

Santa's Stocking

What's in Store for Christmas?

For last minute Christmas shopping ideas, our in-depth analysis of this season's top sellers will keep the family happy. With a recovery in consumer confidence, changes to international GST rules, and plenty of new products on the market, Christmas 2019 is shaping up well for retailers.

Black Friday insights

Black Friday saw +13% sales growth on the prior year and eclipsed Boxing Day as the biggest sales day of the year in New Zealand. We suspect many consumers took advantage of the pre-Christmas event to get a head start on gift purchases. The top performing categories, Appliances, Department Stores, and Sporting & Camping Equipment, provide insight into what New Zealander's are buying in the lead up to Christmas.

Electronics

- **Smart tech:** "Hello Google, it's Alexa and I want a connected device for Christmas". Whether it's on your wrist, in your pocket, or in your kitchen, consumers want smart tech.
- **E-scooters:** New Zealander's are wheelie behind e-scooters, with data suggesting the popularity of rental services has translated to purchases.

Toys for kids... and adults

- **All things Star Wars:** Baby Yoda, lightsabres, the Millennium Falcon, and everything else! Star Wars mania is alive and well heading into Christmas, buoyed by the release of the final film in the saga *The Rise of Skywalker* and streaming service Disney+ original *The Mandalorian*.
- **Lego:** A Christmas favourite for young and old, and a nightmare for feet everywhere. Lego is a consistent feature in the most searched products on both Amazon and TradeMe in the lead up to Christmas. In addition, Lego has recently opened its first store in New Zealand.

Apparel

- **Summer fashion:** Light and breezy remains prevalent with linen shirts a popular option and bucket hats for the more casual look.
- **Footwear:** Will continue to walk out the door. Options for the more adventurous include tie-dye Crocs or Aftersocks (for the post-event walk home).

Homeware

- **Cut glass:** It's not only Santa who is partial to a tumbler as he delivers the presents, cut glass sets with decanters are making a comeback.

Sports and leisure

Following consecutive stunner summers, temperatures are once again forecast to be above average.

- **Outdoor wear and gear:** Kayaks, tents, and surfboards all feature in TradeMe's top searched products in recent weeks.
- **Health:** In the age of influencers collagen supplements are in, and Lynx Africa is always well received.

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Merry Christmas and best wishes for a happy and safe holiday season

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