



THURSDAY 10 SEPTEMBER
11 AM - 12 PM

RETAIL REVOLUTIONISED:
ECOMMERCE & THE GROWTH
OF ONLINE RETAIL



Speakers Today



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Catch Group

Most Australians visit an online retail store each month



18m

Australians visited an online retail site or app in July 2020.

Monthly Australian online retail audiences

Mass retailers
16.1m

Auctions
14.0m

Loyalty & rewards
13.6m

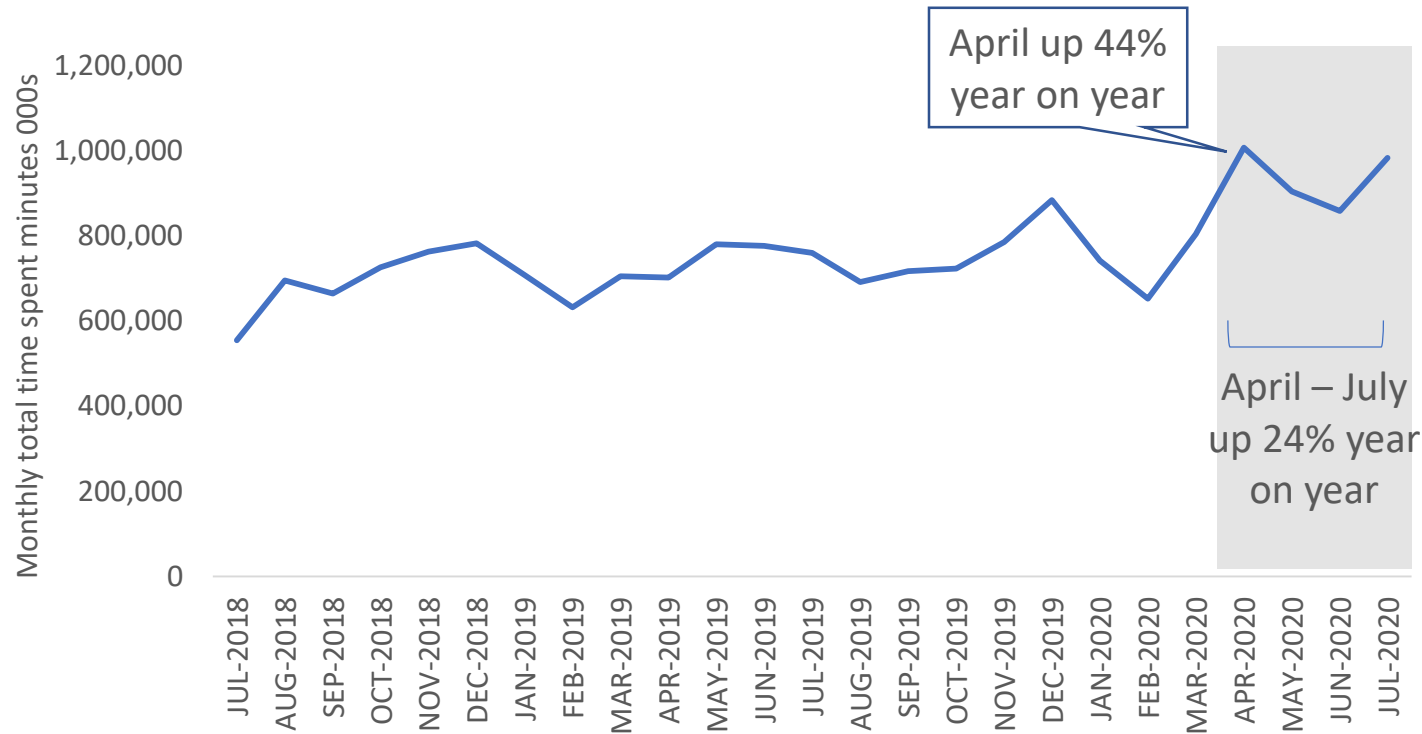
Food & alcohol
14.5m

Apparel & beauty
12.2m

Home & garden
11.6m

Time spent on major retail sites over April to July, up 24% year on year

