



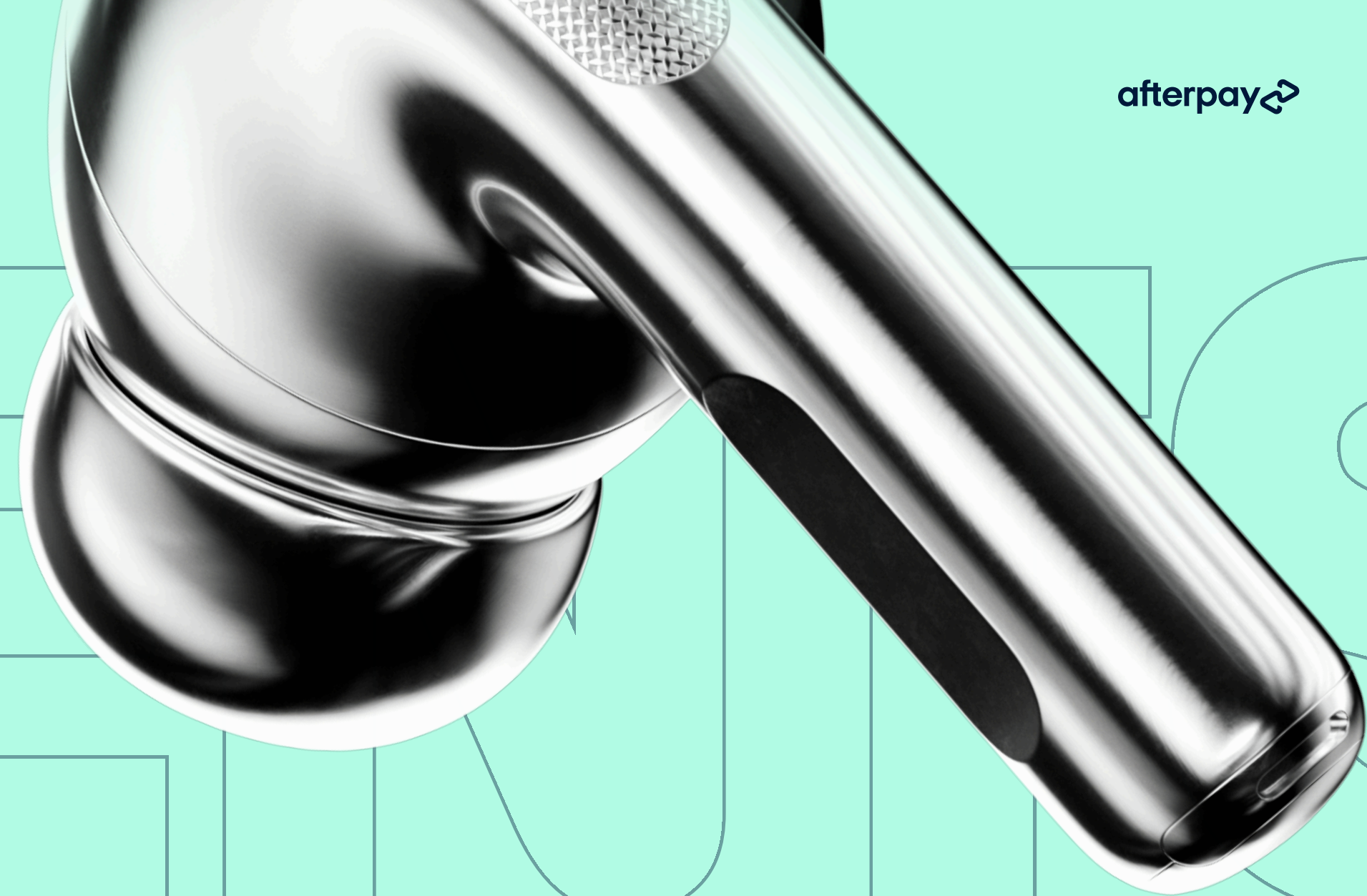
afterpay  day

# UNLOCKED

We asked Afterpay customers how they plan to shop this Afterpay Day, so you can stay one step ahead and make the most of this key retail moment.

