

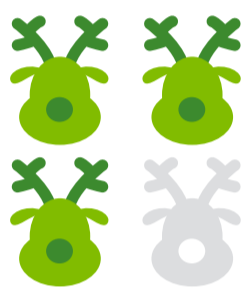
## Making sense of the silly season

For the third consecutive year, Deloitte surveyed Australian retailers to provide their predictions for the Christmas sales period. Previously the Christmas Retailers Survey, the results are presented in the Deloitte Retail Review, Christmas Survey edition 2014.

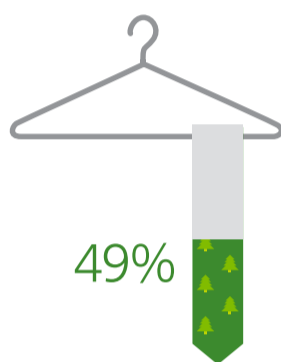
### Bargains harder to find for consumers

Australian retailers remain confident in uncertain times

75%

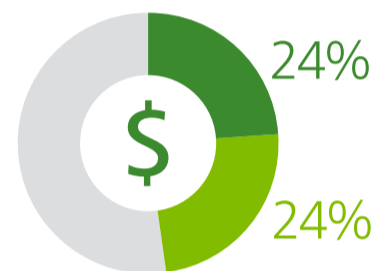


75% expect seasonal sales to be higher than last year.



And it may be a more profitable one – 49% of survey respondents expect to grow margins during the Christmas period.

With less than a quarter (24%) planning to discount before Christmas and the same number (24%) planning no discounting at all.



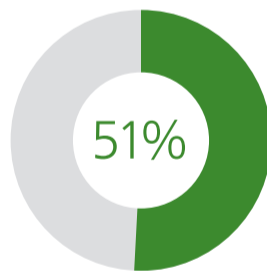
### Dancer, prancer and... .com.au?

2014 sees our strongest results yet for online sales predictions



83% of Retailers predicting higher online sales than Christmas 2013.

Of these, 51% of respondents are expecting over 10% growth in the online channel.

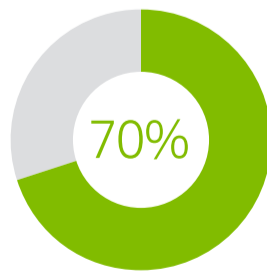


Yet, nearly half of these expect online sales will represent less than 2% of their total sales for the period.

### Genuine optimism for 2015

Australian retailers are telling us in 2015, they will be less focused on cost reduction initiatives than any other year

75% of retailers tell us their number one strategic focus for 2015 will be on growth and omni-channel expansion.



70% plan to increase their net number of bricks and mortar stores and outlets.



Nearly 1/3 of all respondents told us that they are considering expanding overseas as an opportunity to grow their business in 2015.

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