ELEVENTH EDITION | 2026

AUSTRALIAN CHRISTMAS SHOPPING INTENTIONS

UNWRAPPING CHRISTMAS SHOPPING TRENDS FOR 2026

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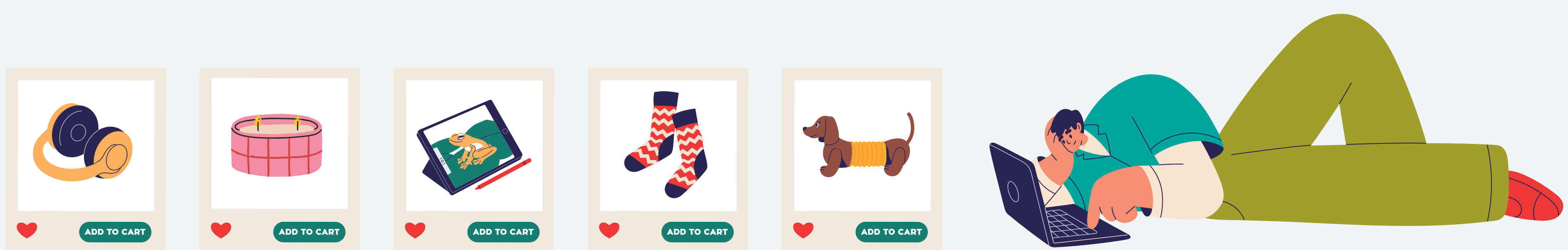

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EXECUTIVE SUMMARY
HOW AUSTRALIANS PLAN TO SHOP THIS CHRISTMAS

Australian Christmas gift shoppers enter 2026 ready to spend. More than one-third plan to spend more, the highest proportion since 2016, and average expected gift spend has risen to $698. In real terms, however, average expected spending has barely moved. With cost pressures shaping decisions, Christmas shoppers continue to look to sales and promotions for value. Debit cards remain the leading way to pay.

Shopper focus on value is evident in the growing role of sales events. November remains the centre of the season, with 71% planning to do most of their gift shopping before December. Black Friday now reaches two-thirds of shoppers, while Cyber Weekend remains strongly online. Electronics stand out, with 72% of Cyber Weekend shoppers saying they are more likely to buy them during these events.

Christmas shopping is firmly omnichannel. Almost nine in ten plan to use both online and physical stores, while marketplaces and department stores have the broadest reach. Stores offer the chance to see and touch gifts, while online shopping offers comfort, choice and 24/7 access. Clothing and shoes top gift lists at a record 51%, while experiences have lost ground. AI-powered tools are gaining prominence in Christmas gift shopping, with intended use more than doubling and ChatGPT the clear first choice.

The challenge for retailers as we enter the 2026 Christmas gift shopping season is to make value clear, build around November, and connect channels without losing what each does best. This will give Christmas shoppers the opportunity to easily find and purchase the gifts they want this season, regardless of where their shopping journey begins.

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2026 CHRISTMAS SHOPPING
TRACKING SURVEY

INTRODUCTION

Australians are planning to spend more on Christmas gifts, with sales events playing a greater role, online and physical stores firmly connected in the shopping journey, and a fast-growing share planning to use AI-powered tools for help with their gift shopping.

Now in its eleventh year, the Australian Christmas Shopping Intentions Survey provides a long-term view of how Australians prepare for the season and which shopping patterns endure.

The 2026 edition follows Christmas shoppers from setting a budget and choosing how to pay, through to timing, sales events, gift choices and channels. For the first time, expected spending is examined in the context of inflation impacts on purchasing power, alongside an expanded analysis of planned AIpowered tool use.

This report was previously published as the CPM-Retail Safari Christmas Shopping Intentions Report. Following the restructure of CPM Australia, it has been produced by Retail Safari, part of Strikeforce AMC, since January 2026.

ABOUT THIS SURVEY

This research was conducted with Swinburne University's CXI Research Group via an online survey from 30 July to 3 August 2026. The sample included 500 Australians aged 18 and over who planned to purchase Christmas gifts. Sampling quotas based on ABS population benchmarks were applied across age, gender and state.

RESIDENTIAL LOCATION

NSW 24%	**QLD** 19%	**WA** 9%	**ACT** 2%
VIC 34%	**SA** 8%	**TAS** 4%	**NT** 0%

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

GENDER AND AGE

MALE 48%	**18-24** 11%	**25-34** 20%	**35-44** 17%
FEMALE 51%	**45-54** 16%	**55-64** 14%	**65+** 22%

1% Other / Prefer not to answer.

Note: The 2018 to 2026 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.

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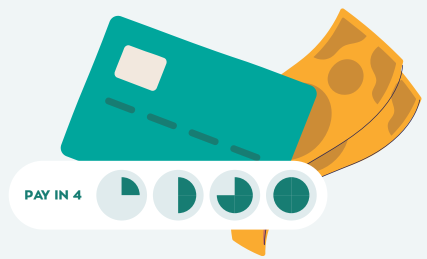
2026 KEY FINDINGS
CHRISTMAS GIFT SHOPPING INTENTIONS



SPEND

Australians enter Christmas with stronger spending plans. **More than one-third (35%) expect to spend more**, the highest since 2016, and **gift budgets rise 5% to $698**. After factoring in inflation, spending is stable.

Sales and promotions lead decisions (76%), living costs follow (57%), and **debit cards lead payments** (65%).

TIMING

November remains the heart of Christmas gift shopping, with 71% planning to complete most of their gift shopping before December.

Sales events are becoming a bigger part of the season, led by Black Friday (67%).

Cyber Weekend sales remain online-led, but more than one-third are likely to buy in stores.

FORMATS

Christmas gift shopping is firmly omnichannel, with 88% planning to use online and physical stores.

Online marketplaces (66%) and **department stores** (58%) have the broadest reach.

Seeing and touching products is the main in-store motivation (34%), while the comfort of shopping from home leads online (17%).

SHOPPING LIST

Clothing and shoes top Christmas gift lists at a record 51%, while fewer shoppers plan to give experiences, down to 33%.

AI is also entering the gift-shopping journey, with planned use more than doubling to 33%. Among intended users, ChatGPT leads (82%), followed by Google Gemini (49%).

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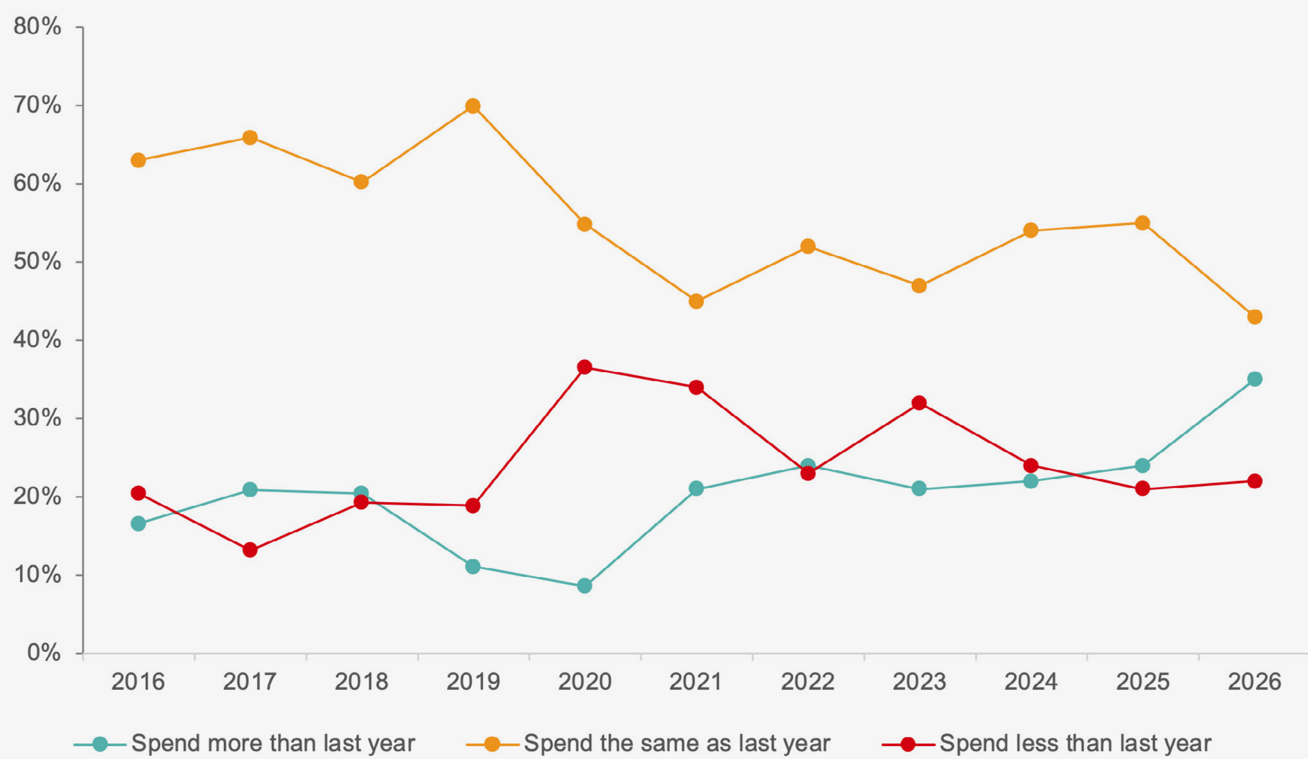
CHRISTMAS
SPENDING PLANS