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# MINUTE



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# THERE ARE 1 MILLION GOOD REASONS

TO TAKE PART IN AFTERPAY DAY

Customers love Afterpay Day, which is why more than 1.2 million Aussies and Kiwis showed up to shop the last Afterpay Day sale. But it's not just customers who benefit; Afterpay Day can help businesses reach new shoppers, engage existing customers and drive more sales.

Inside this report, you'll discover the results of a new survey into how Afterpay customers plan to spend during Afterpay Day this March, so you can make the most of this key sales opportunity.<sup>4</sup>

4.3M<sup>+</sup>

HOUSEHOLDS SHOPPED LAST AFTERPAY DAY.<sup>1</sup>

+41%

AVERAGE UPLIFT IN REVENUE FOR PARTICIPATING MERCHANTS.<sup>2</sup>

600K

CUSTOMERS SHOPPED WITH A MERCHANT FOR THE FIRST TIME.<sup>3</sup>

<sup>1</sup>EXTERNAL THIRD PARTY METRICS, 2024  
<sup>2</sup>EXTERNAL THIRD PARTY METRICS, 2023. <sup>3</sup>AFTERPAY INTERNAL DATA, AUGUST 2024  
<sup>4</sup>ALL DATA SOURCED IN THIS REPORT HAS BEEN COLLECTED FROM AN INTERNAL SURVEY CONDUCTED 10-21 JANUARY 2025 FEATURING 922 AFTERPAY CUSTOMERS ACROSS AUSTRALIA

# A BIG DEAL... AND GETTING BIGGER

Afterpay Day is one of Australia & New Zealand's most popular sales events.



