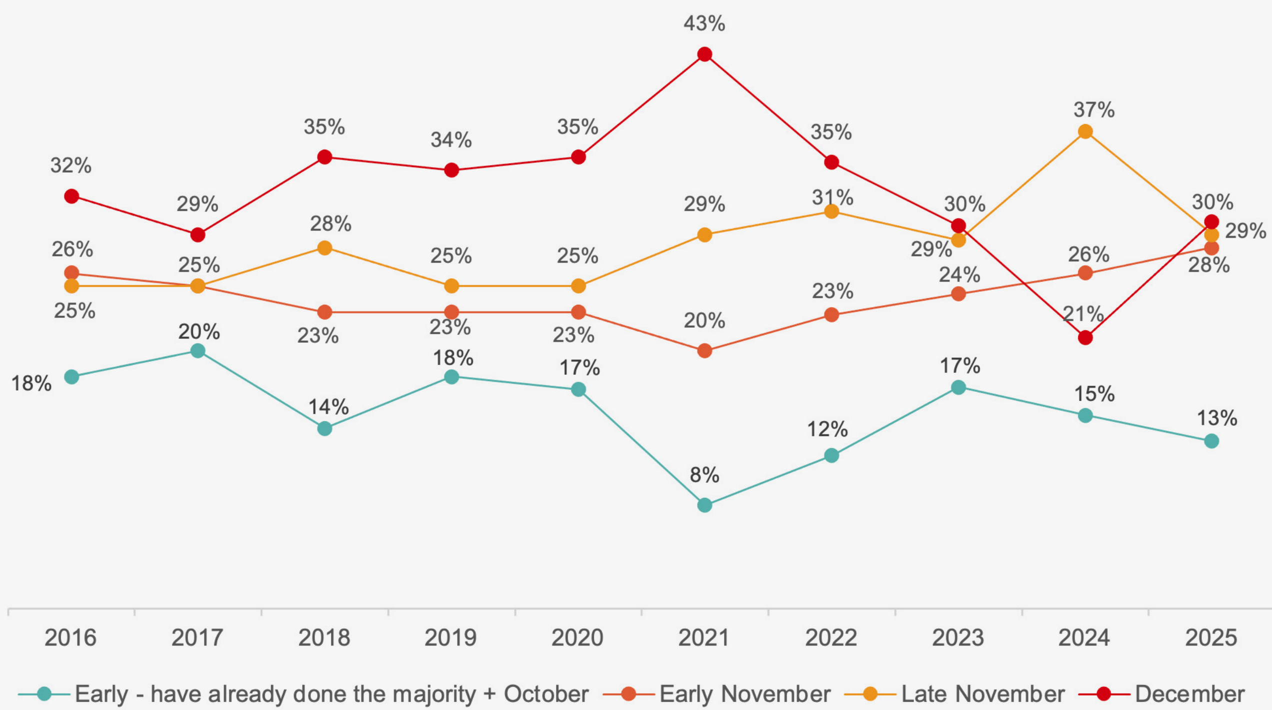
The generational divide is clear: **almost nine in ten (87%) younger Australians** (18-34) who plan to use AI expect to rely on **ChatGPT**, **compared with just 60% of those aged 55+**. **Shoppers aged 35–54** also show higher interest in **Google AI Overview (49%)**, while older Australians are the most uncertain, with 19% saying they are not sure which AI tool they would use.

For now, AI in Christmas shopping remains concentrated in a handful of major platforms, and its role is still exploratory rather than mainstream.

Note: Sample size = 210. Multiple response question. 'Other' mentions include Claude and Grok.

WHEN AUTRALIANS
PLAN TO SHOP

Q: During which one of the following time periods do you plan to do most of your Christmas gift shopping?



KEY INSIGHTS

November remains the peak month for Christmas shopping, though December has rebounded strongly in 2025.

More than half of Australians (57%) still plan to do **most of their Christmas shopping in November**, confirming its long-term position as the most popular month for Christmas shopping.

However, the balance has shifted compared with last year. Late November shopping has fallen to 29%, down 8 points from 2024, while early November is broadly unchanged at 28%. **By the end of November, 70% of Australians expect to have completed their Christmas shopping**. This is down 8 points from 2024, but still above the long-term average of 67%.

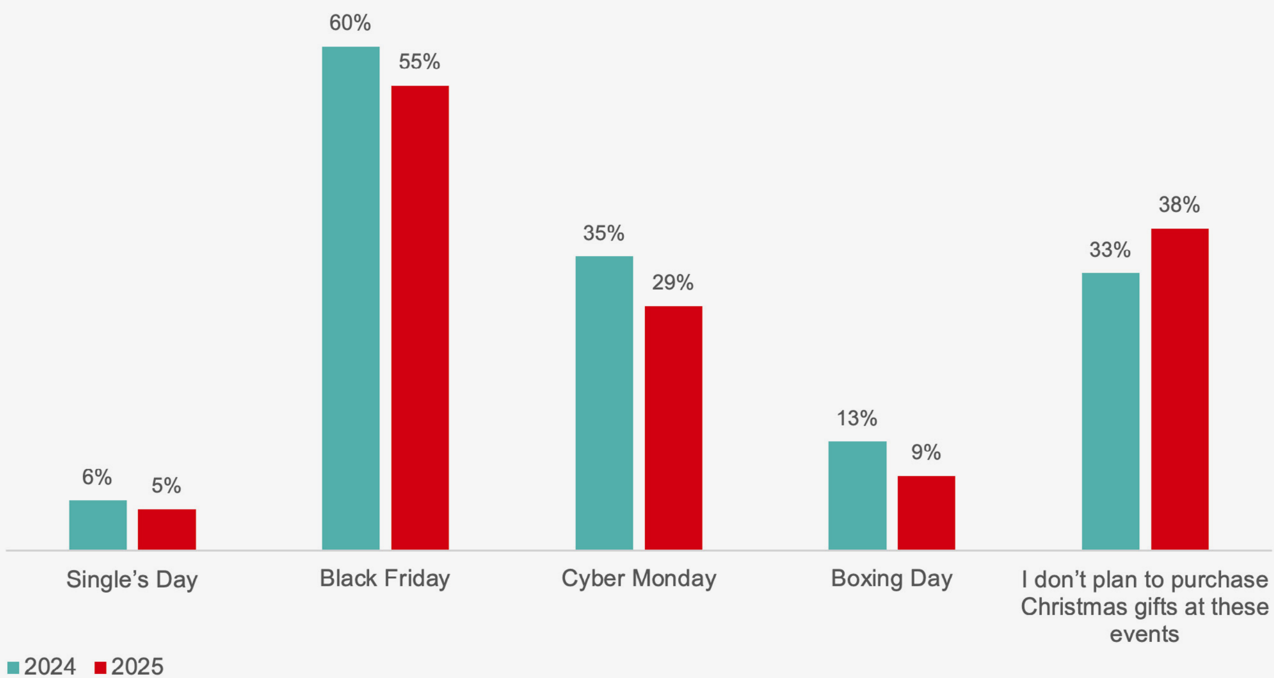
December has rebounded strongly to 30%, up from 21% in 2024. The increase is **driven largely by older Australians**, with 39% of the 55+ age group planning to shop then, compared with just 21% last year.

