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Slow Italian, Fast Learning

Ep.449: Can Black Friday reverse shopper slump?

Italian	English
I registratori di cassa non stanno certo andando a pieno ritmo quest'anno nei negozi di tutta Australia.	The cash registers have not exactly been ringing red hot this year at retailers across Australia.
Il gruppo Wesfarmers gestisce una vasta rete di punti vendita nel Paese, tra cui Bunnings, Officeworks, Kmart e Target.	The Wesfarmers group operate a range of stores across the country, including Bunnings, Officeworks, Kmart and Target.
L'amministratore delegato Rob Scott ha dichiarato agli azionisti durante la recente assemblea generale che il gruppo ha registrato un rallentamento delle vendite alla vigilia dei cruciali periodi commerciali del Black Friday e del Natale.	CEO Rob Scott told shareholders at their recent AGM that the group has seen sales slow ahead of the important Black Friday and Christmas trading periods.
"Elevated inflation and higher interest rates continue to impact demand in parts of the Australian economy, and are placing pressure on household and business budgets."	**"Elevated inflation and higher interest rates continue to impact demand in parts of the Australian economy, and are placing pressure on household and business budgets."**
Altre aziende hanno visto crollare i propri marchi, come l'iconica David Jones, entrata recentemente in amministrazione controllata volontaria dopo una storia iniziata a Sydney 188 anni fa.	Other companies have seen their brands collapse - like the iconic David Jones, which has recently gone into voluntary administration after starting in Sydney 188 years ago.
Il leader dell'opposizione Angus Taylor ne attribuisce la responsabilità al governo federale.	Opposition leader Angus Taylor has laid the blame on the federal government.
"David Jones has seen through two world wars and a depression, uh, but it looks as though it's not going to see through the Albanese government."	**"David Jones has seen through two world wars and a depression, uh, but it looks as though it's not going to see through the Albanese government."**
Ma la maggior parte degli esperti sostiene che David Jones e altri negozi stiano semplicemente operando in un contesto sempre più difficile, caratterizzato	But most experts say DJs and other stores are simply operating in an increasingly tough environment, with rising rent and operating costs as well as changing consumer habits.

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dall'aumento degli affitti, dei costi operativi e dal cambiamento delle abitudini dei consumatori.	
Per sostenere l'economia nazionale e l'occupazione, l'amministratore delegato dell'Australian Retail Council, Chris Rodwell, invita gli australiani a evitare gli acquisti online da siti stranieri.	To support the national economy and workers, Australian Retail Council CEO Chris Rodwell wants to see local shoppers avoid online shopping from overseas sites.
"Back the retailers that back Australia. Be careful about who you're choosing to purchase from. Ideally you're choosing an Australian retailer that supports jobs, that supports investment in this country, not one of the ultracheap offshore platforms."	**"Back the retailers that back Australia. Be careful about who you're choosing to purchase from. Ideally you're choosing an Australian retailer that supports jobs, that supports investment in this country, not one of the ultracheap offshore platforms."**
Ma è il primo ad ammettere che molti consumatori non hanno più la stessa disponibilità economica di una volta.	But he's also the first to admit that some don't necessarily have the money to spend like they used to.
"There's no doubt that the recent interest rate increases have impacted retail behaviour. We've seen that consumers are particularly drawing back from discretionary spending."	**"There's no doubt that the recent interest rate increases have impacted retail behaviour. We've seen that consumers are particularly drawing back from discretionary spending."**
Queste pressioni sono evidenti in tutto il mondo.	Those pressures are evident all over the world.
Il Singles Day è il più grande festival dello shopping online della Cina e si svolge ogni anno l'11 novembre.	Singles Day is China's biggest online shopping festival, held on November 11 each year.
Le vendite nel 2025 hanno raggiunto il record di quasi 1,7 trilioni di yuan, pari a circa 253 miliardi di dollari, ma nel 2026 l'evento non sta riuscendo finora a convincere i consumatori a spendere.	Sales in 2025 reached a record of almost 1.7 trillion yuan - or 253 billion dollars - but in 2026, it's so far failing to entice consumers into splashing out.
Liu Yi è cofondatrice e analista capo della società di marketing Analysys.	Liu Yi is the co-founder and chief analyst of the marketing firm Analysys.
MANDARIN THEN ENGLISH VO: "People are no longer sensitive to promotions, their willingness to hoard goods is weakening, and they are becoming more persistent in	**MANDARIN THEN ENGLISH VO: "People are no longer sensitive to promotions, their willingness to hoard goods is weakening, and they are becoming more persistent in**

