

# Inside Australian Online Shopping

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# 2019 in Review

## Inside Australian Online Shopping

### Online share of retail spend 11.3%<sup>1</sup>



Total retail spend  
**\$282.8B**  
up 2.7% yoy



Online goods spend  
**\$32B**  
up 17.5% yoy



Number of online purchases  
up 17.2% yoy

### Top locations by volume



Toowoomba

14%



Cranbourne

23%

Point Cook

18%

YOY growth

### Most popular categories



Variety Stores  
up 22.3% yoy



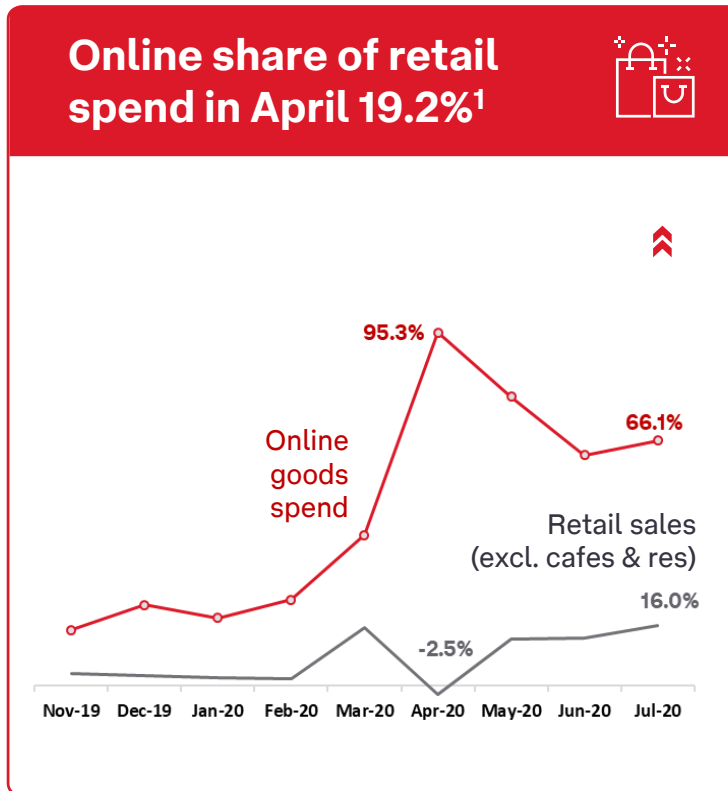
Fashion & Apparel  
up 21% yoy



Home & Garden  
up 10.5% yoy

<sup>1</sup>ABS retail sales seasonally adjusted excluding cafes & restaurants and Online Physical Goods Index (produced by Quantum)

# More Australians are shopping online than ever before



<sup>1</sup>ABS retail sales seasonally adjusted excluding cafes & restaurants and Online Physical Goods Index (produced by Quantium)