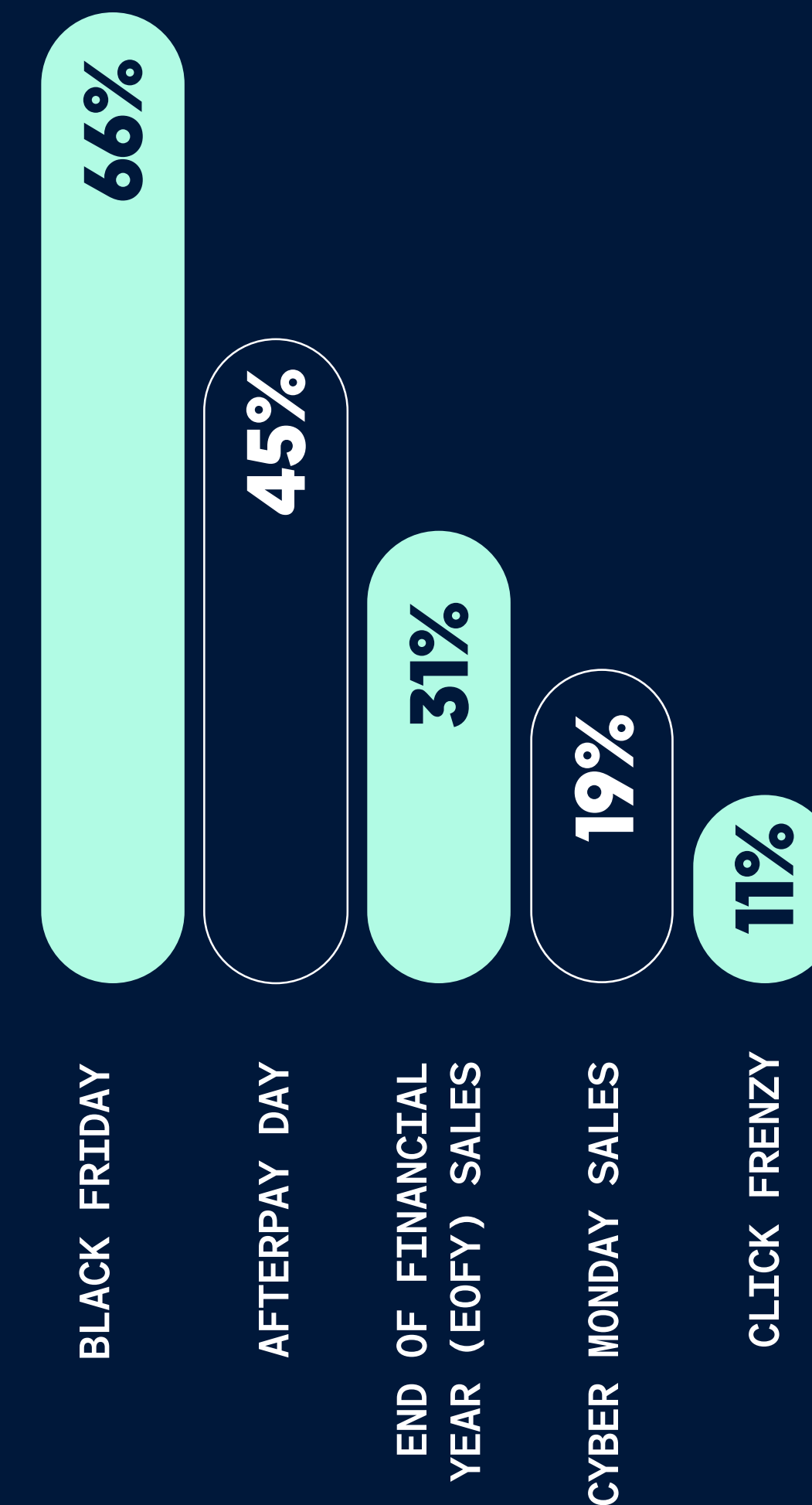
# 36%

OF AFTERPAY CUSTOMERS ARE MORE LIKELY TO SHOP AFTERPAY DAY SALES THAN EOFY SALES.

# 50%

OF AFTERPAY CUSTOMERS PLAN TO SHOP AFTERPAY DAY MARCH 2025. (AND ANOTHER 50% ARE CONSIDERING IT.)

## SALES SHOPPERS HAVE PURCHASED FROM:



# MEET THE AFTERPAY DAY CUSTOMER

Everyone loves a bargain, but Afterpay Day is especially popular among some shoppers.\*