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



KEY INSIGHTS

The proportion of Australian Christmas gift shoppers planning to spend more this year has reached its highest level since 2016.

This year **more than one-third of people surveyed (35%) intend to spend more than last year,** up considerably on 2025 (+11 points) and the highest proportion since 2016. The proportion planning to spend the same on Christmas gifts fell 12 points to 43%, its lowest level since 2016, while the share intending to spend less remained broadly stable at 22%.

While almost **eight in ten shoppers (78%) plan to spend the same or more on Christmas gifts than last year** – consistent with 79% in 2025 – the balance has strongly shifted towards spending more.

In terms of age groups, **almost half of 18-34 year-olds plan to spend more** (45%, up 18 points), the highest of the three age groups. Those aged 55+ are most likely to spend the same (55%), while 35-54-year-olds are the most likely to spend less on Christmas gifts in 2026 (31%).

Note: 2026 sample size = 500

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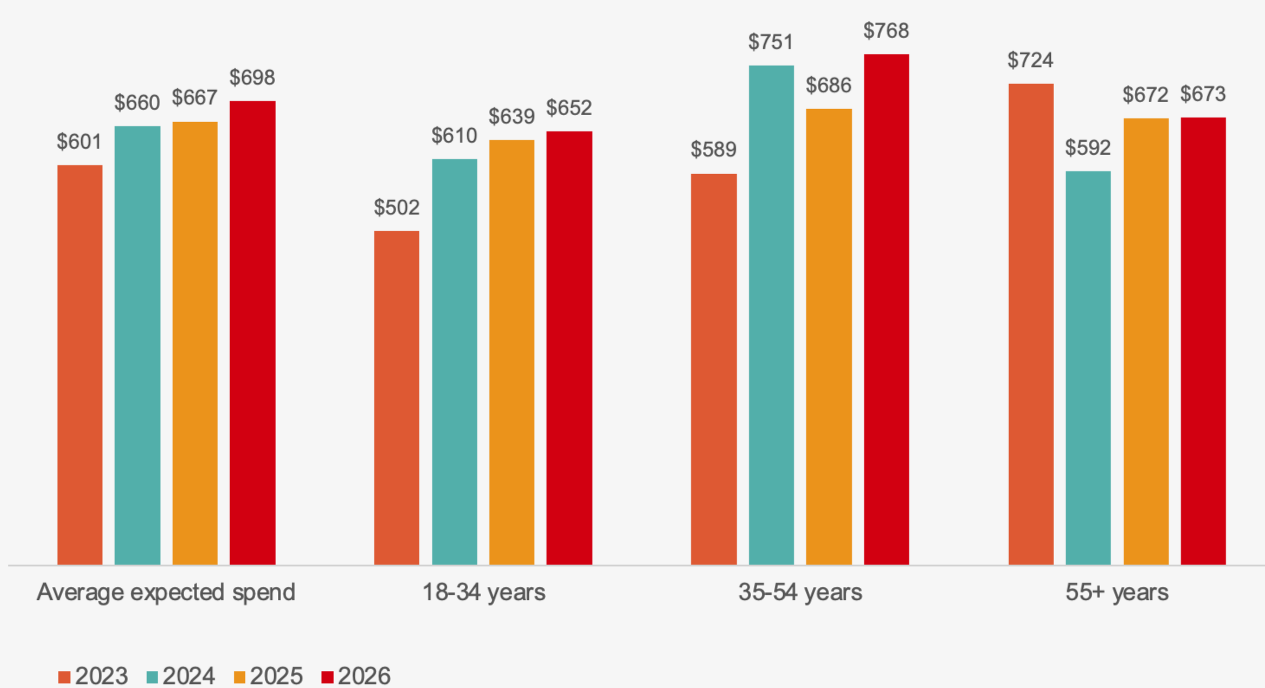
AVERAGE SPEND
ON CHRISTMAS GIFTS

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



KEY INSIGHTS

In good news for retailers, **the average expected Christmas gift spend for 2026 has increased by 5% to $698 (+$31)**. This marks the third consecutive annual increase, with the average expected spend now 16% higher than in 2023 ($601).

Shoppers aged 35–54 have the highest average expected Christmas gift spend at $768, up 12% from 2025. The average among 18-34-year-olds increased for a third consecutive year to $652 but remains the lowest of the three age groups.

The average among shoppers aged 55+ remained stable year-on-year at $673. Interestingly, the 55+ age group is the only age group spending less on average this year than it did in 2023 ($673 vs $724 in 2023).

The higher overall average is consistent with 35% of shoppers planning to spend more on Christmas gifts than last year, the highest proportion since 2016.

Note: Sample sizes: 2023 n=504; 2024 n=500; 2025 n=506; 2026 n=500. Figures are shown in nominal dollars and are not adjusted for inflation.

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CHRISTMAS GIFT SPENDING
AFTER CPI ADJUSTMENT

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

KEY INSIGHTS

After adjusting for Consumer Price Index increases since 2023, the average real expected Christmas gift spend has changed little since 2024.

In nominal terms, average expected spend has risen 16%, from $601 in 2023 to $698 in 2026. However, after adjusting for the CPI, the increase in expected spend since 2023 is a much more modest 5%.

Compared with 2025, average expected spending increased 5% in nominal terms but less than 1% after CPI adjustment. **The inflation-adjusted average spend has remained broadly constant since 2024.**

Shoppers aged 35-54 are the only age group to record a year-on-year increase in real terms, up 8%. Inflation-adjusted spending declined among both18-34 year-olds and shoppers aged 55 and over.

The stable expected spend in real terms since 2024 isn't necessarily a disappointing outcome for retailers. It shows that despite broad cost-of-living pressures, shoppers are not reducing their planned spending on Christmas gifts.

Note: Sample sizes: 2023 n=504; 2024 n=500; 2025 n=506; 2026 n=500. Figures are expressed in 2026 dollars using the ABS All groups CPI, weighted average of eight capital cities, June quarter for each year. Source: Australian Bureau of Statistics.