## Welcoming new shoppers

**5.2m households\* shopped online**  
31% more than the 2019 average

**5m regular shoppers**  
30% shopped more than once a week  
↑185% yoy

**200k+ new shoppers**  
35% shopped 2 or more times a month  
↑180% yoy

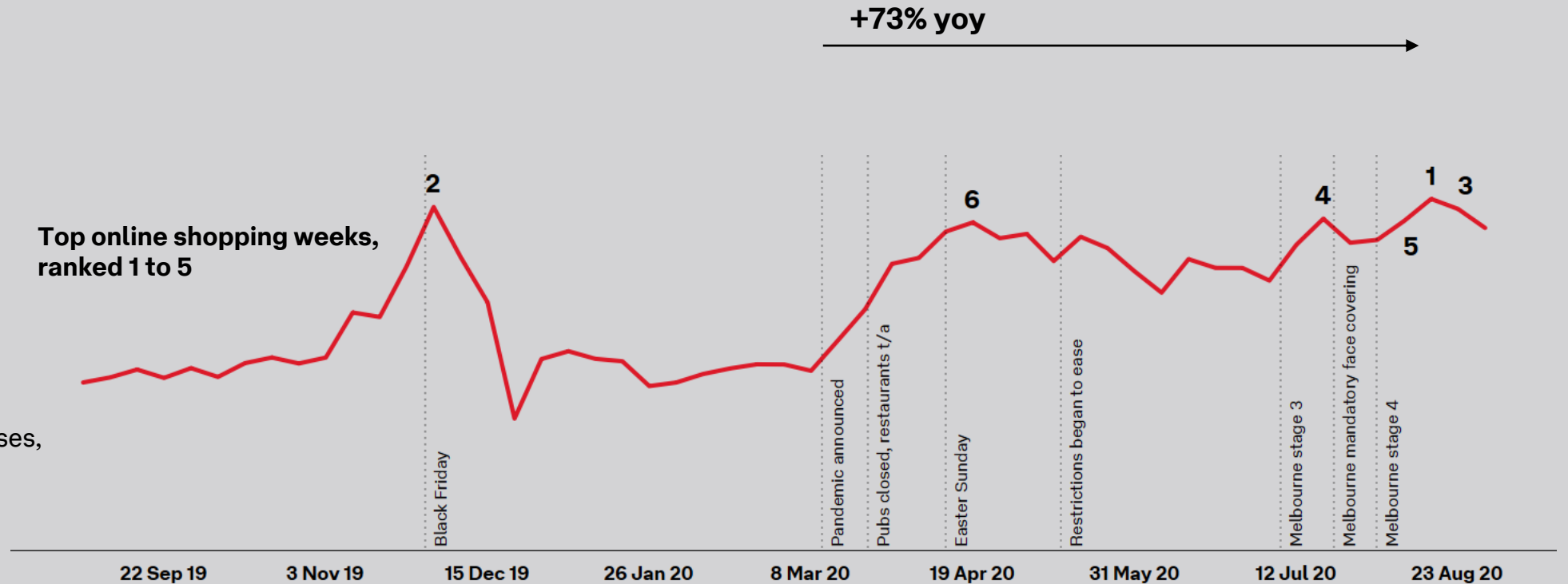
\*Residential addresses in April 2020

# Impact of COVID-19 on eCommerce in Australia

## AUSTRALIA



Number of online purchases,  
12 months to 5 Sep 2020

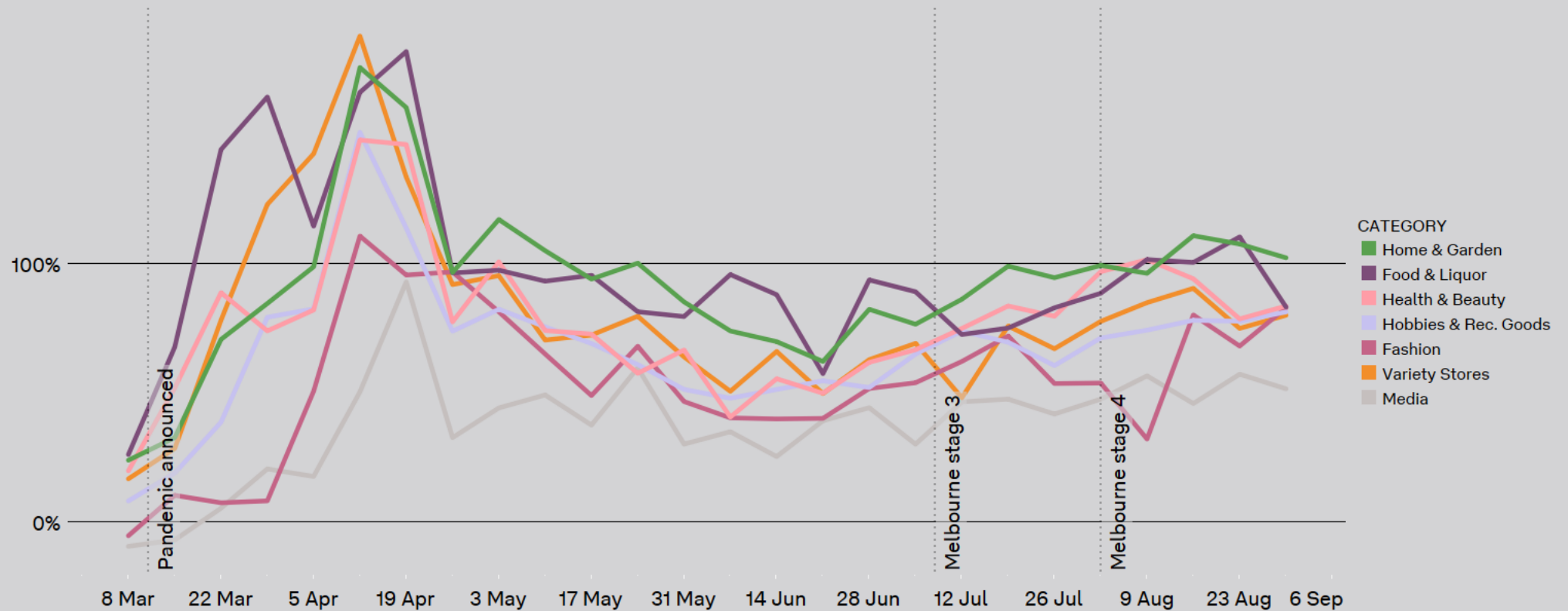


# What have Australians bought during the pandemic?

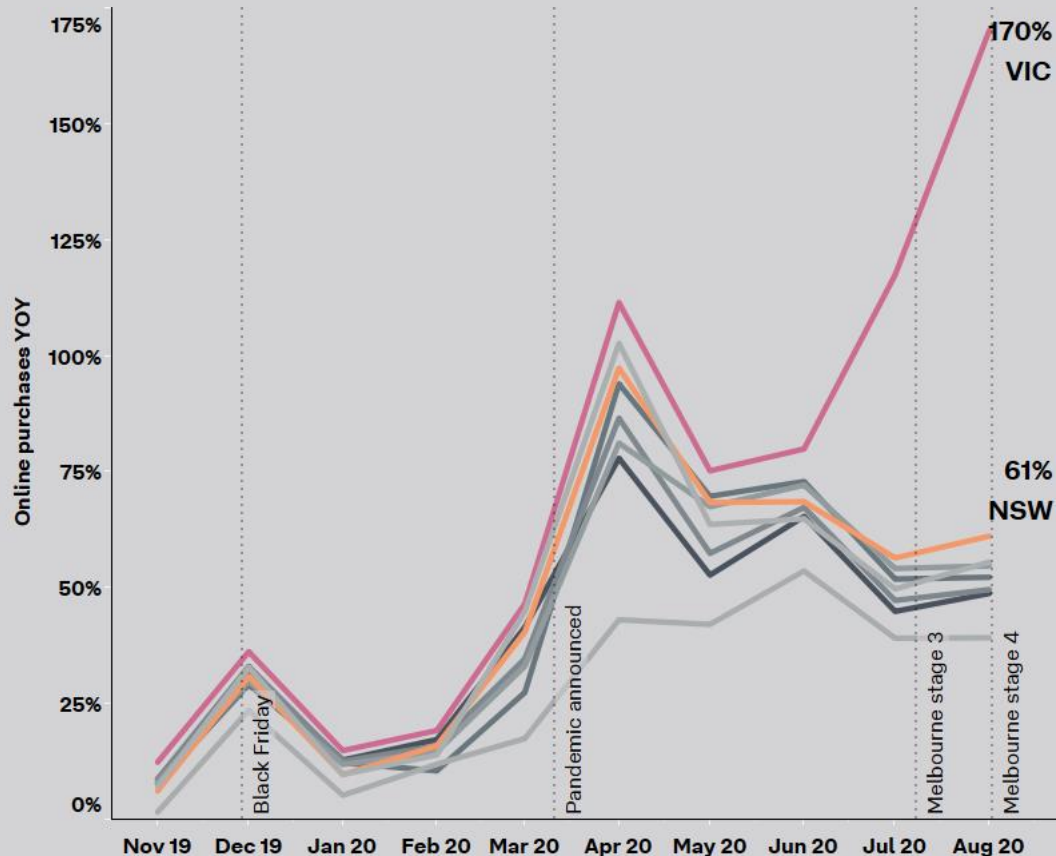
AUSTRALIA



Online purchases, YOY growth



# Online purchases have again reached record highs in Victoria



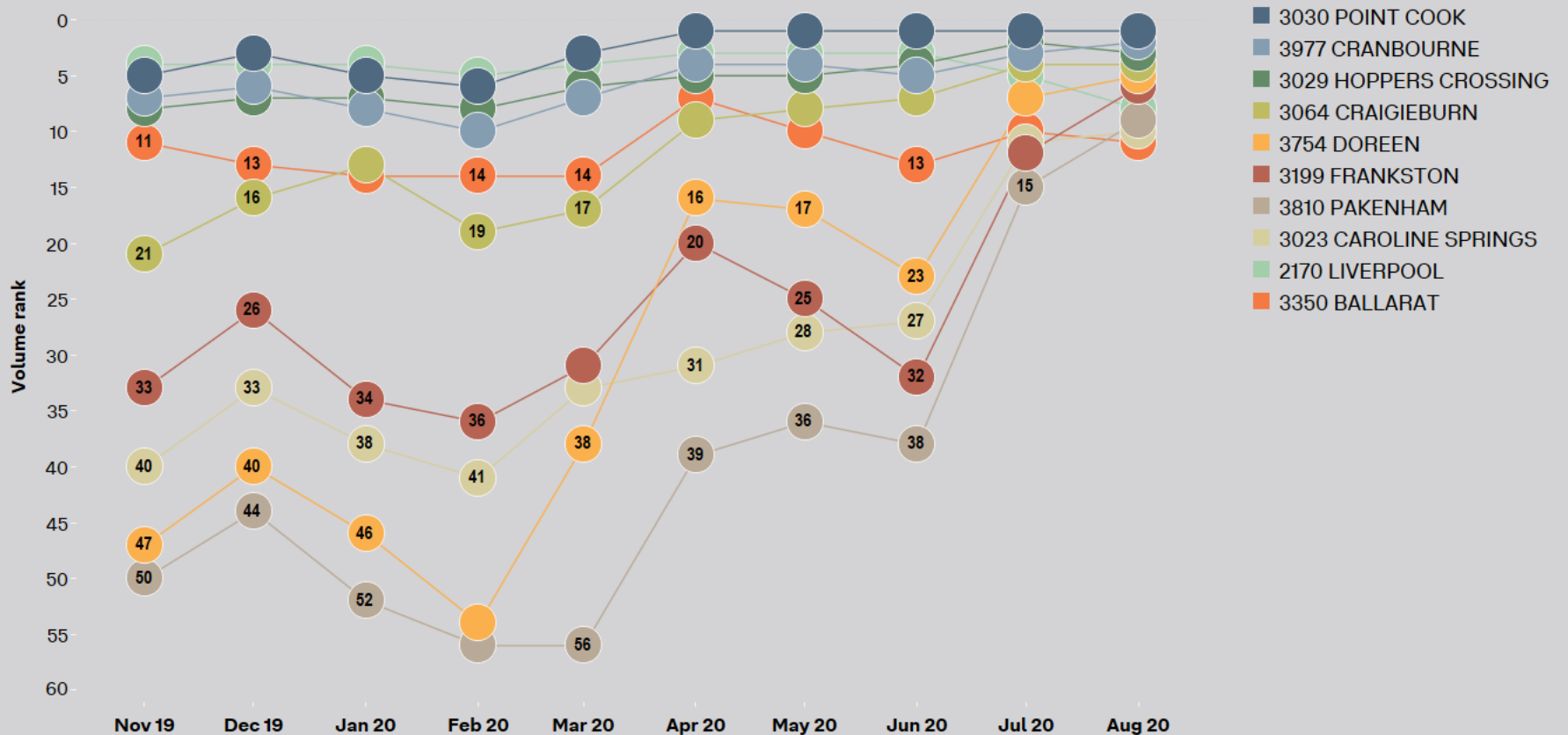