# 44%

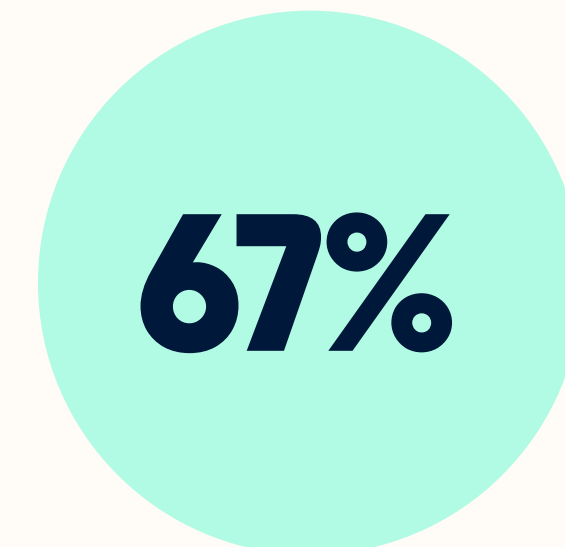
GEN Y

# 25%

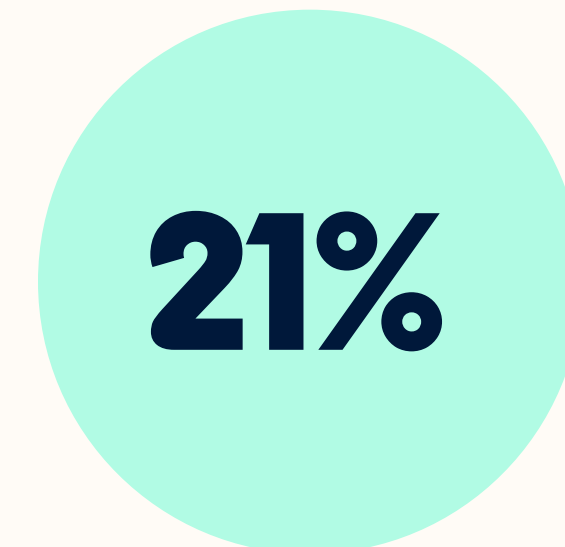
GEN X

# 24%

GEN Z



FEMALE



MALE

### TIP

Most Afterpay Day shoppers are in their 20s and 30s, so it's important to ensure you're using marketing messaging and channels that are relevant to these shoppers.

# WHY CUSTOMERS SHOP AFTERPAY DAY

As cost-of-living pressures continue, shoppers are increasingly planning their spending around sales events like Afterpay Day.

## 4.3M+ +41%

HOUSEHOLDS SHOPPED LAST AFTERPAY DAY.\*

AVERAGE UPLIFT IN REVENUE FOR PARTICIPATING MERCHANTS.\*\*

\*EXTERNAL THIRD PARTY METRICS, 2024  
\*\*AFTERPAY INTERNAL DATA, AUGUST 2024  
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## TOP REASONS TO SHOP AFTERPAY DAY\*\*\*

### 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

### 40%

TO TREAT MYSELF

### 25%

TO STOCK UP ON ESSENTIALS

### 25%

TO BUY GIFTS FOR SPECIAL OCCASIONS

### 16%

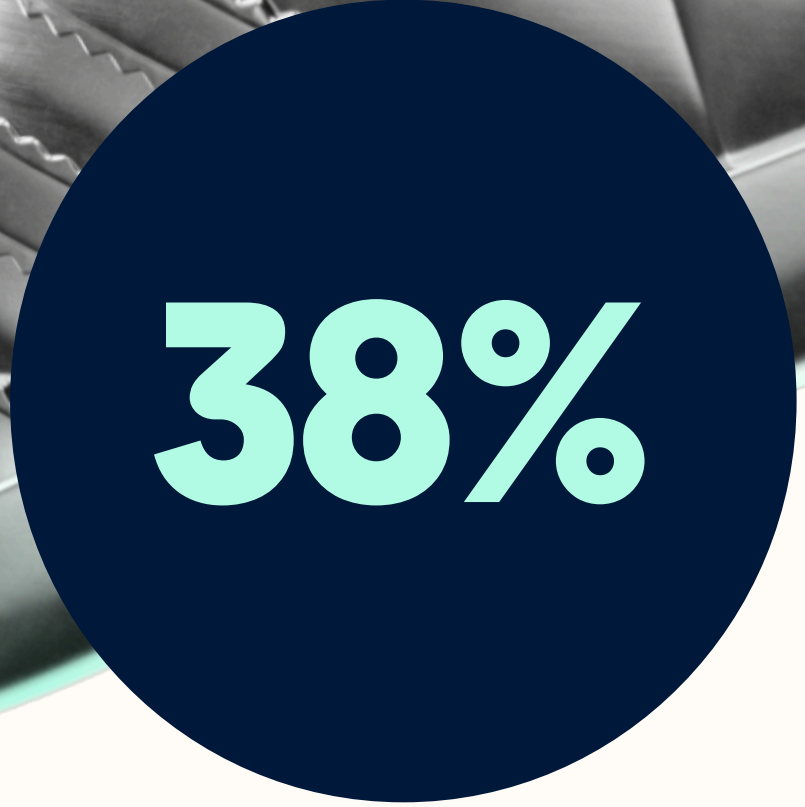
TO TREAT MY FAMILY AND FRIENDS

# WHERE SHOPPERS WILL SPEND...

When it comes to online versus in-store shopping, the winner is...both! The vast majority of shoppers will research and shop across multiple channels.