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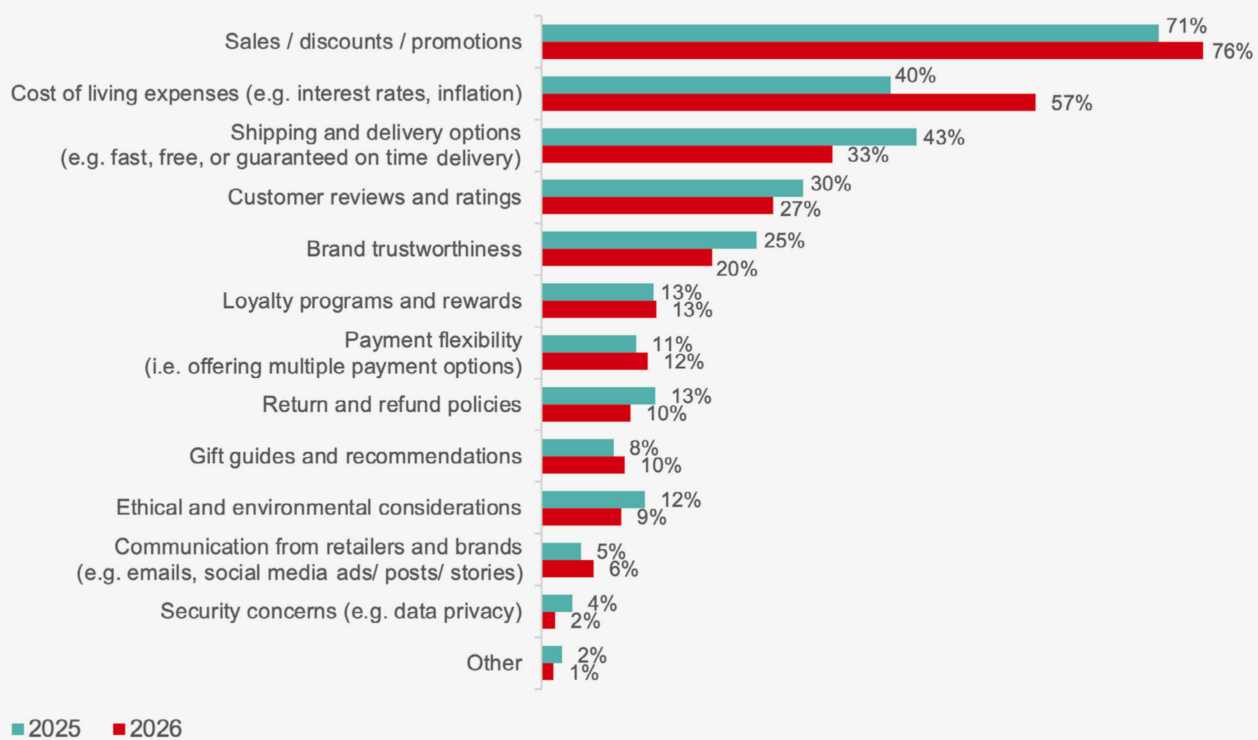
KEY DRIVERS
OF CHRISTMAS SHOPPING

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



KEY INSIGHTS

Sales and promotions remain the strongest influence on Australians' Christmas gift shopping, while cost-of-living expenses have regained importance.

More than three-quarters of shoppers (76%) rank sales, discounts and promotions among their top three purchasing influences this Christmas, up 5 points from 2025.

The proportion ranking cost-of-living expenses among their top three influences rose 17 points to 57% – the largest year-on-year shift –returning to its 2024 level and moving from third to second place. Shipping and delivery options fell 10 points to 33% but remain third.

Sales and promotions rank first across all three age groups. Cost-of-living expenses are especially influential among 35-54-year-olds (70%), close to sales and promotions at 74%. The influence of shipping and delivery options is highest among shoppers aged 55 and over (41%).

To attract shoppers this Christmas season, **value, sales and discounts need to be the focus of retailers' Christmas campaigns.**

Note: Sample sizes: 2025 n=506; 2026 n=500. Multiple-response question; respondents selected up to three factors.

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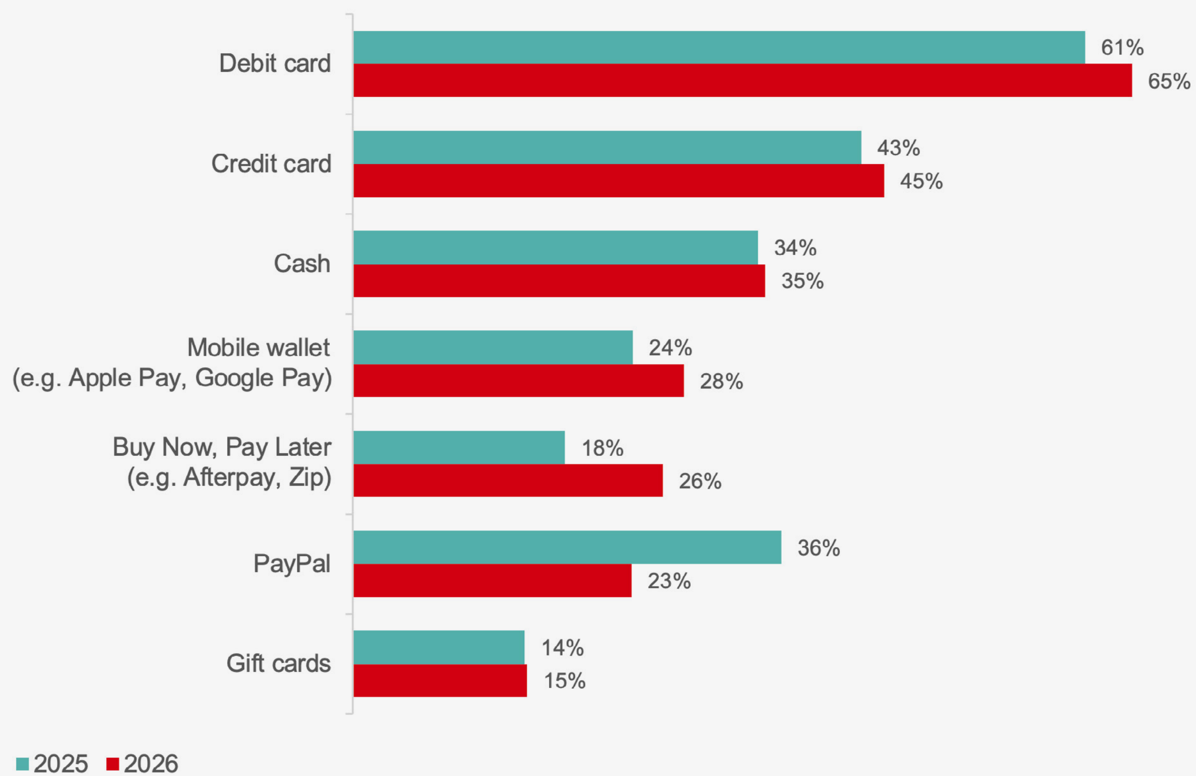
PAYMENT METHODS
FOR CHRISTMAS SHOPPING

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



KEY INSIGHTS

Debit cards remain the most popular payment method for Australian Christmas shoppers.

Almost two-thirds (65%) of shoppers expect to use a debit card, up 4 points from 2025. Credit cards (45%) are the second most-popular option, with – perhaps surprisingly – cash (35%) being the third most-popular option, with more than 1-in-3 Australians planning to pay the 'traditional' way.

BNPL services recorded the largest increase in expected usage, rising 8 points to 26%, while mobile wallets rose 4 points to 28%. **PayPal fell 13 points to 23%**, falling from third place in 2025 to sixth in 2026.

How shoppers plan to pay for Christmas gifts varies by age. Debit card use is highest among 18-34 year-olds (76%), while credit card use is highest among those aged 55+ (53%).

BNPL use among the 55+ group increased 15 points to 25%, bringing this group into line with the younger age groups. PayPal fell across all age groups, most sharply among shoppers aged 55 and over, down 21 points.

Note: Sample sizes: 2025 n=506; 2026 n=500. Multiple-response question.