holding cash. They would rather not buy unnecessary items, and impulsive consumption is less likely to be stimulated."	**holding cash. They would rather not buy unnecessary items, and impulsive consumption is less likely to be stimulated."**
Anche negli Stati Uniti la spesa al dettaglio ha rallentato.	In the US, retail spending has also slowed.
L'ultimo rapporto CNBC/National Retail Federation Monitor mostra che le vendite sono aumentate solo dello 0,2 per cento, il dato mensile più basso dal novembre 2025.	The latest CNBC/National Retail Federation Monitor report has found in the latest figures that sales have risen just zero point two 0.2 percent, the slowest monthly gain since November 2025.
La Federazione afferma che il risultato sarebbe stato peggiore senza le forti vendite di Halloween e l'arrivo anticipato degli sconti per le festività.	The Federation says it could have been worse, if not for robust Halloween sales and the early arrival of holiday discounts.
Brian Krawez di Scharf Investments sostiene che la fiducia dei consumatori sia in calo, il che significa che le persone cambiano il modo in cui fanno acquisti o trovano sempre meno prodotti che possono permettersi.	Brian Krawez from Scharf Investments says there's lower consumer confidence - which means either people change the way they shop or there's less on the shelves that they can afford.
"What we've seen is that incomes are not keeping up with inflation. And so real incomes are shrinking. And so that means the wallets are basically compressing relative to the supply of goods. So I don't think this is surprising."	**"What we've seen is that incomes are not keeping up with inflation. And so real incomes are shrinking. And so that means the wallets are basically compressing relative to the supply of goods. So I don't think this is surprising."**
La crescente mancanza di risorse per le spese discrezionali spinge i consumatori a cercare continuamente occasioni e modalità di pagamento che li aiutino a gestire meglio il flusso di cassa.	This increasing lack of discretionary spending money means consumers are constantly on the hunt for bargains - and ways to pay that help them manage their cash flow.
Negli Stati Uniti, un rapporto del Bank of America Institute ha rilevato un aumento dell'utilizzo dei sistemi "Buy Now, Pay Later" ("compra ora, paga dopo"), con quasi una famiglia su cinque che utilizza questi servizi e ha rate superiori ai 500 dollari.	In the US, a Bank of America Institute report found there's been an increase in the usage of buy now, pay later schemes, with nearly one in every five households using this scheme having a repayment of over $500.
Secondo i dati di Finder, il fenomeno è molto diffuso anche in Australia: il 41 per cento degli australiani ha utilizzato un servizio Buy Now, Pay Later negli ultimi sei mesi, soprattutto tra	Figures from Finder suggest it's also widespread in Australia, with 41 percent of Australians using a buy now pay later service in the past six months, driven largely by gen