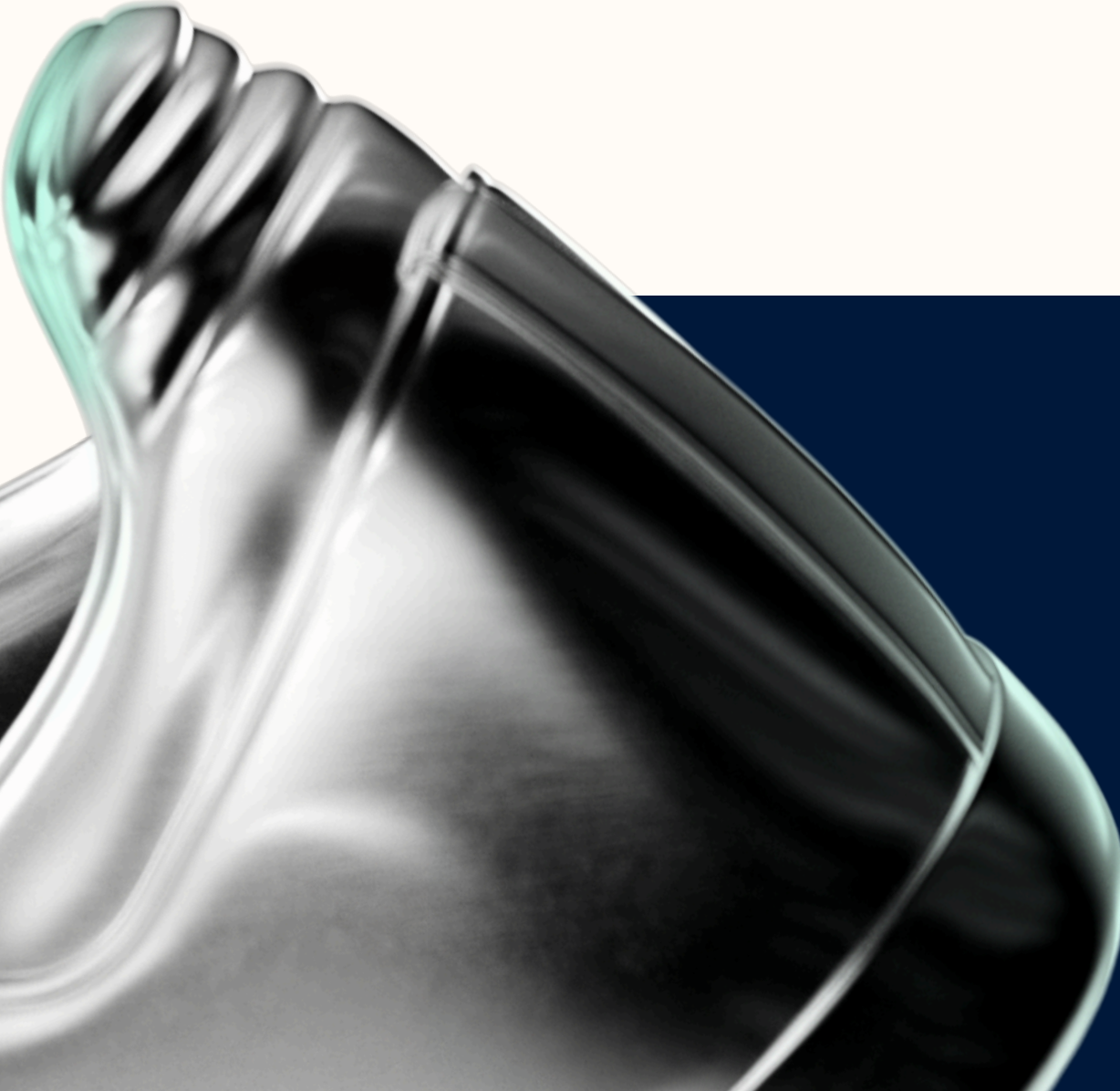
WILL SHOP ACROSS IN-STORE AND ONLINE



WILL SHOP ONLINE ONLY



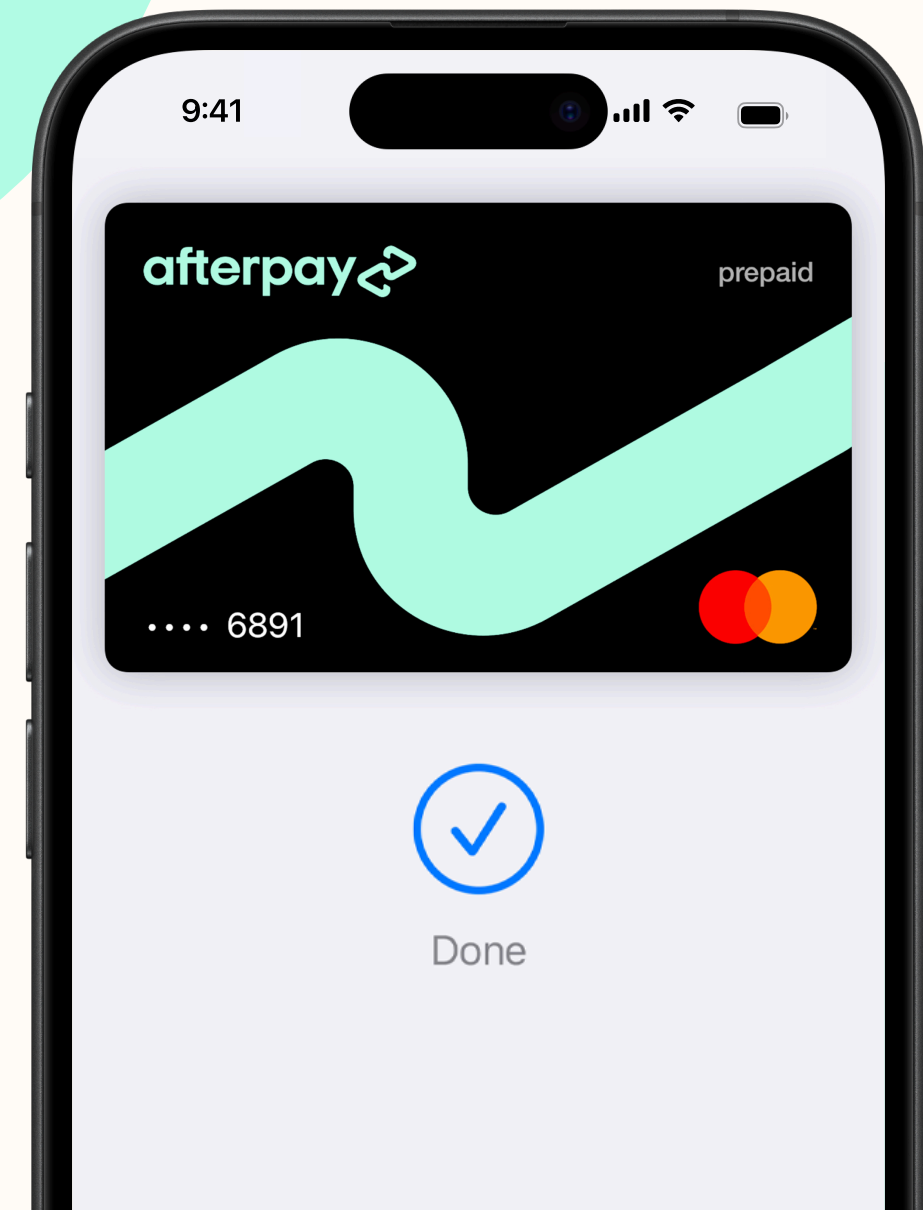
WILL SHOP IN-STORE ONLY



# 51%

SHOPPERS PLAN TO SHOP WITH SMALL TO MEDIUM BUSINESSES

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**TIP**

Keep Afterpay Day messaging consistent across online and social media channels, as well as in-store.