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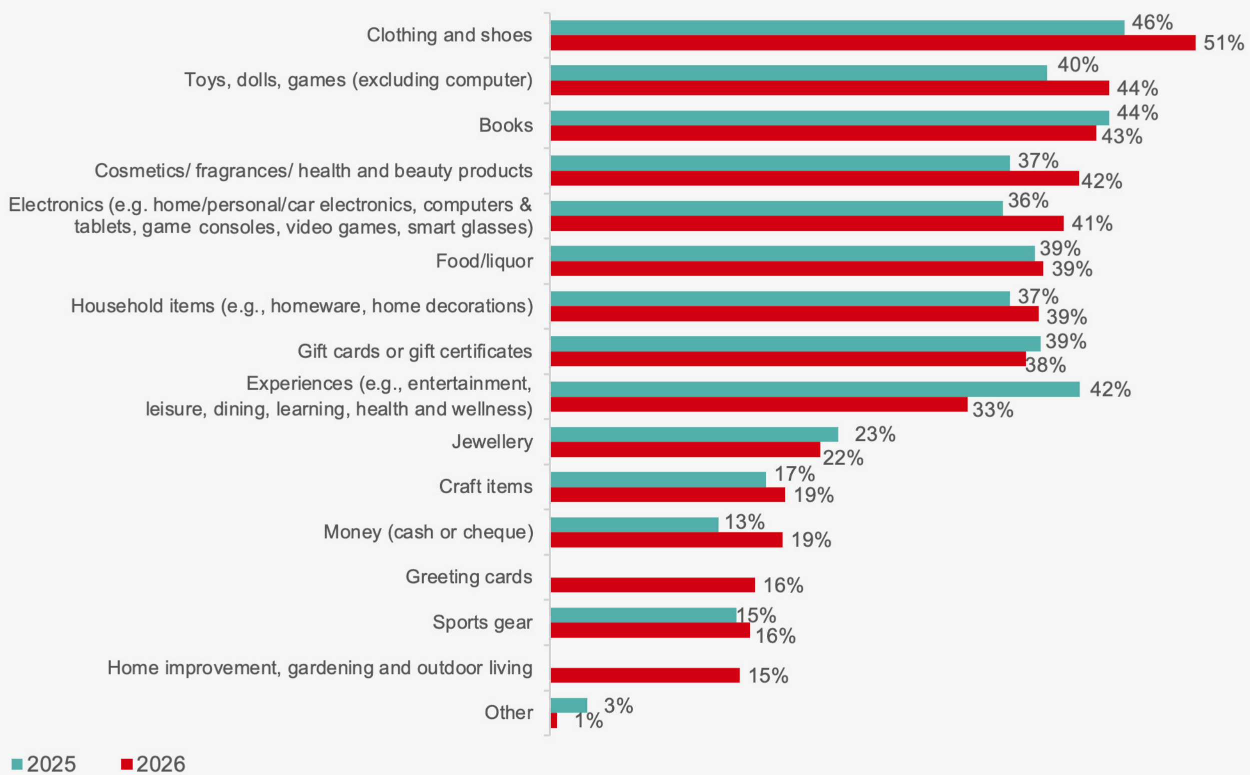
CHRISTMAS GIFT
PURCHASE PLANS

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



KEY INSIGHTS

Clothing and shoes remain Australians' most popular Christmas gift choice, with more than half (51%) planning to buy them, the highest result since 2016.

Toys rank second in popularity at 44%, followed by books (43%), cosmetics (42%) and electronics (41%). Toys, cosmetics and electronics each increased by around 5 points on 2025, while books remained broadly stable.

Experiences fell 9 points to 33%, the largest annual decline. This may indicate that as Australians feel greater financial pressure, gift-giving is shifting towards gifts that last rather than short-duration experiences.

Gift plans differ by age. Clothing and shoes lead among 18-34-year-olds (67%), toys among 35-54-year-olds (58%) and books among shoppers aged 55 and over (47%).

New to this year's survey, greeting cards feature in 16% of Christmas gift plans, and home, garden or outdoor living gifts in 15%.

After ranking first in seven of the eight years from 2016 to 2023, **gift cards fell to 8th place (38%), their lowest result since tracking began.**

Note: Sample sizes: 2025 n=506; 2026 n=497. Multiple-response question. Greeting cards and home improvement, gardening and outdoor living were added in 2026.

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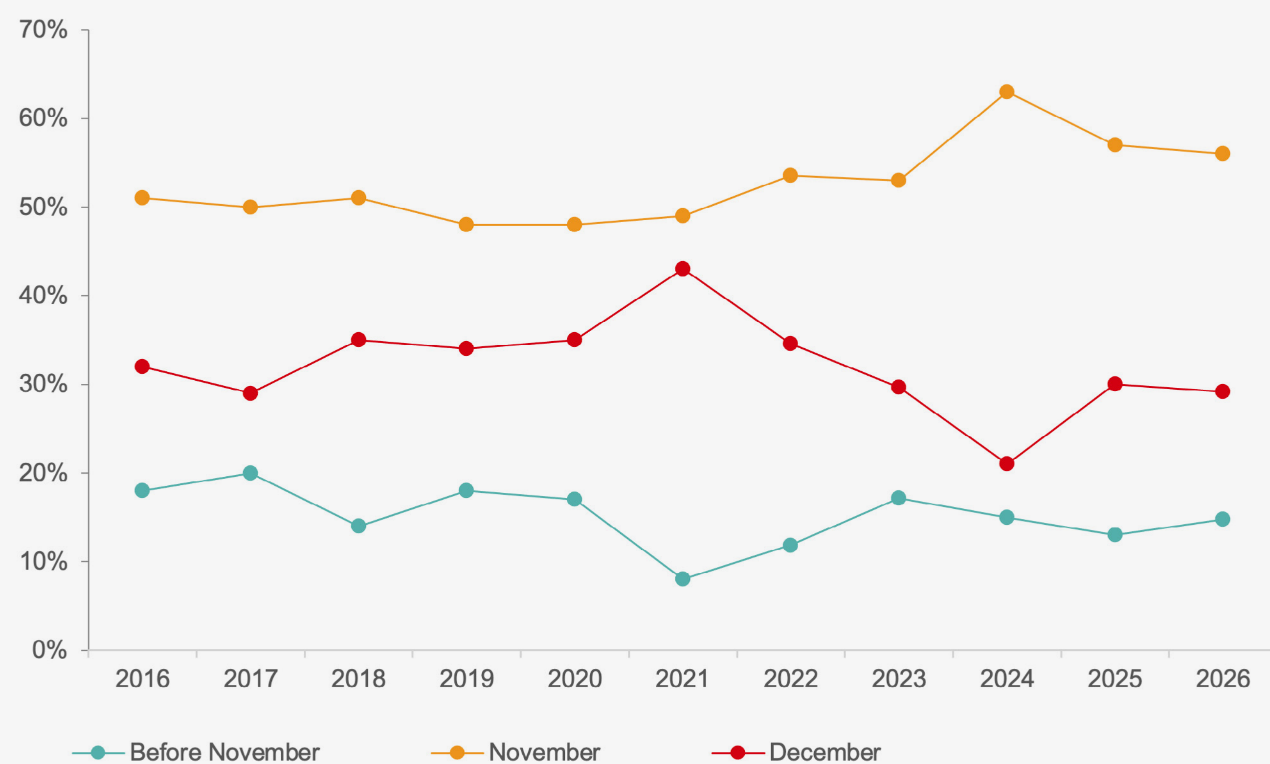
CHRISTMAS
GIFT SHOPPING TIMING

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 most popular month for Christmas gift shopping, leading in every year since 2016.

In 2026, **56% of Australian Christmas shoppers are planning to do most of their Christmas gift shopping in November,** little changed from 57% in 2025. **Late November (29%) remains slightly more popular than early November (27%).**

Fifteen percent are planning to do most of their Christmas gift shopping before November, including 5% selecting the newly added September option. Combining the before-November and November periods, **71% of shoppers are planning to do most of their Christmas gift shopping before December,** consistent with 70% in 2025.

November ranks first across all age groups, selected by 61% of 18-34-year-olds, 60% of 35-54-year-olds and 48% of shoppers aged 55 and over.

December accounts for 29% of Christmas gift shopping, broadly unchanged from 30% last year.

Note: 2026 sample size = 500. September was added in 2026 and is included within "Before November". November combines early and late November; December includes late December.

