

Wednesday December 24, 2025

Australians to turn out in force for Boxing Day

Australian Boxing Day sales are forecast to rise by 4.3 per cent this year, as budget-conscious shoppers gravitate towards a bargain. New data from the Australian Retailers Association (ARA) and Roy Morgan points to a forecast national spend of around \$1.6 billion for the one-day event.

ARA CEO Chris Rodwell said the forecasts show Boxing Day continues to deliver powerful end-of-year sales momentum for retailers.

"Australians continue to turn out in large numbers for the Boxing Day shopping experience, drawn by the connection to trusted brands, fresh stock movement and strong seasonal value," Mr Rodwell said. "We expect value-driven behaviour to remain a feature of consumer spending into 2026, with households continuing to prioritise competitive prices and strong promotional activity."

Household goods, apparel and department stores are expected to outperform on the day. Boxing Day spending is forecast to reach \$476 million in household goods (up 4.4 per cent), \$216 million in clothing, footwear and accessories (up 1.9 per cent) and \$123 million in department stores (up 5.1 per cent). Other retailing* is also set for strong growth, rising 6.3 per cent to \$221 million, while hospitality spend is forecast to increase 6.8 per cent to \$141 million.

Early Christmas purchasing and a solid build-up through December have created a strong platform for Boxing Day trading. Mr Rodwell said retailers are well-prepared to meet customer demand.

"Retailers are finishing the year on solid footing. The growth we're seeing highlights both the resilience of the sector and the enduring appeal of Boxing Day as a premier discount event," he said.

Mr Rodwell is calling on Australians to back the retailers that back Australia this Boxing Day.

"Whether it's your local shop, a national chain or a trusted Australian online retailer, every purchase flows back into local jobs, training, wages and community investment. Ultra low-cost offshore platforms like Temu and Shein cannot match that contribution and are not held accountable to the same standards. As we head into Boxing Day, every purchase is a vote for Australian jobs and Australian communities," he said.

The full post-Christmas week (25–31 December) is forecast to reach \$3.832 billion in spending, up 4.4 per cent on last year. Boxing Day sales are expected to account for the largest share of this total, supported by strong demand for value, post-Christmas discounts and the redemption of Christmas gift cards.

* Other retailing (specialty, variety and smaller-format stores not included in major categories)

Media Enquiries:

M 0434 381 670

E media@retail.org.au.

About the Australian Retailers Association (ARA) & National Retail Association (NRA)

About us: The ARA and NRA, soon to amalgamate into the Australian Retail Council (ARC) on 1 February 2026, represents a \$444 billion sector that employs 1.4 million Australians across metropolitan, regional, and remote communities – making retail the largest private sector employer in the country and a significant contributor to the Australian economy. Our memberships span the full spectrum of Australian retail, from family-owned small and independent retailers that make up 95% of our membership, through to our largest national and international retailers that employ thousands of Australians and support both metropolitan and regional communities every day.

About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers. To learn more visit www.roymorgan.com.