# WHAT SHOPPERS WILL BUY...

Here's what Afterpay customers plan to purchase during Afterpay Day in March.

**26%** CLOTHING, FOOTWEAR, ACCESSORIES



**19%** ELECTRONICS AND TECH



**16%** BEAUTY, HEALTH AND WELNESS



**14%** FURNITURE, HOMEWARES AND HOME IMPROVEMENT



**11%** GAMES, HOBBIES, PETS AND OUTDOOR



**11%** TRAVEL AND EXPERIENCES



**9%** FOOD AND BEVERAGE



**7%** ENTERTAINMENT, EVENTS AND CHARITABLE DONATIONS



**7%** KIDS, BABIES AND TOYS



**6%** GIFT CARDS



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# HOW TO CREATE A COMPELLING OFFER

Here's what customers want this  
Afterpay Day.



66%

WANT FREE SHIPPING

30%

WANT LOYALTY  
POINTS

47%

WANT SPEND-AND-SAVE  
DISCOUNTS

52%

WANT FIXED OFFER  
DISCOUNTS

51%

WANT BUY-ONE-GET  
ONE-FREE OFFERS

## THE OFFER THAT ACES AFTERPAY DAY

For merchants, the promotion type that drives the most sales is a percentage-off discount (eg 20% off). Overall, this type of discount increased sales by 17 per cent. It was especially successful for mid-market and small-to-medium businesses (which saw an average sales increase of 32 per cent\*.)

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# HOW CUSTOMERS WILL FIND YOUR AFTERPAY DAY OFFER IN 2025

And how you can reach an even bigger audience this March.

## 57M

AFTERPAY DAY MESSAGES WERE VIEWED DURING THE LAST EVENT.

## 361K

CONSUMERS SEARCHED FOR 'AFTERPAY' ON GOOGLE DURING THE LAST AFTERPAY DAY EVENT.

\*AFTERPAY INTERNAL DATA, AUGUST 2024  
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# 1 IN 4

CUSTOMERS WILL SEARCH THE AFTERPAY APP TO FIND AFTERPAY DAY DEALS\*\*

TIP

Don't forget to submit your offer before March 14th 2025, so we can feature your promotion on the Shop Directory and app.

# 1 IN 8

CUSTOMERS PLAN TO SEARCH WITH GOOGLE TO FIND AFTERPAY DAY DEALS\*\*

TIP

Ensure your offers are discoverable on search, and consider investing in paid search campaigns to help your promotion stand out.

# 1 IN 9

CUSTOMERS WILL CHECK RETAILERS' WEBSITES FOR INFORMATION ON AFTERPAY DAY OFFERS\*\*

TIP

Start planning how to promote Afterpay Day offers on your website now, whether that means a banner, module or dedicated page of offers.

# 1 IN 10

CUSTOMERS WILL CHECK RETAILERS' SOCIAL MEDIA PAGES FOR AFTERPAY DAY PROMOTIONS\*\*

TIP

Need help creating social media tiles promoting your Afterpay Day? Take a look at the customisable assets we've created to get you started.