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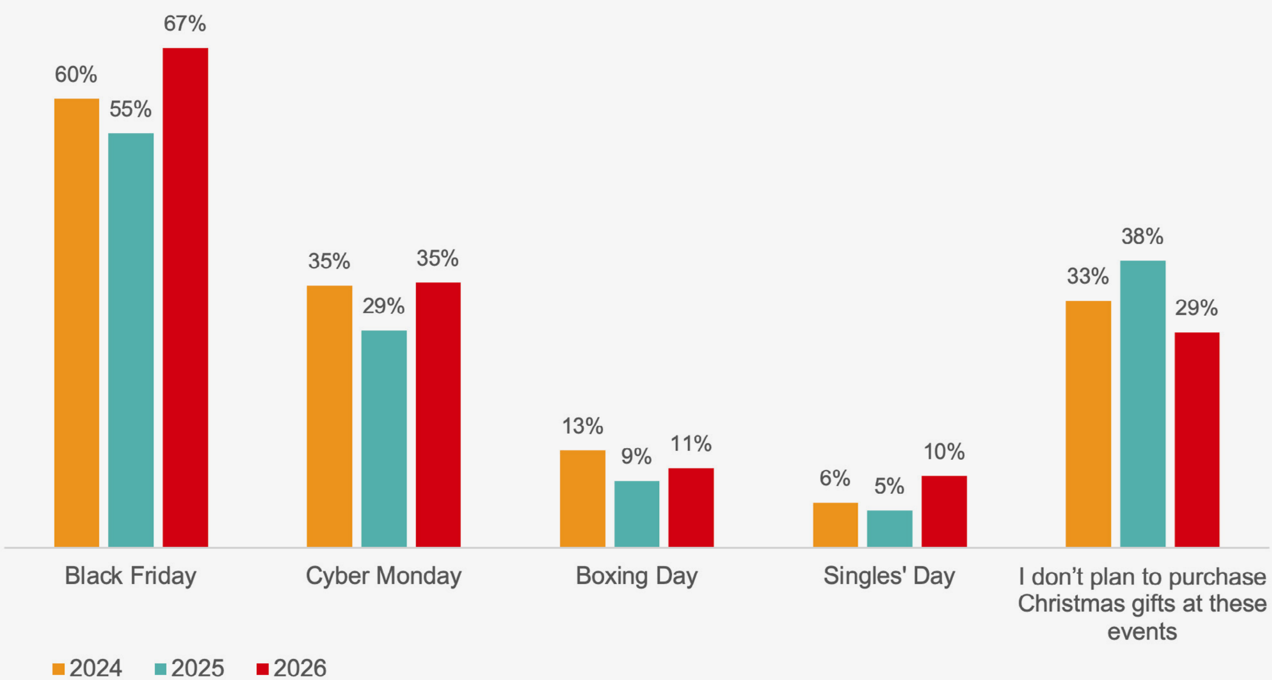
SALES EVENTS
FOR CHRISTMAS GIFT SHOPPING

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



KEY INSIGHTS

Black Friday is further increasing in popularity as sales events gain ground in Christmas gift plans.

More than seven in ten Australian shoppers (71%) are planning to buy Christmas gifts at one or more sales events, up 10 percentage points from 2025 and the highest in the three years this question has been asked.

At 67%, Black Friday remains the most popular sales event for Christmas gift shopping, rising 11 points from 2025 and exceeding its 2024 result of 60%. Cyber Monday returned to its 2024 level of 35%, while Single's Day almost doubled to 10%.

Sales events are particularly popular with younger shoppers. Among the 18-34s, 85% plan to shop at one or more events, compared with 78% of 35-54 year-olds and 54% of those aged 55+. **Black Friday ranks first across all age groups,** ranging from 78% among 18–34-year-olds to 50% among the 55+ group.

The popularity of November's Black Friday is likely reinforcing November's position as the most popular month for Christmas shopping.

Note: Sample sizes: 2024 n=500; 2025 n=506; 2026 n=500. Multiple-response question.

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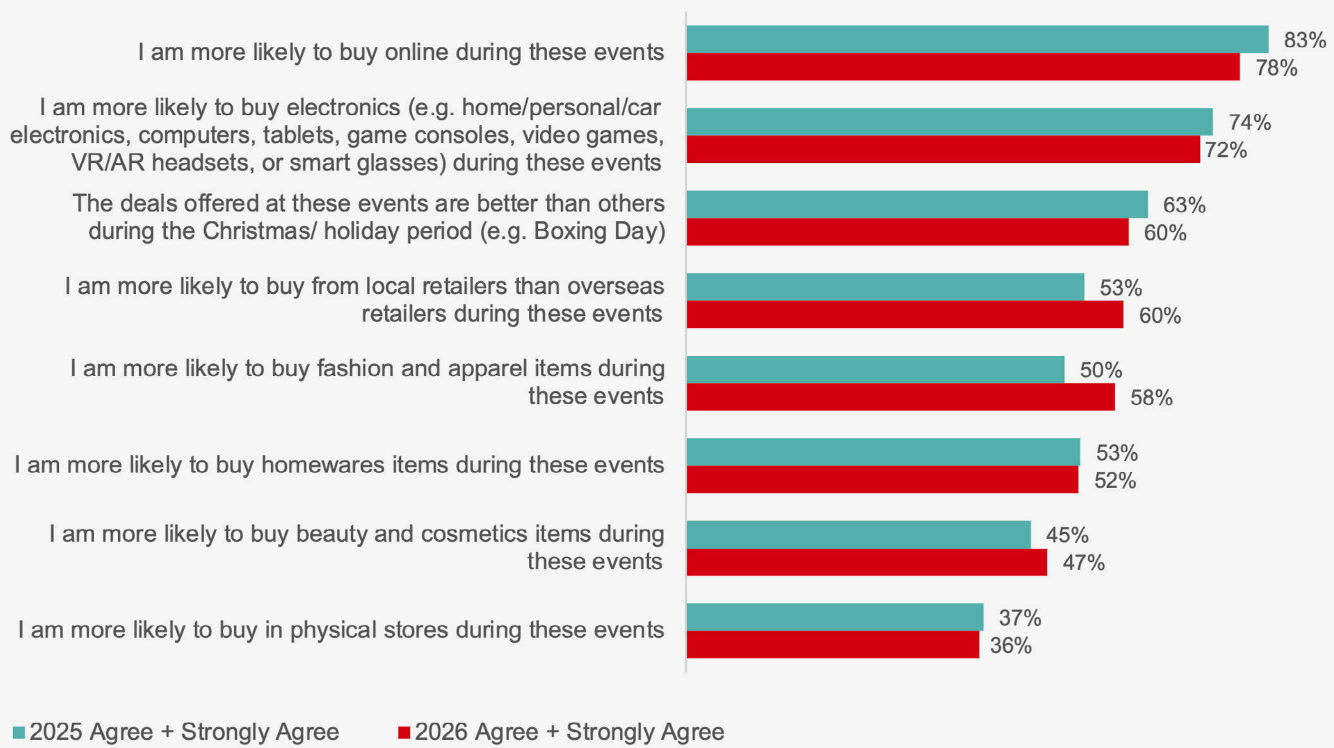
CYBER WEEKEND SALES
CHRISTMAS SHOPPING TRENDS

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

Drivers and shopper behaviours around Cyber Weekend sales events differ from more general Christmas shopping periods.

Six in ten shoppers believe **Black Friday and Cyber Monday offer better deals than other Christmas sales.**

Electronics stand out among Cyber Weekend purchases. Overall Christmas gift giving intentions rank electronics at 41% of shoppers. However, **on Cyber Weekend 72% agreed they are more likely to buy electronics during these sales events.**

Fashion is also popular on Cyber Weekend at 58%, up 8 points on 2025.

Consistent with the 'cyber' theme, Australian shoppers are **significantly more likely to buy online during Cyber Weekend (78%) than in a physical store (36%).**

In good news for local retailers, six in ten Australians say they are more likely to buy Christmas gifts from local rather than overseas retailers during Cyber Weekend, up 6 points on 2025.

Note: Sample sizes among shoppers planning to purchase Christmas gifts during sales events: 2025 n=312; 2026 n=356. Figures show the combined percentage who selected 'Agree' or 'Strongly Agree'.

