afterpay day

UNLOCKED

AUGUST 14 — 17

AFTERPAY DAY AU/NZ 2025

YOUR GUIDE TO WINNING WITH AFTERPAY DAY

Over a million customers are set to shop during Afterpay Day. Uncover the tips, tactics and insights to make this retail moment count.

GET READY FOR AN UNMISSABLE RETAIL MOMENT

Afterpay Day is more than a sale.
It's a major retail opportunity - as results from last Afterpay Day reveal:

+1M
CUSTOMERS SHOPPED AFTERPAY DAY IN MARCH 2025*

~40%
OF CUSTOMERS SHOPPED WITH A BUSINESS THEY'RE NEVER SHOPPED WITH BEFORE*

2.21M
ORDERS WERE PLACED DURING AFTERPAY DAY MARCH 2025*

15%
INCREASE IN YEAR-ON-YEAR CUSTOMER SPEND IN AUGUST 2024*

EVERY 36 SECONDS A NEW CUSTOMER SIGNED UP AND MADE A PURCHASE*

WANT TO GET IN FRONT OF AFTERPAY DAY CUSTOMERS?

Tell us about your Afterpay Day offer by Friday 8 August to be featured on the Afterpay Shop Directory (it's fresh).

SUBMIT YOUR OFFER

MEET YOUR AFTERPAY DAY CUSTOMERS

70% MILLENNIALS AND GEN Z *

59% FEMALE SHOPPERS *

$150 AVERAGE ORDER VALUE SPENT BY GEN Z AT SMALL BUSINESSES *

TIP:

HOW TO REACH CUSTOMERS DURING AFTERPAY DAY

Show up where they are by promoting your Afterpay Day offer via channels such as Instagram, TikTok and email.
Download our free toolkit to take advantage of our customisable social media assets.

DOWNLOAD TOOLKIT ASSETS

WHAT SHOPPERS ARE SEARCHING FOR

HIGH-PERFORMING CATEGORIES IN MARCH '25*

- APPAREL AND ACCESSORIES
- ELECTRONICS
- TRAVEL AND EXPERIENCES
- BEAUTY AND COSMETICS
- HOME AND GARDEN

POPULAR PURCHASES IN MARCH '25*

1. SHEETS AND BEDDING
2. HOME FRAGRANCES
3. VACUUMS
4. SCOOTERS AND BIKES
5. SLEEPWEAR AND LOUNGEWEAR

TRENDING CATEGORIES IN MARCH '25*

- HEALTH AND WELLNESS
- HARDWARE
- ANIMAL AND PET SUPPLIES

WHY CUSTOMERS SHOP AFTERPAY DAY

Shoppers hitting the sale are seeking one thing: value.

60% TO TAKE ADVANTAGE OF DISCOUNTS**

55% TO SAVE MONEY*

51% TO GET VALUE FOR MONEY**

43% TO BUY ITEMS THAT ARE NORMALLY OUTSIDE MY PRICE RANGE**

25% TO STOCK UP ON ESSENTIALS**

25% TO BUY GIFTS FOR SPECIAL OCCASIONS**

15% TO TREAT MY FAMILY AND FRIENDS**

WHEN PEAK SHOPPING SOARED...

IN-STORE SALES

12-3PM DAILY SATURDAY*

ONLINE SALES

9AM-12PM, 6-9 DAILY THURSDAY AND SUNDAY*

HOW TO REACH AFTERPAY DAY SHOPPERS

We want you to enjoy your best Afterpay Day yet.
Here are our tips to help you succeed:

1 CRAFT A COMPELLING OFFER
The offer types that drive the greatest sales uplift in August 2024 were a percentage off discount (eg 30% off)***.

2 LET US AMPLIFY YOUR OFFER
Submit the details of your offer to us by 8 August and we will promote it on Afterpay Shop Directory to help you attract new and exiting customers.

3 SPREAD THE WORD
If customers don't know about your Afterpay promotion, they can't shop it. Use all your marketing channels - your website, email list and social media channels - to let customers know you're taking part in Afterpay Day.

4 UTILISE OUR READY-MADE, FREE MARKETING ASSETS
Spend less time creating social media posts and more time running your business.
Download our free Afterpay Day toolkit, which features ready-to-use and customisable social media posts, website banners and more.

READY TO SUPERCHARGE SALES?

SUBMIT YOUR OFFER

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SOURCES
*DATA FROM AFTERPAY DAY 2025
**DATA FROM AFTERPAY DAY 2024 (AUGUST 13-16, 2024) AND AFTERPAY DAY 2025 (MARCH 14-17, 2025) ACROSS AUSTRALIA, NEW ZEALAND, UK, CANADA, UNITED STATES AND EUROPE
***DATA FROM AFTERPAY DAY 2024 (AUGUST 13-16, 2024)