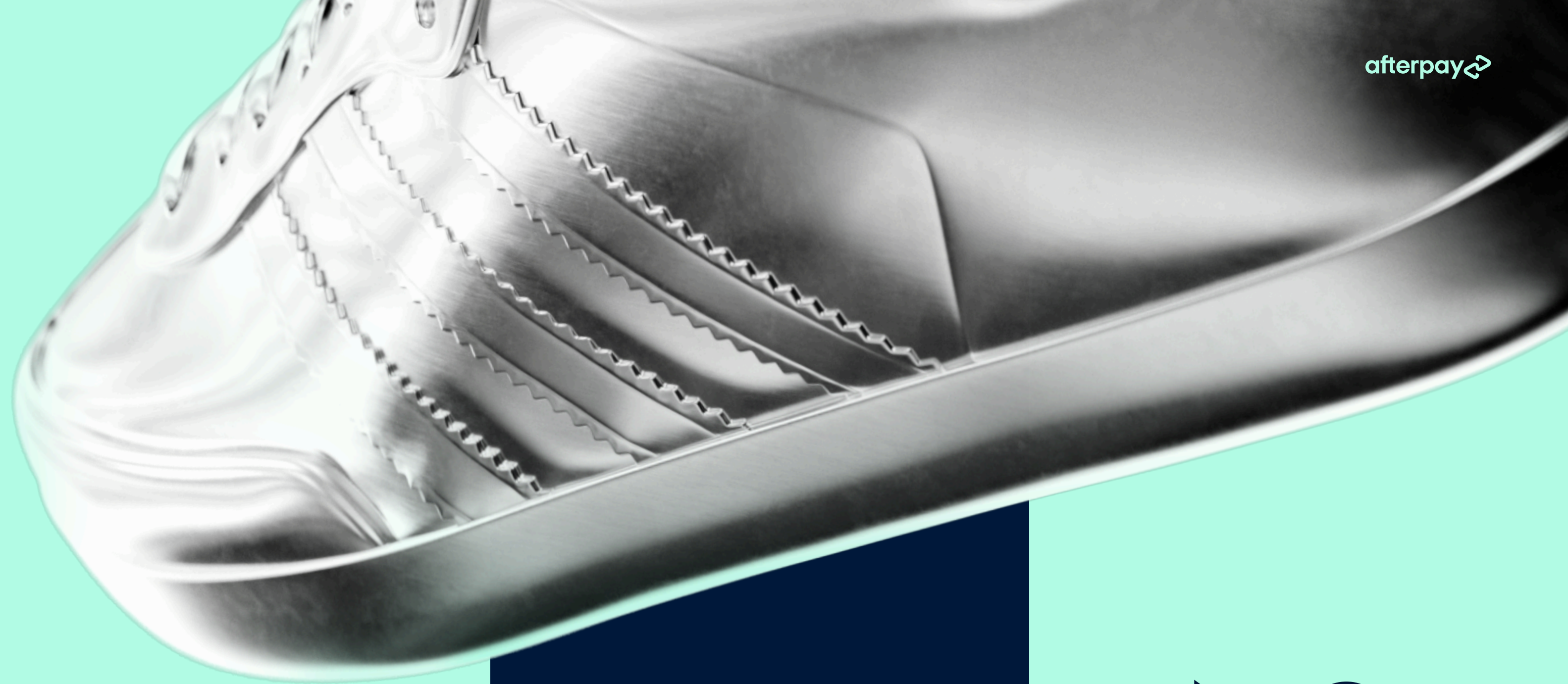
# WHEN TO START PROMOTING YOUR OFFER

Afterpay Day is eagerly awaited for shoppers. Although you can officially announce your Afterpay Day offer from March 10, be aware that plenty of shoppers will already be honing their wishlists.

## TIP

The majority of Afterpay Day shoppers will be researching deals in the weeks before Afterpay Day, so don't forget to schedule emails and social media posts to capture their attention. But there are still plenty of shoppers who can be converted by a persuasive promotion.

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# 31%

SHOPPERS WILL PLAN THEIR PURCHASES IN EARLY-MID MARCH

# 31%

SHOPPERS WILL MAKE UP THEIR MINDS DURING THE AFTERPAY DAY SALE ITSELF



afterpay ↻ day

UNLOCKED  
**DON'T  
MISS OUT**  
KEYED

More customers and more sales could be waiting for you this Afterpay Day. Submit your offer now so it can be featured on our Shop Directory and app.

[SUBMIT YOUR OFFER](#)



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