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Adobe Digital Index: Online Christmas spending in Australia to remain steady

Sydney, AUSTRALIA — 10 NOVEMBER 2015 — New research from Adobe Digital Index is predicting the biggest online spending ahead of the Christmas season will occur in the first week of December. While online spending during the holidays is expected to remain steady year on year, Adobe Digital Index predicts Australians will spend around \$7 billion online in the lead-up to Christmas.

Adobe's global *Online Shopping Predictions* is based on an analysis of 55 million product SKUs, aggregated and anonymous data of more than one trillion retail websites over the last seven years.

"Holiday shopping is a huge investment and consumers get more sophisticated every year with their online and mobile shopping in order to secure the most popular gifts at the best prices," said Tamara Gaffney, principal research analyst, Adobe Digital Index.

"The average Australian internet user will spend a total of \$328 online during November and December, driving around 18% of total online sales for the year. In 2015 we expect an increase in online sales during Click Frenzy on 17 November. However, we are predicting the biggest day for online spending will be 7 December."

Ms Gaffney said mobile is again playing a significant role in holiday shopping behavior.

"Over the next two months we expect 14% of ecommerce purchases in Australia to be transacted via smartphones and around 8% via tablets. Shoppers will also browse on their mobile devices, 31% via smartphones and 12% via tablets."

Around the world, China is expected to have the highest level of online spending during the holiday season at \$150 billion, followed by the United States at over \$80 billion. In Europe, Adobe is predicting the United Kingdom to have the highest online spend at around \$27 billion, and in Asia Pacific, Japan is expected to see the second highest online spend in the region with US\$37 billion in online sales (a 5% year-on-year growth) predicted, followed by Australia at US\$7 billion.

View Adobe's global *Online Shopping Predictions* [here](#).

About Adobe Digital Index

Adobe Digital Index publishes research on digital marketing and other topics of interest to senior marketing and e-commerce executives across industries. Research is based on the analysis of select, anonymous and aggregated data from over 4,500 major companies worldwide that use Adobe Marketing Cloud to obtain actionable data and analysis of activity on their websites. The 2015 Online Shopping Forecast's margin of error is three percent with a 90 percent confidence level.

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