Australians are shopping earlier than ever, yet 2025 highlights that many will hold back spending until December, which remains a significant part of Christmas shopping.

Note: Sample size = 506.

SALES EVENTS
CHRISTMAS PURCHASING PLANS

Q: At which of the following sales events do you plan to do your Christmas gift shopping this year?



KEY INSIGHTS

Sales events remain central to Christmas shopping in 2025.

Nearly two in three Australians (62%) intend to buy Christmas gifts during major sales events, down 5 points from 2024. **Black Friday remains the most popular event**, with 55% planning gift purchases – slightly lower than last year's 60%. Cyber Monday also declined, with 29% intending to shop for gifts compared with 35% in 2024. Boxing Day has weakened further to just 9% (-4% on 2024).

At the same time, more Australians are not planning to shop for holiday gifts during sales events at all, with 38% indicating this, up from 33% last year.

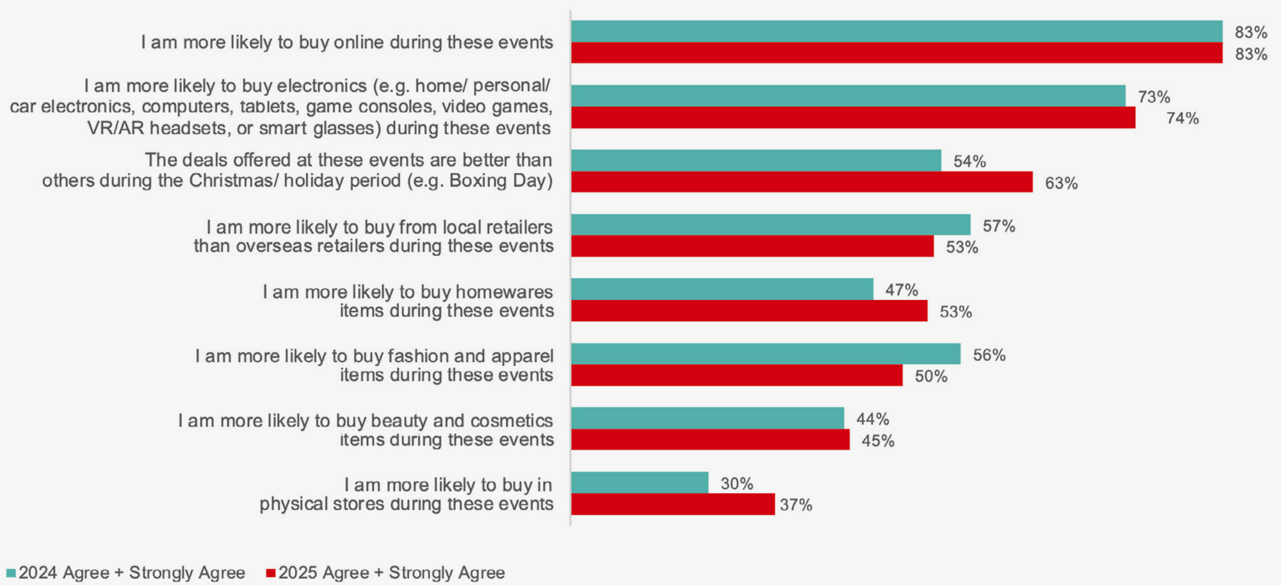
Younger Australians continue to drive enthusiasm around these sales events, with **79% of 18–34s intending to shop during sales events**, compared with just 42% of those aged 55+.

While momentum around sales events appears to have eased slightly after last year's peak, events such as Black Friday and Cyber Monday remain highly popular for Christmas gift shopping.

Note: Sample size = 506. Multiple response question.

CYBER WEEKEND
HOLIDAY SHOPPING TRENDS

Q: Thinking about this year's Black Friday and Cyber Monday sales events and your Christmas gift shopping, to what extent do you agree or disagree with the following statements?



KEY INSIGHTS

Cyber Weekend sales are playing an increasingly important role in Christmas gift shopping in Australia.

Christmas shoppers **remain highly likely to buy online during these events at 83%**, consistent with 2024.

In-store purchasing on Cyber Weekend has grown strongly, with 37% intending to shop in physical stores, well above the 2021–2024 average of 21%. This shift shows how retailers have expanded Black Friday and Cyber Monday into a true omnichannel event, with **Australians increasingly likely to purchase Christmas gifts on Cyber Weekend in physical stores as well as online**.

