

## Easter – not just about chocolates

Easter time may be synonymous with chocolate and bunnies, but more and more Australians are using the season to purchase a range of other goods for themselves and for others.

According to new research commissioned by Australia Post, more than a third of people (37 per cent) are buying no or less chocolate at Easter time, with alcohol (41 per cent) and food (56 per cent) becoming increasingly popular purchases.

Recreational goods are also popular, particularly amongst men – almost twice as much than women – with women more likely to purchase clothing, jewellery and accessories.

The research also showed that Australians are using Easter as an opportunity to treat themselves, with almost half (49 per cent) buying themselves a gift.

Gifts nevertheless remain popular, with females more likely to purchase something for someone else, particularly children.

The research also reinforces the continued trend towards online shopping, with almost eight-in-10 (79 per cent) respondents purchasing occasionally or regularly. This backs data released earlier in the year, showing the number of online purchases grew by over 20 per cent in 2018.

Australia Post General Manager Ben Franzi said Easter continues to be a significant online shopping event, as more-and-more Australians look for convenience.

“Online shopping is cementing itself as the new norm, with competitive prices and the huge range available from Aussie retailers at customers’ fingertips proving very enticing,” Mr Franzi said.

“Total online goods purchases from across the globe is set to reach \$US2.16 trillion (\$A2.86 trillion) this year, so it is little doubt that Easter represents a huge opportunity for Australian retailers.

“Our research showed over half of survey respondents want to buy their Easter gifts online to avoid crowds, while a further 43 per cent said online shopping was hassle free.”

Edible Blooms Managing Director Kelly Jamieson said Easter is typically a busy time for the online retailer.

“Our job as an online retailer is to make the delivery of joy at busy times easy and enjoyable,” Ms Jamieson said.

“Easter is a time of giving and sharing and our biggest demand is from people who are away from family and friends and wish to send them a surprise delivery of happiness to

be shared. Our most popular gifts this year have been our Easter Garden Gifts and our Easter Egg Hunt gift packs – they have been hopping out the door!”

Australians will spend on average \$56 each online this Easter, according to the Australia Post research.