



Powered “SLEIGH WHAT?”

CHRISTMAS 2025 UNWRAPPED

Christmas 2025 is set to be a season of evolving consumer priorities for Australians. Nine's exclusive research uncovers pivotal trends in how Australians will celebrate, shop, and engage across the seasonal period. This is a quick snapshot of some of our festive findings:



FESTIVE FRUGALITY

Australians are embracing festive prudence, prioritising value and smart spending over extravagance. Claimed gift spending is down 15%, with most intending to spend less than \$500 on gifts. A significant 46% of purchases are influenced by sales/discounts. This means advertisers must emphasise value and smart investment, helping consumers feel good about their purchases.



ME-TIME & MATESMAS

Christmas celebrations are diversifying beyond traditional family units. Some 36% of Australians will celebrate with friends, with 40% of females planning a “friends-mas”. Secret Santa intent has doubled since 2024, and 14% intend to self-gift. Advertisers should broaden targeting to these alternative celebrations, empowering self-gifting and tailoring messages for these distinct, ritualised occasions.




GIFTS MINUS GAMBLE

Australians are adopting a more pragmatic approach to gift-giving, prioritising practicality and value. Recipient desire (70%) is significantly outweighing sentimentality (18%). Main gifts are twice as likely to be planned and budgeted, with 24% of gifts bought by the end of October. Advertisers must support planned purchases with early deals whilst building sustained demand.



NATIVITY NOSTALGIA

There's a deep yearning for a simpler, more authentic Christmas: 49% of Australians miss how Christmas felt when they were younger, and 40% want to focus less on material goods and more on shared experiences. Crucially, 74% love Christmas content. Advertisers should connect with genuine Aussie traditions and content that evokes comfort, simplifying the season for quality time



If you are interested in these insights or want to understand how Nine can help your brands connect better with Aussies this Christmas, please reach out to your NINE rep or the email below

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