



ARA ROY MORGAN PRE-CHRISTMAS SALES PREDICTIONS 2017 November 15 – December 24, 2017

2017 Pre-Christmas Sales Growth by Category

State	2016 Pre-Christmas actual results (\$mil)	2017 Forecast Pre-Christmas sales (\$mil)	Predicted Growth
FOOD	19643	20284	3.27%
HH GOODS	8503	8704	2.37%
APPAREL	3869	3890	0.54%
DEPARTMENT STORES	2928	2957	0.99%
OTHER	6911	7184	3.96%
HOSPITALITY	6854	7052	2.89%
NATIONAL	48708	50073	2.80%

[ARA / ROY MORGAN]

2017 Pre-Christmas Sales Growth by State

State	2016 Pre-Christmas actual results (\$mil)	2017 Forecast Pre-Christmas sales (\$mil)	Predicted Growth
NSW	15692	16265	3.65%
VIC	12267	12742	3.87%
QLD	9838	9951	1.15%
SA	3164	3266	3.23%
WA	5386	5434	0.89%
TAS	967	996	3.01%
NT	499	508	1.77%
ACT	895	911	1.76%
NATIONAL	48708	50073	2.80%

[ARA / ROY MORGAN]

For interview opportunities with ARA Executive Director, Russell Zimmerman, call the ARA Media team on 0439 612 556 or email media@retail.org.au.

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About the Australian Retailers Association:

Founded in 1903, the Australian Retailers Association (ARA) is the retail industry's peak representative body representing Australia's \$310 billion sector, which employs more than 1.2 million people. The ARA works to ensure retail success by informing, protecting, advocating, educating and saving money for its 7,500 independent and national retail members throughout Australia. For more information, visit www.retail.org.au or call 1300 368 041.

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