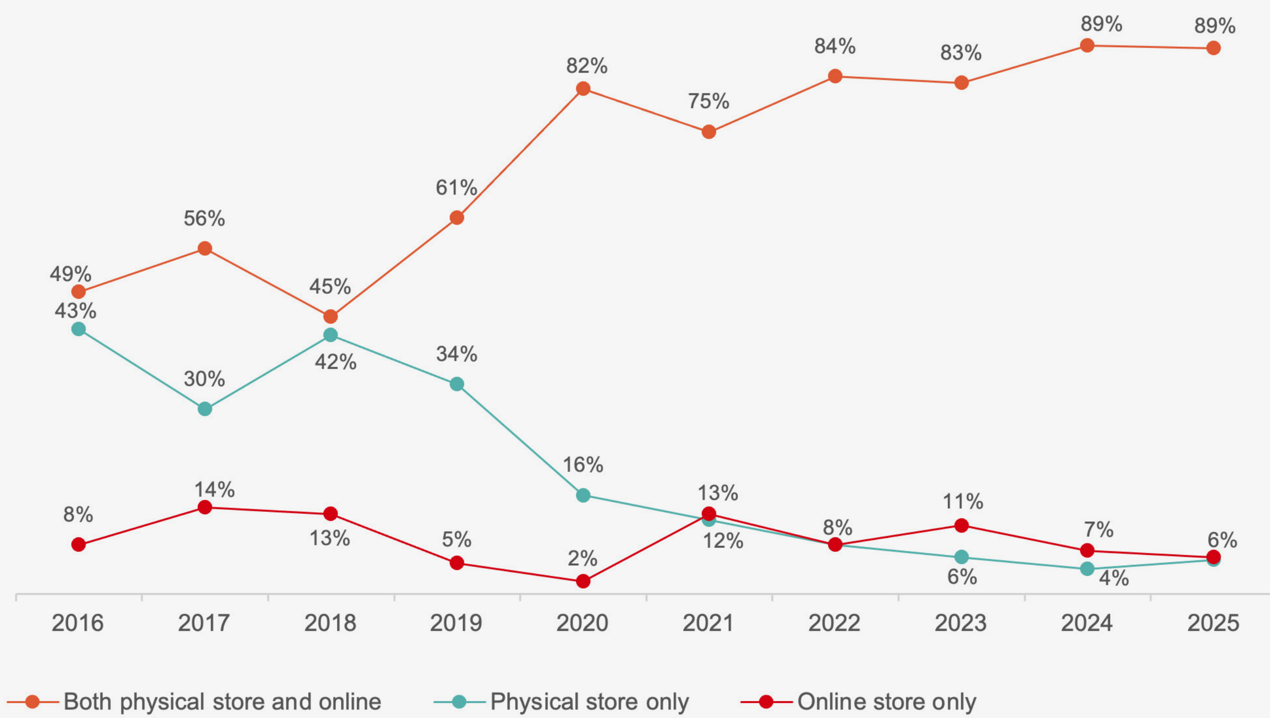
Electronics remain the leading Cyber Weekend gift category, with 74% more likely to buy these during Cyber Weekend.

Perceptions of value are strengthening. Almost two-thirds **(63%) of Christmas shoppers believe Cyber Weekend offers better deals than other holiday sales events**, such as Boxing Day. This is up 9 points on 2024, the greatest increase of any measure this year.

Note: Sample size = 312 Australians who intend to purchase Christmas gifts during sales events. Figures show percentage of Australians who selected 'Agree' and 'Strongly Agree'.

SHOPPER
CHANNEL PREFERENCES

Q: What proportion of your total Christmas gift spending do you plan to complete through the following shopping channels?



KEY INSIGHTS

Omnichannel defines Christmas shopping for Australians in 2025.

This year, **89%** of Australians intend to shop **across both physical and online stores** for their **Christmas gifts**, matching last year's record high and almost doubling since 2016. This confirms that omnichannel behaviour is now the entrenched norm for Christmas shopping.

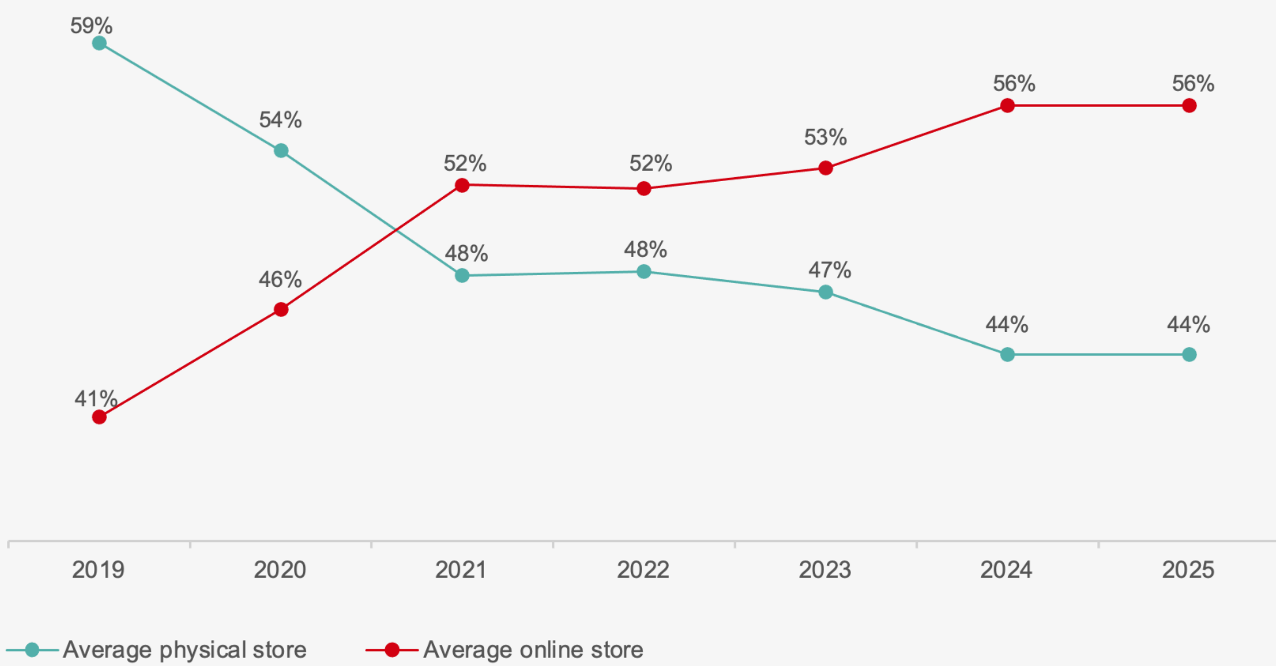
Physical store-only shopping has collapsed from 43% in 2016 to just 6% in 2025, where it has stabilised in recent years. Online-only shopping is equally out-of-favour at 6%, down slightly from 7% in 2024 and well below its short-lived pandemic peaks.