**Victoria makes up 38% of the number of online purchases**

# Victoria dominates the top ten locations in August

AUSTRALIA



Online purchases,  
Volume rank



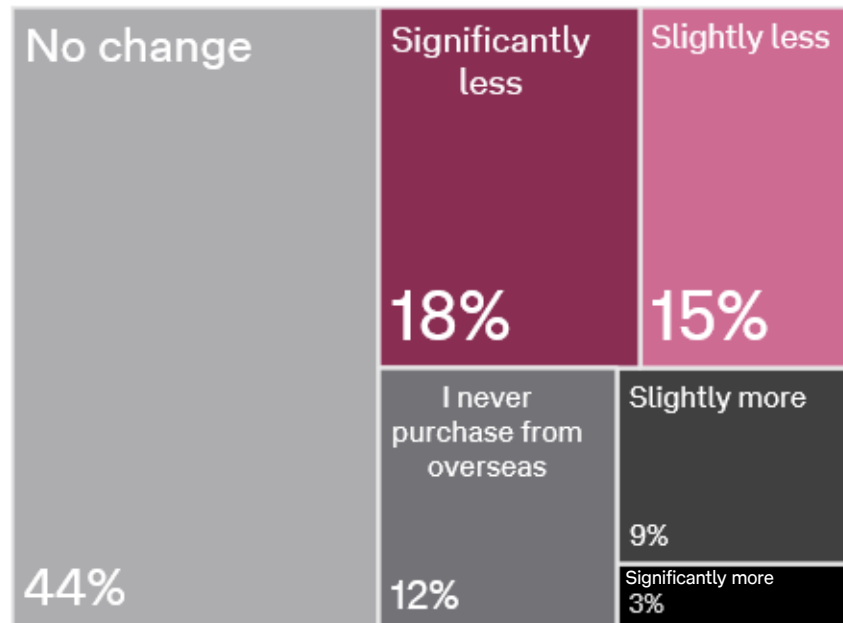


# Are shoppers purchasing more locally?

## Signs of support for 'buy Australian'

33%

A third of shoppers are reporting they are purchasing less now from overseas than they were last year



Are you purchasing from overseas more or less now than you were purchasing last year?

Australia Post Consumer Survey, Consumers who received a parcel in last month (N=2,000), July 2020

## Wanting to support Australian businesses is the number one reason why shoppers are buying less from overseas

57%

I'm trying to support local Australian businesses and the Australian economy more

52%

Delivery from overseas is taking far too long

22%

Delivery is getting more expensive

21%

I'm trying to spend less generally



Why are you purchasing less from overseas?

Australia Post Consumer Survey, Consumers who are buying less from overseas (N=650), July 2020





**Family & community**  
**New behaviours formed**  
**Connectivity**

Reports available on: [auspost.com.au/einsights](https://auspost.com.au/einsights)

Contact: [einsights@auspost.com.au](mailto:einsights@auspost.com.au)

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