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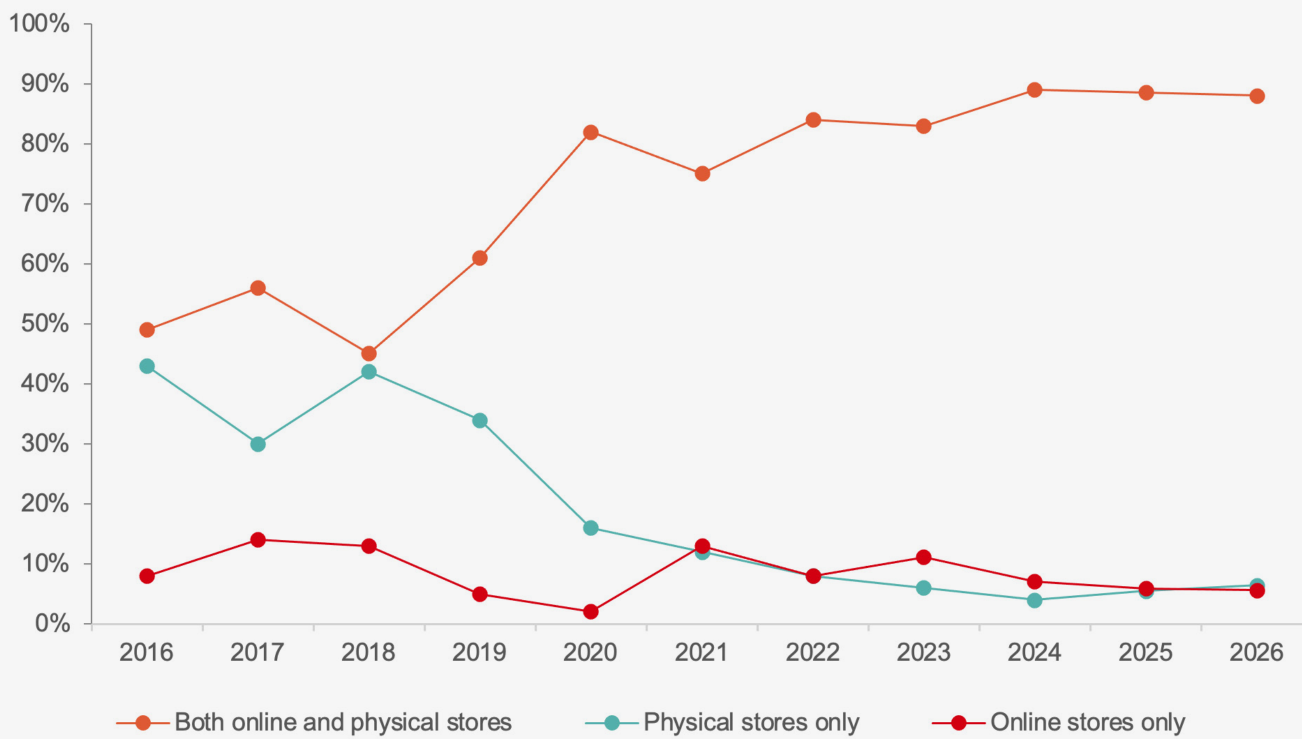
CHRISTMAS GIFT
SHOPPING CHANNELS

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



KEY INSIGHTS

Omnichannel is now the established norm for Christmas gift shopping.

In 2026, **88% of shoppers plan to buy Christmas gifts using both online and physical stores.** Just 6% plan to shop exclusively in physical stores and 6% exclusively online.

In 2016, fewer than half of Christmas shoppers (49%) planned to use both channels, while 43% planned to shop only in physical stores. In 2026, the omnichannel share is 39 points higher, while physical-only shopping is 37 points lower.

This Christmas, omnichannel shopping is widespread across every age group. The proportion planning to use both online and physical channels reaches 92% among both 18-34 and 35-54-year-olds and 82% among shoppers aged 55 and over.

For Australian retailers to fully connect with their omnichannel customers this Christmas, a strong, consistent presence both online and in-store will ensure a seamless experience for potential gift purchasers.

Note: Sample sizes: 2025 n=506; 2026 n=500.

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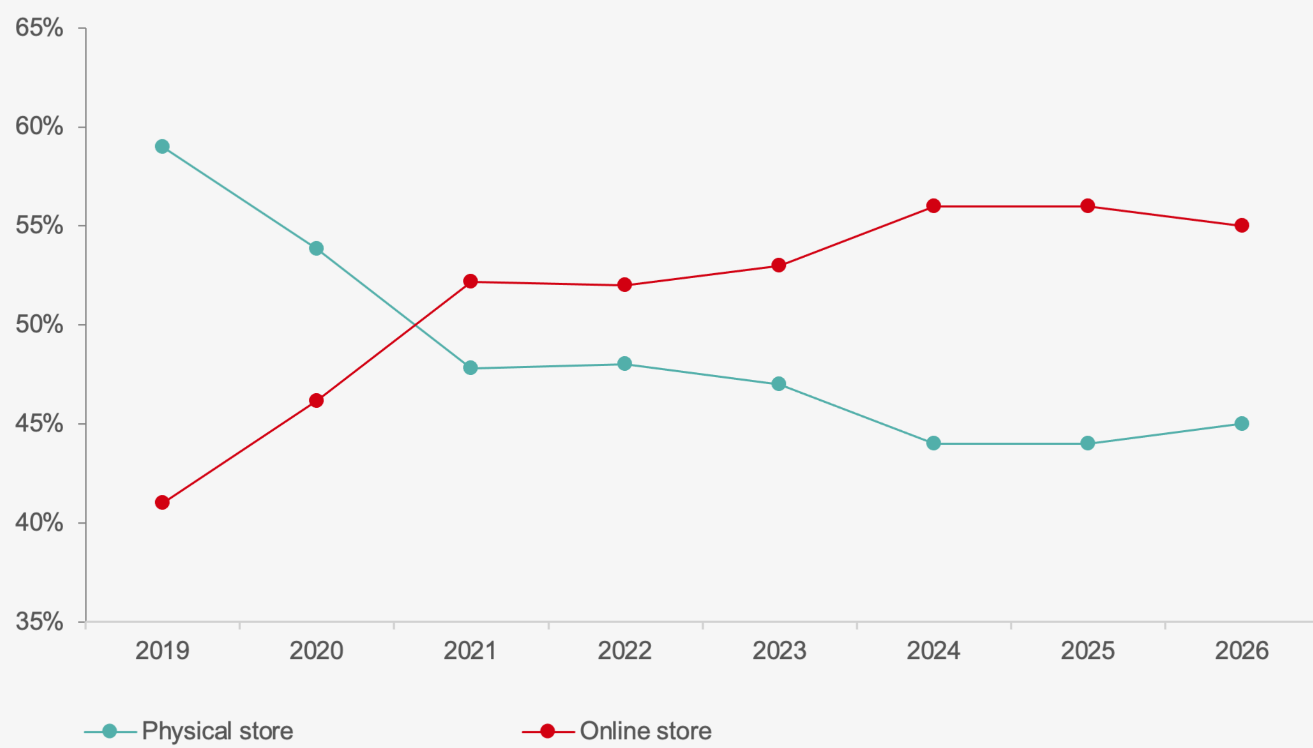
OMNISHOPPERS
CHRISTMAS CHANNEL MIX

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



KEY INSIGHTS

Online stores retain a marginally larger share of omnishoppers' planned Christmas gift spending – though physical stores' share remains consistent.

Among the 88% of Australian shoppers planning to use both online and physical channels, omnishoppers expect to allocate an average 55% of their Christmas gift spending to online stores and 45% to physical stores.

This split is almost unchanged since 2024, when 56% was allocated to online stores and 44% to physical stores, demonstrating that there is no longer a strong trend away from physical stores to online, as was seen in the 2019-21 period.

Since 2021, online stores have accounted for between 52% and 56% of omnichannel Christmas gift spending, while physical stores have retained between 44% and 48%. This relatively narrow split has persisted for six years, indicating that something of an equilibrium has been reached – at least for the time being.

Note: Sample sizes among shoppers planning to use both online and physical stores: 2025 n=448; 2026 n=440. Figures show average planned Christmas gift spending allocations.

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CHRISTMAS
SHOPPING FORMATS

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

KEY INSIGHTS

Online marketplaces and department stores remain the two most popular formats for Christmas gift shopping.

Two-thirds of Christmas gift shoppers (66%) plan to buy gifts through **online marketplaces.** Online marketplaces have ranked first since being reported separately from online-only retailers in 2023.

Department stores remain second at 58%, broadly unchanged from last year.

Electronics, computer, appliance and office supply retailers rank third at 42%, overtaking online-only retailers at 38%.

Supermarkets and grocery stores also gained ground for Christmas gift shopping, rising 4 points to 28%.