With single-channel shopping now on the fringes, **Christmas gift shopping in Australia is defined by movement between online and physical channels**. The challenge for retailers is ensuring that Christmas gift shopping feels seamless across digital and physical channels, as Australians are clearly comfortable shifting between both.

Note: Sample size = 506.

OMNISHOPPERS
CHANNEL PREFERENCES

Q: What proportion of your total Christmas gift spending do you plan to complete through the following shopping channels?



KEY INSIGHTS

Omnishoppers favour online for Christmas gifts in 2025, but physical stores remain popular.

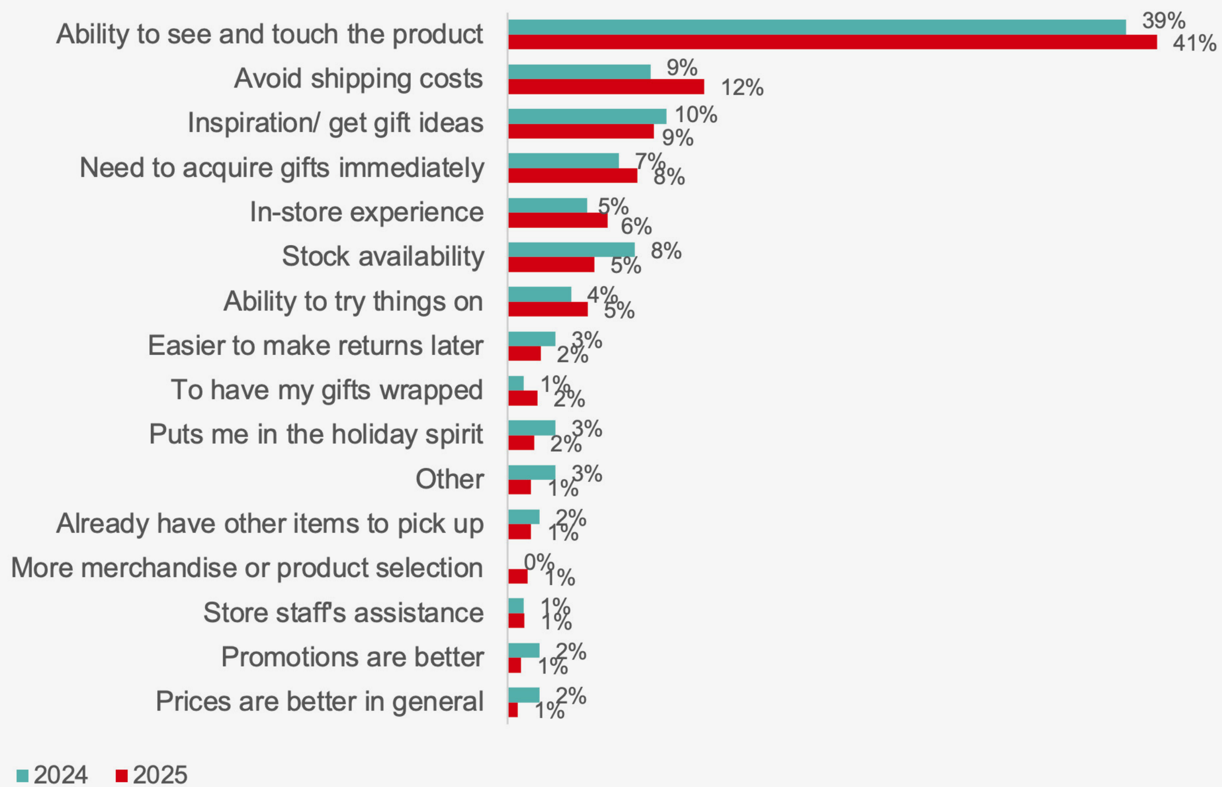
Among the 89% of Australians who plan to use both online and physical store channels for Christmas gift shopping, 56% of their purchases are expected to occur online, while 44% will occur in physical stores.

Interestingly, the spending share between online and physical channels has more-or-less plateaued after the COVID-induced step-change that occurred in 2021, prior to which physical stores held the majority share of spending. This indicates that while online channels are the slightly more popular choice for Australian omnichannel shoppers, **physical stores remain an essential and significant part of Australians' Christmas shopping mix**. This does not appear to be changing for the foreseeable future.

Note: Sample size = 448.

TOP REASON
FOR SHOPPING IN-STORE

Q: What is your main reason for shopping in a physical store this Christmas?



KEY INSIGHTS

Seeing and touching products drives in-store Christmas shopping in 2025.

The ability to see and touch products remains, by far, the leading reason Australians choose to shop in physical stores for Christmas gifts, cited by 41% of respondents, up from 39% in 2024 and reinforcing its dominance across five years of tracking.