gli acquirenti online della Generazione Y e della Generazione Z, rispettivamente il 59 e il 57 per cento.	Y and gen Z online shoppers 59% and 57% respectively
Il professore associato della University of Technology Sydney, Prabhu Sivabalan, ha dichiarato a SBS che questo non è necessariamente un fatto negativo.	University of Technology Sydney adjunct professor Dr Prabhu Sivabalan has told SBS, that's not necessarily a bad thing.
"The real warning sign isn't simply that people are borrowing more, but that they're borrowing to pay for the basics rather than for an occasional extra. There's a big difference between borrowing to get ahead and borrowing just to get through the week."	**"The real warning sign isn't simply that people are borrowing more, but that they're borrowing to pay for the basics rather than for an occasional extra. There's a big difference between borrowing to get ahead and borrowing just to get through the week."**
L'aumento degli acquisti online si sta inoltre rivelando un terreno fertile per i truffatori.	The surge in online shopping is also proving to be a fertile hunting ground for scammers.
Il rapporto Holiday Shopping Scam Report 2026 della società statunitense Savi Security segnala un'impennata dei negozi online falsi, con una nuova piattaforma fraudolenta creata in media ogni tre minuti, circa 500 al giorno.	U.S. company Savi Security's 2026 Holiday Shopping Scam Report has noted a surge in fake stores, with an average of one being created roughly every three minutes, at a rate of about 500 per day.
Quasi il 60 per cento, precisamente il 58,7 per cento, delle segnalazioni ricevute nei primi nove mesi del 2026 dal programma governativo australiano ScamWatch riguarda perdite finanziarie dovute a truffe nella compravendita.	Almost 60 percent 58.7 per cent of reports to the Australian government's ScamWatch program in the first nine months of 2026 complained of financial losses from buying and selling scams.
Per Catriona Lowe dell'Australian Competition and Consumer Commission esiste inoltre il rischio che i consumatori vengano ingannati da promesse fuorvianti provenienti anche da rivenditori legittimi.	For the Australian Competition and Consumer Commission's Catriona Lowe, there's also the risk of shoppers falling for misleading promises from legitimate retailers.
"We're urging retailers to check their claims now about size, scope and scale of their sales - and make very sure that they can stand behind them."	**"We're urging retailers to check their claims now about size, scope and scale of their sales - and make very sure that they can stand behind them."**

Che cosa significa tutto questo per le tradizionali campagne di vendita del Black Friday e del Natale in Australia?	What does all of this mean for Australia's traditional Black Friday and Christmas shopping sales?
Per David Jones, l'affluenza e le vendite nei negozi rimasti aperti dopo l'intervento degli amministratori hanno raggiunto livelli record.	For David Jones, foot traffic and sales are at record levels for the stores that remain after receivers took over.
Almeno questa cliente non ha alcuna intenzione di smettere di fare acquisti lì.	This customer at least is not willing to stop coming.
"Some of the stores are still going to be operating. So it isn't all lost yet. We've still got a lot of hope."	**"Some of the stores are still going to be operating. So it isn't all lost yet. We've still got a lot of hope."**
Chris Rodwell afferma che i commercianti sanno bene che i consumatori stanno affrontando le pressioni del costo della vita.	Chris Rodwell says retailers know that shoppers are facing cost of living pressures.
Ma sostiene che il settore si aspetta comunque risultati molto positivi durante il Black Friday e nel periodo successivo.	But he says they're still expecting big things this year during Black Friday - and after.
"Australians are going to spend an extra five and a half percent up on last year, with total sales of $7.2 billion. The Average Australian is going to spend an average of $920. That's up $116 from last year."	**"Australians are going to spend an extra five and a half percent up on last year, with total sales of $7.2 billion. The Average Australian is going to spend an average of $920. That's up $116 from last year."**
Anche i commercianti cinesi stanno cercando di recuperare terreno espandendo il Singles Day nei mercati internazionali.	China's retailers are also looking to make up ground by expanding Singles Day into international markets.
Thomas Harpointner dell'agenzia di marketing digitale AIS Media afferma che grandi marchi occidentali come Lancôme e Walmart stanno già introducendo iniziative promozionali e branding legati al Singles Day sui loro siti globali.	Thomas Harpointner from digital marketing agency AIS Media says Western big-name brands like Lancome and Walmart are already introducing Singles' Day branding and promotions on their global websites.
Russ Crandall di Retro Game Corps ritiene che la ricorrenza stia iniziando a conquistare commercianti e consumatori americani.	Russ Crandall from Retro Game Corps believes it's beginning to gain traction with American retailers and consumers.
"It's just going to start to trickle up, you know, in the same way that other Chinese-based marketplaces have become a lot	**"It's just going to start to trickle up, you know, in the same way that other Chinese-**

more popular in the United States. I feel like this could really give Black Friday a run for its money at some point, especially as prices just get higher and higher for everybody in the world."	**based marketplaces have become a lot more popular in the United States. I feel like this could really give Black Friday a run for its money at some point, especially as prices just get higher and higher for everybody in the world."**

Report by Deborah Groarke for SBS News.

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