

Purchase Habits During Unusual Times

The past few weeks have brought sweeping changes to how Aussies spend time and money. The nation is prioritising purchases of items they need and things that will keep them busy during this unprecedented time.

Pantry Prep

Aussies are stocking up on essentials as they spend more time at home.

And it appears they're in need of more space to stock their essentials...

Cleaning Products

Up 921% year on year

Shampoos and Conditioners

Up 78% year on year

Pasta, Grains and Cereal

Up 1942% year on year



Bar Fridges

Up 15,927% year on year

Freezers

Up 597% year on year



They're also interested in toilet paper alternatives...

Bidets - up 503% year on year*

WFH Life

Purchases of home office equipment have soared as people optimise their workstations.



Laptops

Up 45% year on year



Monitors

Up 209% year on year



Headsets

Up 292% year on year

Beating the Boredom

From the latest tech to screen-free activities for the whole family, people are finding ways to stay entertained.

TV and Gaming

Video Game Consoles

Up 305% year on year

Video Games

Up 172% year on year

DVDs

Up 73% year on year



Old Fashioned Fun

LEGO and Building Toys

Up 95% year on year

Paint by Numbers

Up 3746% year on year*

Puzzles

Up 1735% year on year



Wholesome Hobbies

Australians are making use of the extra time at home to learn new skills.

Green Thumbs:

Plants, Seeds and Bulbs

Up 155% year on year



Weed and Pest Control

Up 143% year on year



Musical:

Pianos

Up 285% year on year



DJ Turntables

Up 202% year on year



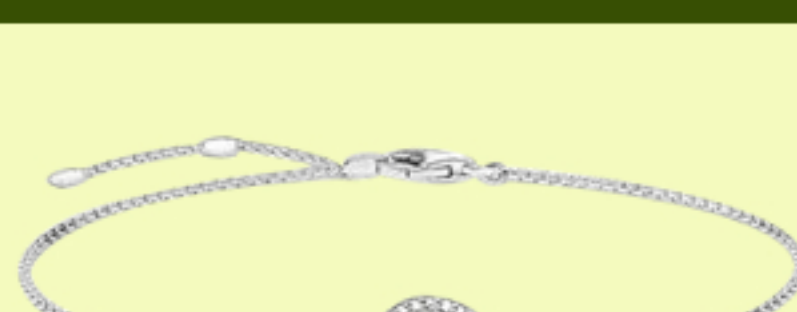
Little Luxuries

Be it a gift for a loved one or a treat for themselves, people are still in need of those little luxuries.



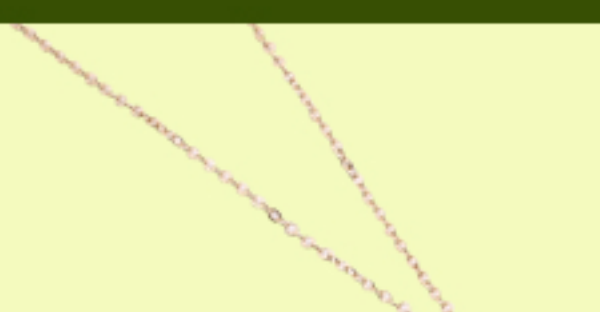
Rings

Up 77% year on year



Bracelets

Up 71% year on year



Necklaces

Up 57% year on year

Healthy Body and Mind

Aussies are finding new ways to stay healthy - from fitness to alternative treatments.

Strength Training Equipment

Up 774% year on year



Cardio Equipment

Up 446% year on year



Fitness Technology

Up 41% year on year



Vitamins and Minerals

Up 151% year on year



Aromatherapy

Up 101% year on year