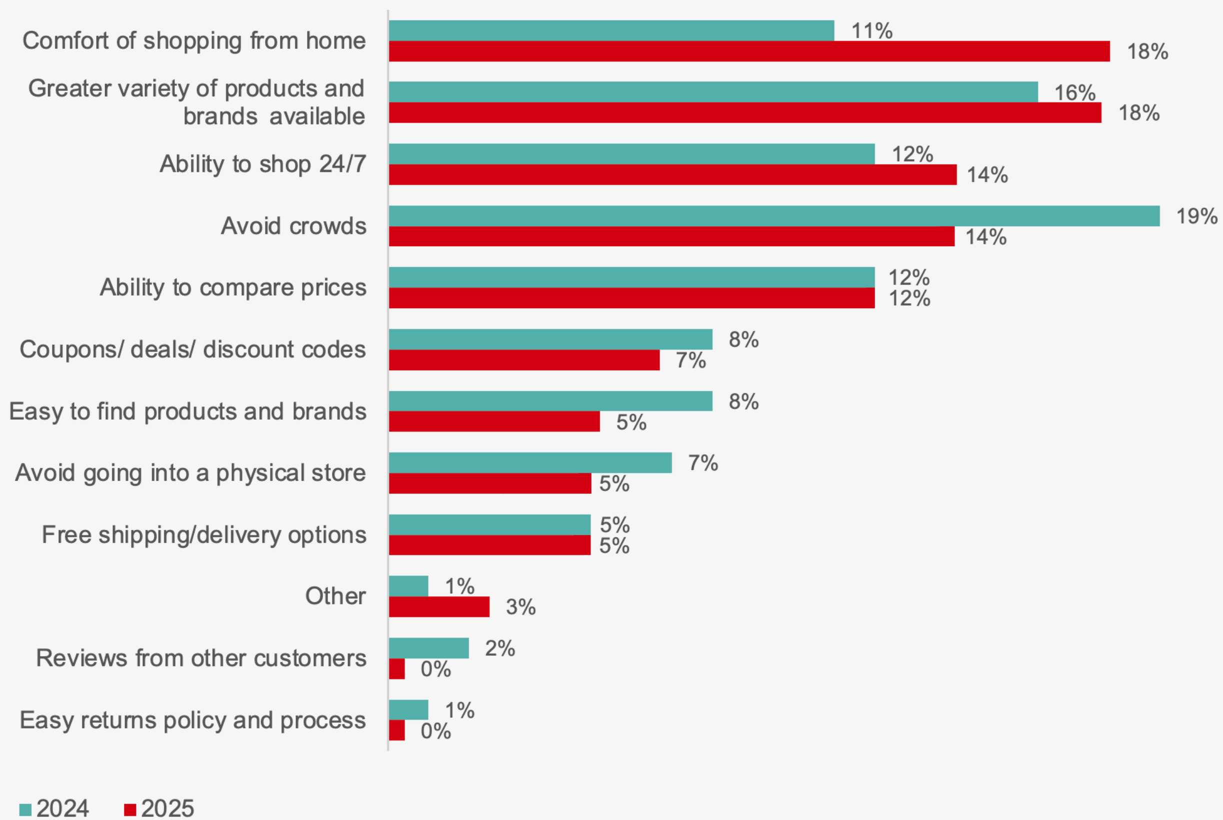
Avoiding shipping costs has regained importance in 2025, with 12% citing it as their main driver compared with 9% last year, moving it back into second place. Inspiration and gift ideas decreased slightly to 9%, continuing their role as a steady but secondary motivator.

Other factors such as immediacy (8%), stock availability (5%), or the in-store experience (6%) remain far less influential. **Immediacy has decreased** from 14% in 2021 to 8% in 2025, **reflecting that more Australians now shop earlier in November and take advantage of Cyber Weekend sales rather than leaving purchases to the last minute.** For Christmas gift shopping, physical stores remain essential for the unique tactile experience that online channels cannot provide.

Note: Sample size = 476.

TOP REASON
FOR SHOPPING ONLINE

Q: What is your main reason for shopping online this Christmas?



KEY INSIGHTS

The convenience and comfort of shopping from home drive online Christmas shopping in 2025.

Unlike the one dominant reason for shopping in physical stores, **Australians are citing a broader mix of motivations for shopping online this Christmas**. In 2025, the comfort of shopping from home rebounded strongly to 18%, up from 11% last year, and now sits alongside **product variety** (18%) as the **joint top reasons to shop online.**

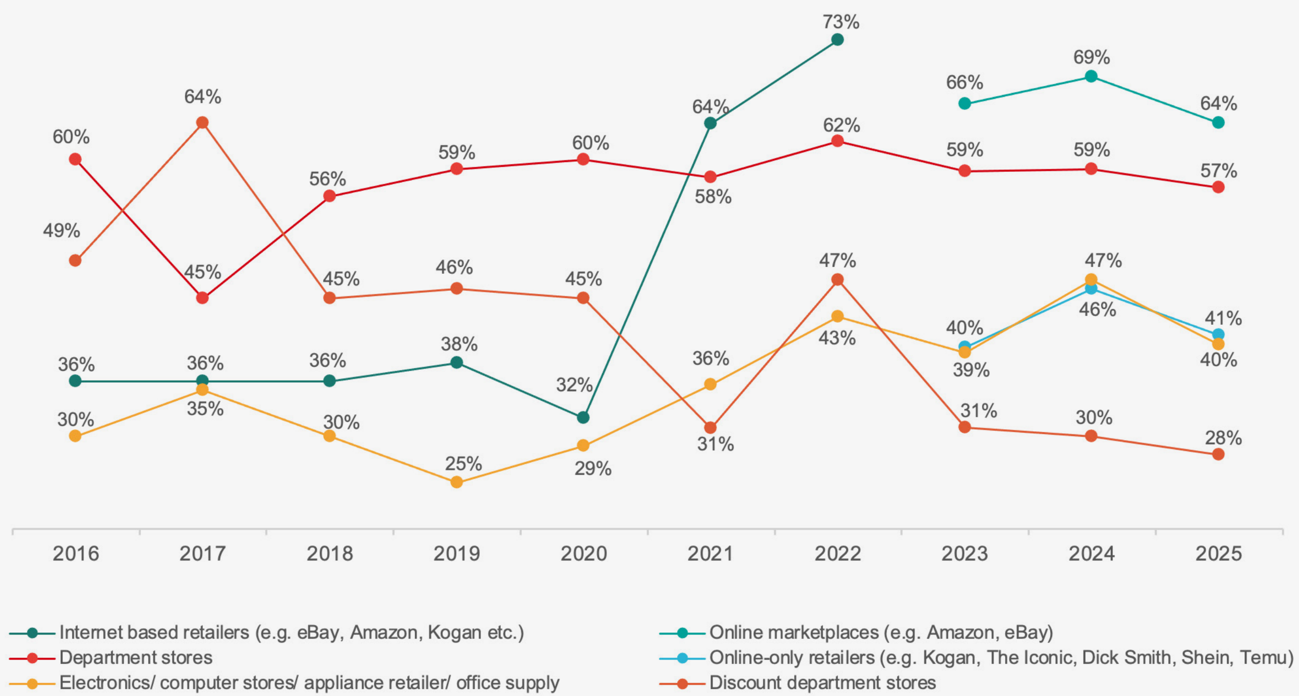
Avoiding crowds, which led in 2024, has decreased to 14% this year, while 24/7 shopping has edged up to 14%, rounding out the core perceived online benefits. Price comparisons (12%) and deals (7%) remain stable but secondary drivers.