Online marketplaces rank first and department stores second across all age groups, giving both formats broad reach among Christmas shoppers. Outside the top two, toy stores stand out among 35-54 year-olds (38%), while apparel and footwear specialists are prominent among 18-34 year-olds (31%).

Note: Sample sizes: 2025 n=506; 2026 n=499. Multiple-response question. Liquor stores/bottle shops added in 2026. Social media shopping platforms examples included TikTok Shop, Instagram Shopping and Facebook Marketplace.

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TOP REASON
FOR SHOPPING IN-STORE

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

KEY INSIGHTS

The ability to see and touch products remains the main reason for Christmas shopping in physical stores.

Among shoppers planning to use physical stores for Christmas gift shopping, **34% named seeing and touching products as their main reason.** Interestingly, although still well ahead of every other reason, this reason fell 7 percentage points from 2025 to its lowest level since tracking began in 2021.

The in-store experience recorded the largest increase, rising 5 points to 12% and **moving from fifth to second**. Acquiring gifts immediately now ranks third at 11%.

Seeing and touching products ranks first across all three age groups and is highest among 18-34-year-olds (39%). The in-store experience is more prominent among shoppers aged 35 and over, while inspiration is highest among the 55+ group (12%).

This Christmas, brands and retailers should make products easy to see and handle, and deliver an in-store experience that helps shoppers find and choose the perfect gifts.

Note: Sample sizes among shoppers planning to use physical stores for Christmas gift shopping: 2025 n=476; 2026 n=472.

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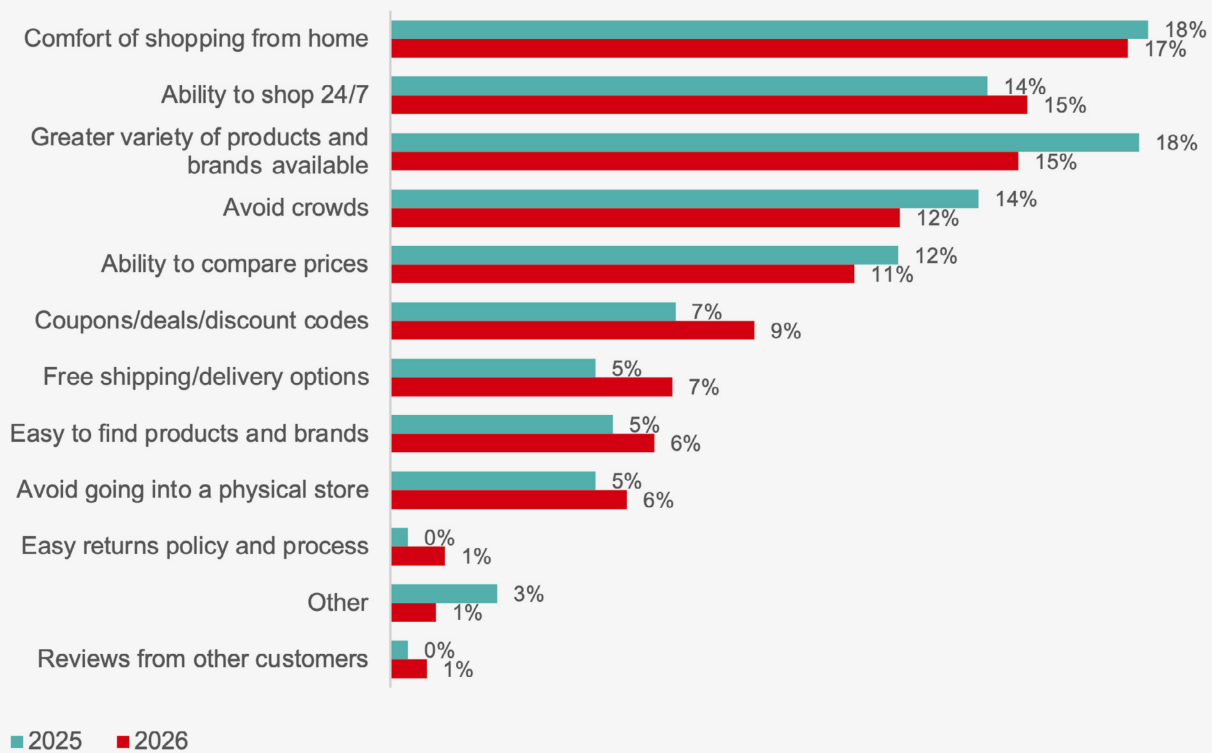
TOP REASON
FOR SHOPPING ONLINE

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



KEY INSIGHTS

The comfort of shopping from home remains the leading reason for shopping online this Christmas.

One in six shoppers planning to buy Christmas gifts online (17%) selected the **comfort of shopping from home as their main reason. Shopping 24/7 and greater product and brand variety follow at 15% each**, leaving only 2 points between the top three reasons.

Avoiding crowds fell 2 points to 12%, its lowest result since tracking began in 2021.

The leading reasons vary by age. The comfort of shopping from home ranks first among 18-34-year-olds (20%) and shoppers aged 55 and over (21%). Among 35-54-year-olds, shopping 24/7 and greater variety both rank first at 17%. Price comparison is also prominent among the 55+ group (16%).

Unlike physical-store shopping, online Christmas gift shopping has no single dominant driver. Shoppers value the comfort of shopping from home, 24/7 access, product and brand variety and avoiding crowds.

Note: Sample sizes among shoppers planning to shop online for Christmas gifts: 2025 n=478; 2026 n=468.

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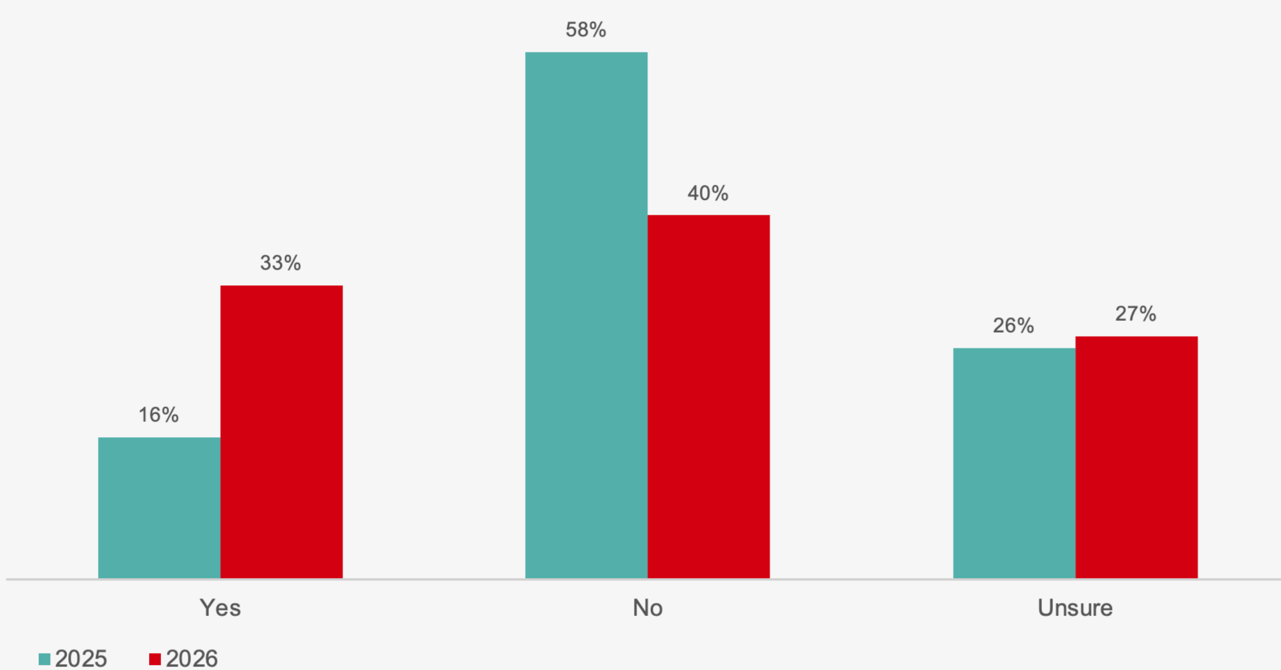
USE OF AI TOOLS
IN CHRISTMAS GIFT SHOPPING

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



KEY INSIGHTS

Shopper plans to use AI-powered tools for Christmas gift shopping have more than doubled, with 35–54-year-olds now the most likely to do so.