These results reinforce five years of tracking that shows that online Christmas gift shopping is driven less by a single factor, and more by a mix of convenience-led advantages such as comfort, variety, flexibility and efficiency. **At Christmas, online remains the channel that meets consumers' need for choice and ease, complementing the tactile role of physical stores.**

Note: Sample size = 478.

TOP CHRISTMAS
SHOPPING FORMATS

Q: At which of the following shopping formats do you plan to buy Christmas gifts?



KEY INSIGHTS

Over the past decade, Christmas shopping formats have undergone a significant shift.

Department stores once dominated Christmas gift shopping, with 60% of Australians shopping there in 2016. They remain steady at 57% in 2025 and **continue to hold their place as the second most important format across the decade.** Discount department stores, however, have fallen sharply from a high of 64% in 2017 to just 28% today.

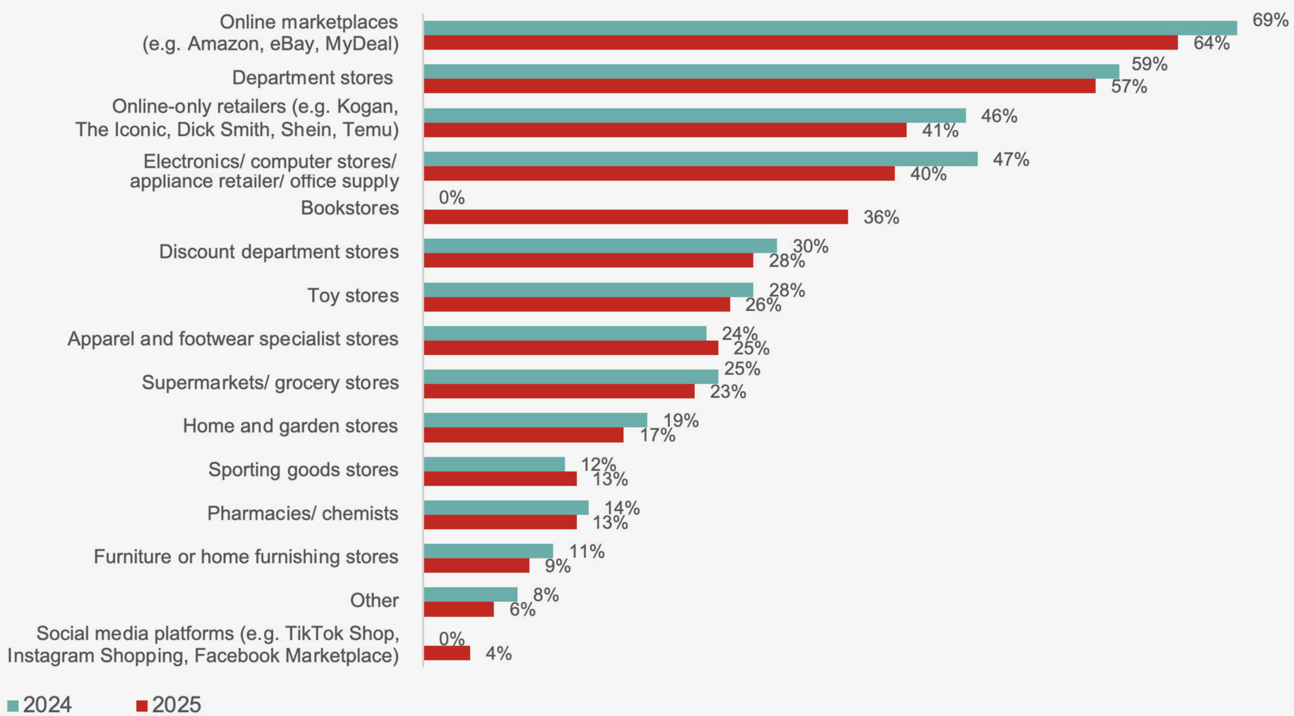
In contrast, online formats have surged. Internet-based retailers rose strongly during the pandemic, prompting us to later split the category into online marketplaces (Amazon, eBay, MyDeal, etc.) and online-only retailers (Kogan, The Iconic, Temu, etc.). Over the past three years, **online marketplaces** have consistently been the **top channel for Christmas shopping**, while online-only retailers secured their place among the top four formats. Electronics and appliance stores have also remained important, averaging 35% of shoppers across the decade.

These shifts highlight how Australians' approach to Christmas shopping has evolved, with **online marketplaces taking the lead while department stores continue to hold their ground.**

Note: From 2023 onwards, Internet-based retailers was split into Online Marketplaces and Online-only Retailers.

CHRISTMAS
SHOPPING FORMATS

Q: At which of the following shopping formats do you plan to buy Christmas gifts?



KEY INSIGHTS

Australians are broadening where they buy Christmas gifts in 2025.

In 2025, **online marketplaces** (64%) and **department stores** (57%) continue to be the **most preferred Christmas shopping formats**, though both declined slightly compared with 2024. Online-only retailers also eased to 41%, while electronics and appliance stores dropped 7 points to 40%.

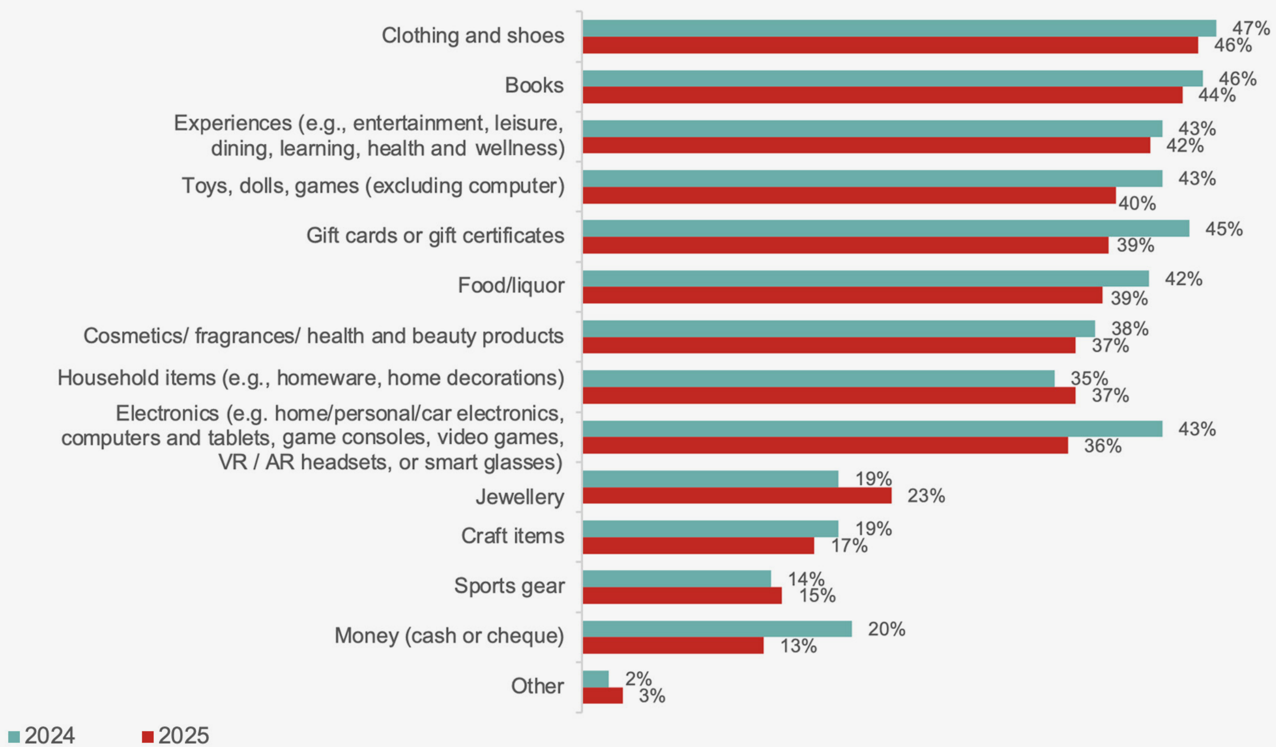
In a world of Kindles, e-books and audiobooks, **bookstores make a strong entry** at 36%, particularly among 35–54s (43%). Social media platforms debut at 4%, driven by younger shoppers, while toy stores remain important for families (41% of 35–54s).

While department stores remain resilient, Australians are using a broader range of channels. Shoppers now blend traditional formats with online options, showing **Christmas gift shopping is no longer concentrated in a handful of retailers, but rather is spread across a wide mix.**

Note: Sample size = 506. Multiple response question. Bookstores and social media platforms were added to the 2025 survey.

PURCHASE PLANS
FOR PRESENTS

Q: Which of the following types of gifts do you plan to buy this Christmas?



KEY INSIGHTS

Christmas 2025 gift lists show traditional gifts dominating, while electronics and gift cards decline.

Clothing and shoes remain the most popular choice at 46%, followed by books (44%) and experiences (42%). Y**ounger shoppers are driving the experiences trend**, with 55% of 18–34s planning leisure or entertainment gifts.

This year's story is less about growth and more about decline. Compared to 2024, gift cards have dropped to 39% (down 6 points), electronics to 36% (down 7 points), and money gifts to 13%, now the least popular category.

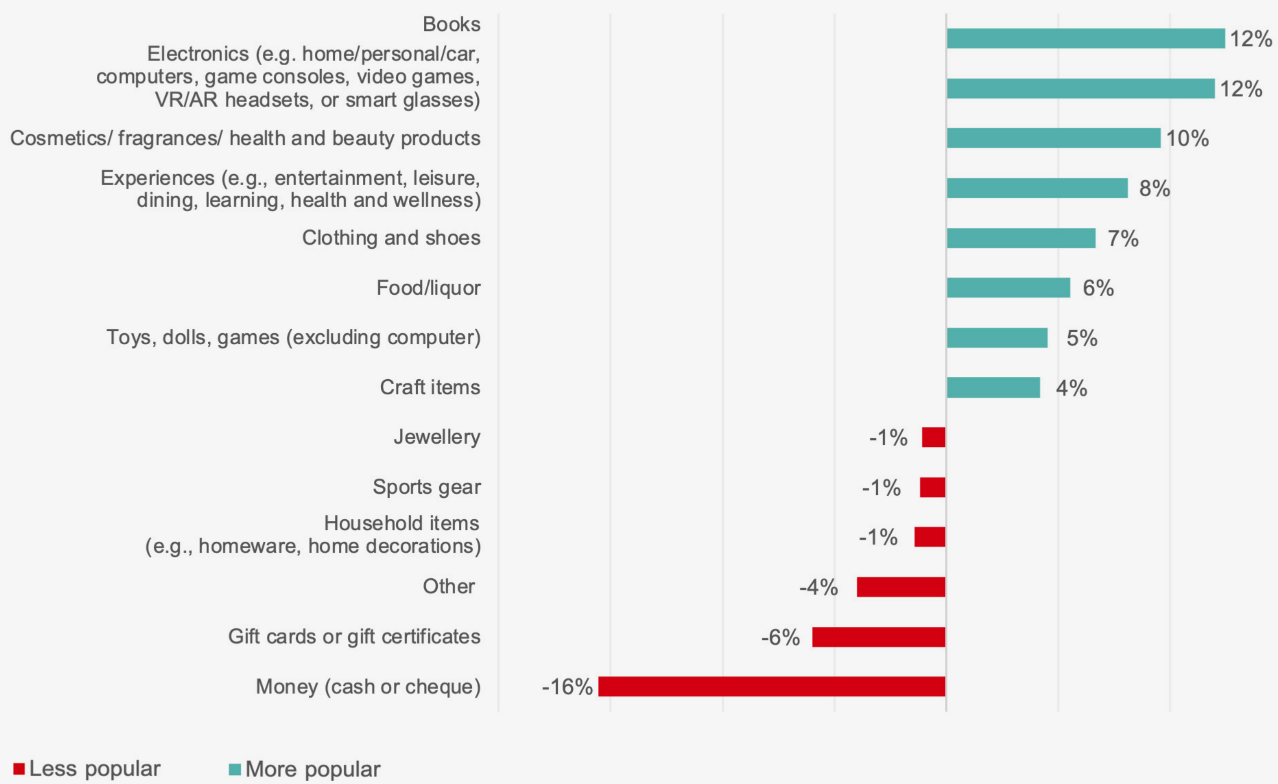
Clothing and shoes (53%), toys (53%), books (52%), electronics (47%) and food or liquor (46%) are most popular with shoppers aged 35–54. Those 55+ lean towards gift cards (44%), while 18–34s are strongest on experiences (55%), household items (51%), and cosmetics or beauty (42%).