This Christmas, one-third of shoppers (33%) plan to use AI tools for gift shopping, up 17 percentage points from 2025. **The proportion not planning to use them fell 18 points to 40%**, while 27% remained unsure, little changed from 2025.

The largest shift was among **35-54-year-olds, where plans to use AI tools for Christmas gift shopping rose 26 points to 43%**, the highest of the three age groups. Among 18-34-year-olds, the proportion rose 13 points to 34%, while it doubled from 11% to 22% among shoppers aged 55 and over. Even so, 52% of the 55+ group do not plan to use AI tools.

While two-thirds of shoppers (67%) are not planning to use AI tools in Christmas gift shopping, or remain unsure, the survey results point to a rapidly growing role of AI in Christmas shopping in Australia.

Note: Sample sizes: 2025 n=506; 2026 n=500.

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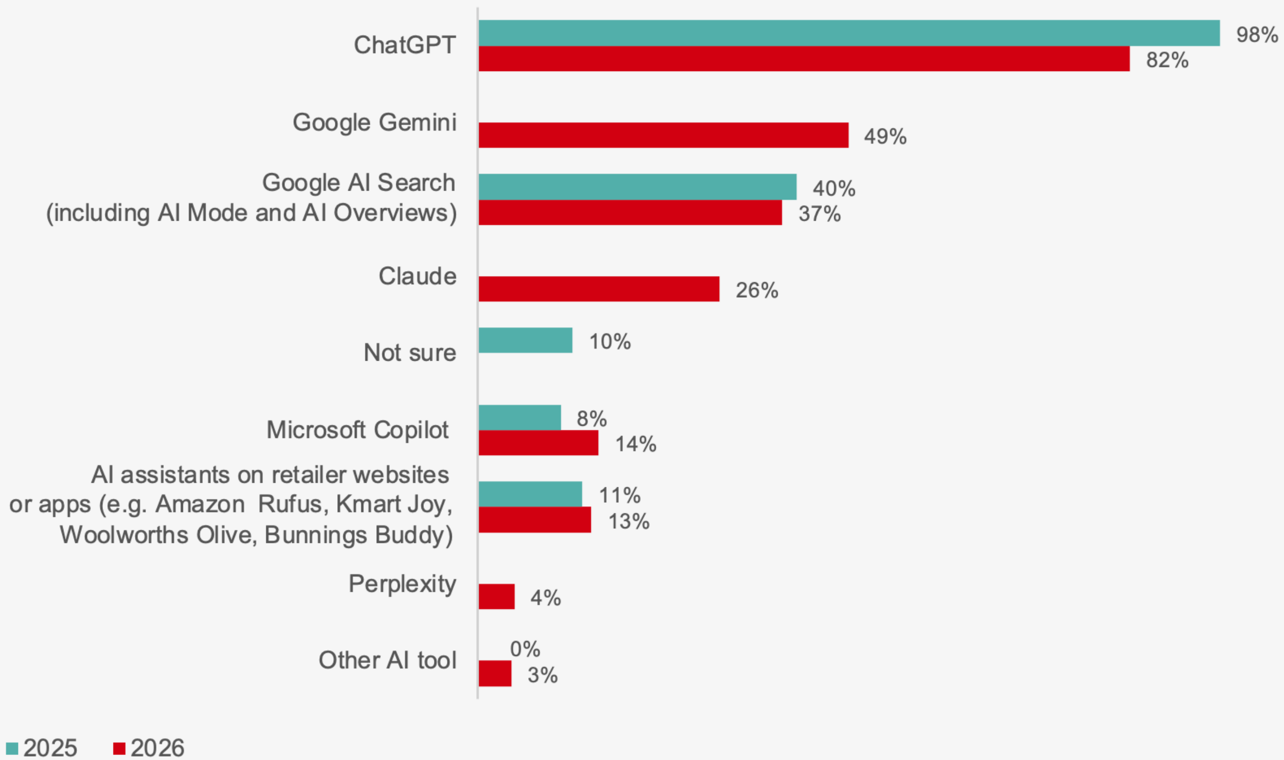
AI TOOLS
FOR CHRISTMAS GIFT SHOPPING

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



KEY INSIGHTS

ChatGPT remains the most popular AI tool for Christmas gift shopping, with Google Gemini ranking second in 2026.

Among shoppers planning to use AI tools for Christmas gift shopping, **82% selected ChatGPT**. This is 16 percentage points below the 2025 result, but ChatGPT remains well ahead of other options.

Google Gemini, added as a response option in 2026, **ranks second at 49%**, followed by Google AI Search at 37% and Claude at 26%.

Selection was considerably lower for Microsoft Copilot (14%), AI assistants on retailer websites or apps (13%) and Perplexity (4%).

For retailers to better capture AI-attuned Christmas shoppers, it is important they make efforts to grow and optimise their presence on AI platforms. While website AI assistants can be useful once a shopper lands on a website, it is AI tools like ChatGPT that will drive shopper traffic to their websites.

Note: Sample sizes: 2025 n=80; 2026 n=163 shoppers planning to use AI tools for Christmas gift shopping. Multiple-response question. Google Gemini, Claude and Perplexity were added in 2026. The wording of Google AI Search, Microsoft Copilot and retailer AI assistants was updated, so year-on-year comparisons for these options should be treated with caution.

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KEY PRIORITIES FOR
RESPONDING TO THE 2026 CHRISTMAS SHOPPER

The 2026 Christmas season brings higher gift budgets, November-led shopping, more shopping through sales events and a growing role for AI. Success means making value clear, connecting channels seamlessly, and staying ahead of shifting demand and new discovery habits.

MAKE CHRISTMAS VALUE EASY TO ASSESS.

Christmas gift budgets are higher in dollar terms but broadly stable after inflation. With cost pressures shaping decisions, sales and promotions remain central. Show value through clear savings, product benefits, reliable stock and easy ways to pay.

BUILD THE SEASON AROUND NOVEMBER.

November is central to Christmas gift shopping, with sales events playing a bigger role in purchase timing, led by Black Friday. Build demand early, protect stock through Cyber Weekend, then shift December messaging to convenience, delivery certainty and last-minute gifts.

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KEY PRIORITIES FOR
RESPONDING TO THE 2026 CHRISTMAS SHOPPER

CREATE ONE CHRISTMAS JOURNEY ACROSS CHANNELS.

Christmas shoppers will use online and physical stores for different reasons, not as substitutes for each other. Connect discovery, stock, fulfilment and returns. Use stores to help shoppers see, touch and choose gifts, and online channels for comfort, range and 24/7 access.

MERCHANDISE TO SHIFTING DEMAND.

Christmas gift preferences are shifting. Clothing and shoes have reached their highest popularity since 2016, and most categories have grown, while gift cards have fallen sharply. Align ranges, stock and presentation to current demand, and organise gifts around recipients, interests and price points.

PREPARE FOR AI-POWERED GIFT DISCOVERY.

Plans to use AI-powered tools for Christmas gift shopping have more than doubled year-on-year, led by ChatGPT. Keep product information complete, current and easy for AI tools to interpret, then test how brands and products appear when shoppers use ChatGPT and other tools for gift ideas and recommendations.

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INSIGHTS
BROUGHT TO YOU BY

AUTHORS

If you would like further information regarding the 2026 Christmas Shopping Intentions research, please contact us.

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Strikeforce AMC

We are Australia and New Zealand's leading field sales and retail marketing group. Operating under a group structure, our brands include Strikeforce, Retail Safari and Extravert.

Together, our connected end-to-end offer spans six core services: retail insights, category and space planning, supply and demand planning, merchandising, field sales and brand activation. Technology, data and insights connect the portfolio, helping clients plan, execute and optimise with greater consistency and visibility.

Retail Safari was acquired by Strikeforce AMC in January 2026, as part of the restructure of CPM Australia.

For further information visit:
www.strikeforce.com.au, www.retailsafari.com.au, www.extravert.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.

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