This Christmas, shoppers will prioritise traditional and practical gifts, while trimming back higher-ticket tech and less-personal cash alternatives.

Note: Sample size = 506. Multiple response question.

CHANGE IN GIFT BUYING
2016 VS 2025

Q: Which of the following types of gifts do you plan to buy this Christmas?



KEY INSIGHTS

Books and electronics are the biggest risers in Christmas gift buying over the past decade.

Compared with 2016, **Australians in 2025 are 12% more likely to buy books**, placing them among the fastest-growing Christmas gifts, alongside electronics (+12%) and cosmetics (+10%).

Experiences (+8%) continue to gain traction, showing a growing appetite for gifts centred on leisure, health, and personal enrichment.

Clothing and shoes (+7%) have also risen and are now the **top Christmas gift choice in 2025** (46%), reflecting their enduring appeal.

By contrast, **transactional options are fading in popularity**. **Money** as a gift has dropped sharply (–16%), while **gift cards** (– 6%) have also declined.

These trends highlight how Christmas gifting has shifted away from simple, monetary presents, and towards more tangible and thoughtful choices.

Note: Sample size = 506. Multiple response question. Gift categories introduced after 2016: Toys, Cosmetics, Jewellery, Sports gear and Money (2018); Experiences and Household items (2023).

KEY PRIORITIES FOR
WINNING THE 2025 CHRISTMAS GIFT SHOPPER

The 2025 Christmas gift shopping season will be shaped by value-driven choices, omnichannel expectations, earlier purchasing, and the growing pull of sales events.

Retailers that move early and act decisively will capture the greatest share.

KEEP VALUE FRONT AND CENTRE.

With 71% of Christmas shoppers prioritising sales, discounts, and promotions, competitive pricing strategies will be critical. Success will come from pairing discounts with reliable shipping, convenience, and service that act to reinforce trust.

THE OMNICHANNEL CHRISTMAS IS HERE TO STAY.

With 89% of Australians planning to shop both online and in-store for Christmas gifts – equal to last year's record high – ensuring seamless integration between channels, from product discovery to delivery and returns, is no longer optional.

KEY PRIORITIES FOR
WINNING THE 2025 CHRISTMAS GIFT SHOPPER

MAXIMISE NOVEMBER'S POTENTIAL.

The 10-year trend confirms **November as the key period for Christmas shopping**, led by Cyber Weekend, though December is looking to rebound in 2025. To maximise potential sales, retailers should phase activities over the full Christmas shopping season: build momentum in early November, peak on Black Friday and Cyber Monday, then pivot to convenience and certainty messaging in December.

MERCHANDISE TO DEMAND.

Prioritise availability in top Christmas gifts, **particularly clothing and shoes, books, and experiences.** Align staffing and service where tactile evaluation matters in-store.

KEEP WATCH FOR THE NEXT FRONTIER.

AI tools and social commerce are emerging, but not yet mainstream. Pilot low-risk use cases like gift finders and AI-assisted search.

INSIGHTS
BROUGHT TO YOU BY

AUTHORS

If you would like further information regarding the 2025 Christmas Shopping Intentions research, please contact us.

Mariluz Restrepo
Group Insights & Marketing Director

Mariluz Restrepo is CPM's leading in-house expert on omnichannel retail, consumer behaviour and trends affecting the shopping space. As our noted retail authority, Mariluz leads CPM's marketing strategy and research and is a key collaborator on thought leadership initiatives. Her research covers retail-oriented topics such as retail forecasting, trends and customer shopping habits, as well as retail marketing and customer service experience best practices.

Email: mariluz.restrepo@cpm-aus.com.au

Nabs Awad
Retail Safari Managing Director

A natural collaborator, Nabs jointly finds solutions that transform retail landscapes. Leading initiatives of strategy, sales and merchandising operations, he's a key driver in helping clients strengthen their brands and generate sales. Nabs works in partnership with our clients to develop insights, strategies and ideas that ensure success of their marketing and sales efforts.

Email: nawad@retailsafari.com.au

CPM Australia

Whether at home, at work, at leisure or in retail stores, we connect brands and people.

CPM Australia, as part of CPM International, operates under a group structure, with brands including CPM and Retail Safari delivering a unique end to end offer.

CPM and Retail Safari provide field, contact centre, talent acquisition and training solutions, and a complementary suite of retail marketing services that connect the consumer with a brand in environments where the ability to influence is at its strongest.

For further information visit:
www.cpm-aus.com.au
www.retailsafari.com.au

Consumer Experience & Innovation (CXI) Research Group

The CXI Research Group is part of the School of Business, Law, and Entrepreneurship at Swinburne University of Technology.

CXI's mission is to advance knowledge and practice at the intersection between emerging technologies, consumer experience and sustainable futures in the context of business and tech.

Working collaboratively with organisations across the public, private, government and not-for-profit sectors to deliver powerful insights using a range of research methodologies and conceptual frameworks.

For further information visit:
https://www.swinburne.edu.au/research/centres-groups-clinics/consumer-experience-and-innovation-research-group/