Total time spent on mass retailers websites



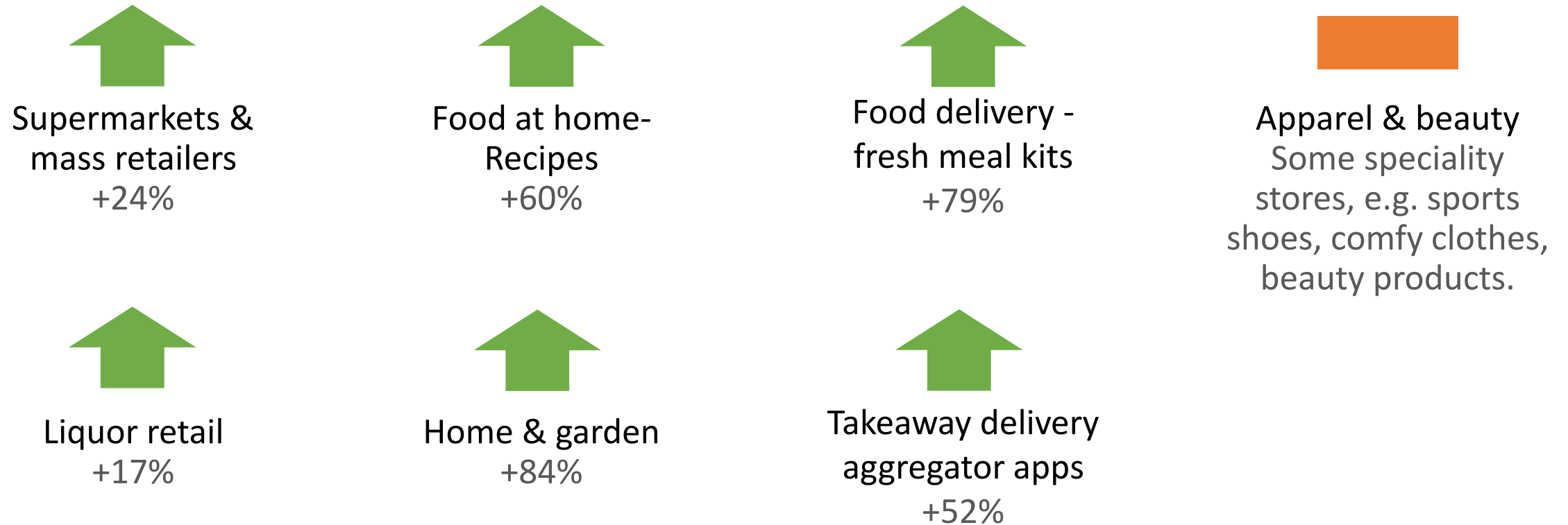
18 million Australians visited a shopping website in July 2020.

Consumer time spent on mass retail sites over April to July 2020 averaging higher than previous Christmas peak in December 2019.

Source: Nielsen Digital Panel text PC age 2+, Smartphone & Tablet age 18+ total time spent (YOY April - July 19 V April - July 20)

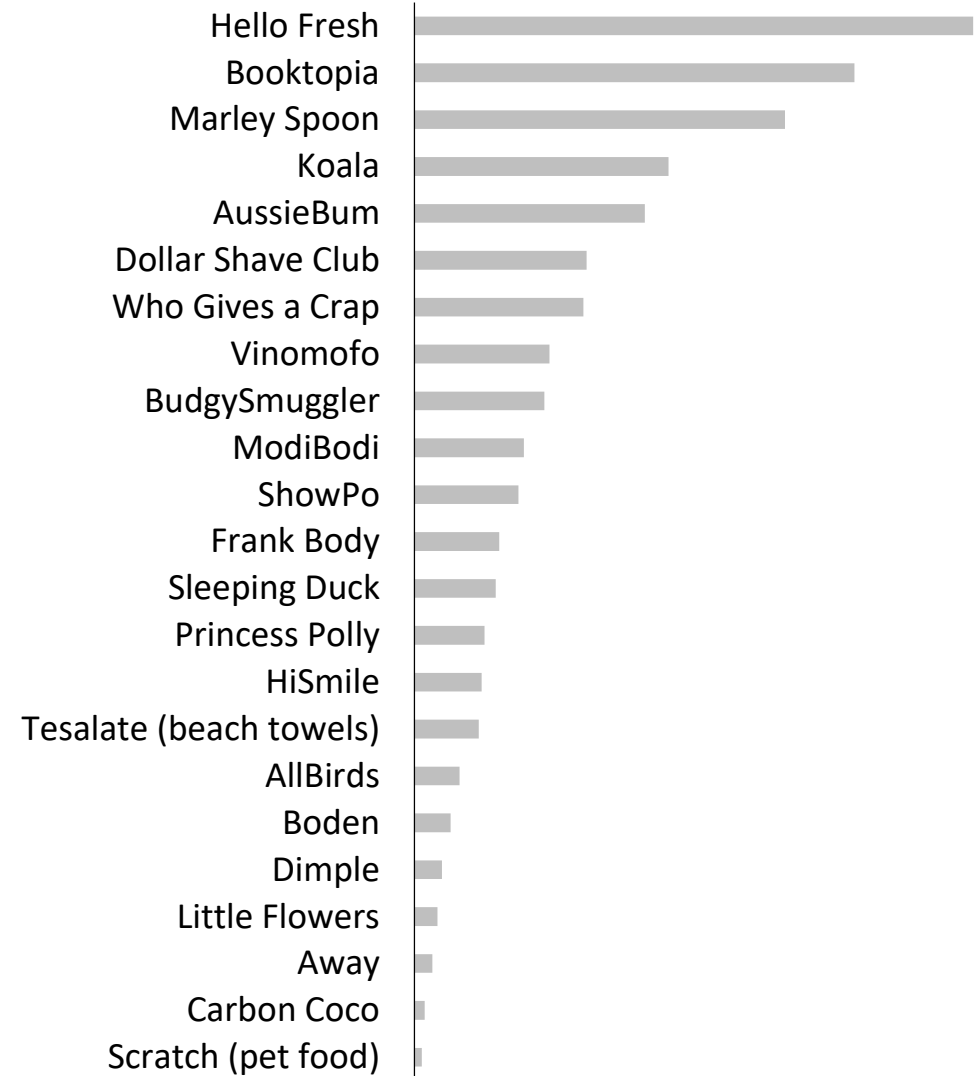
Increased time spent on retail sites and apps

Year on year changes in total online time spent by category (Apr– Jul 20 v Apr-Jul 19)



Direct brands are emerging in Australia

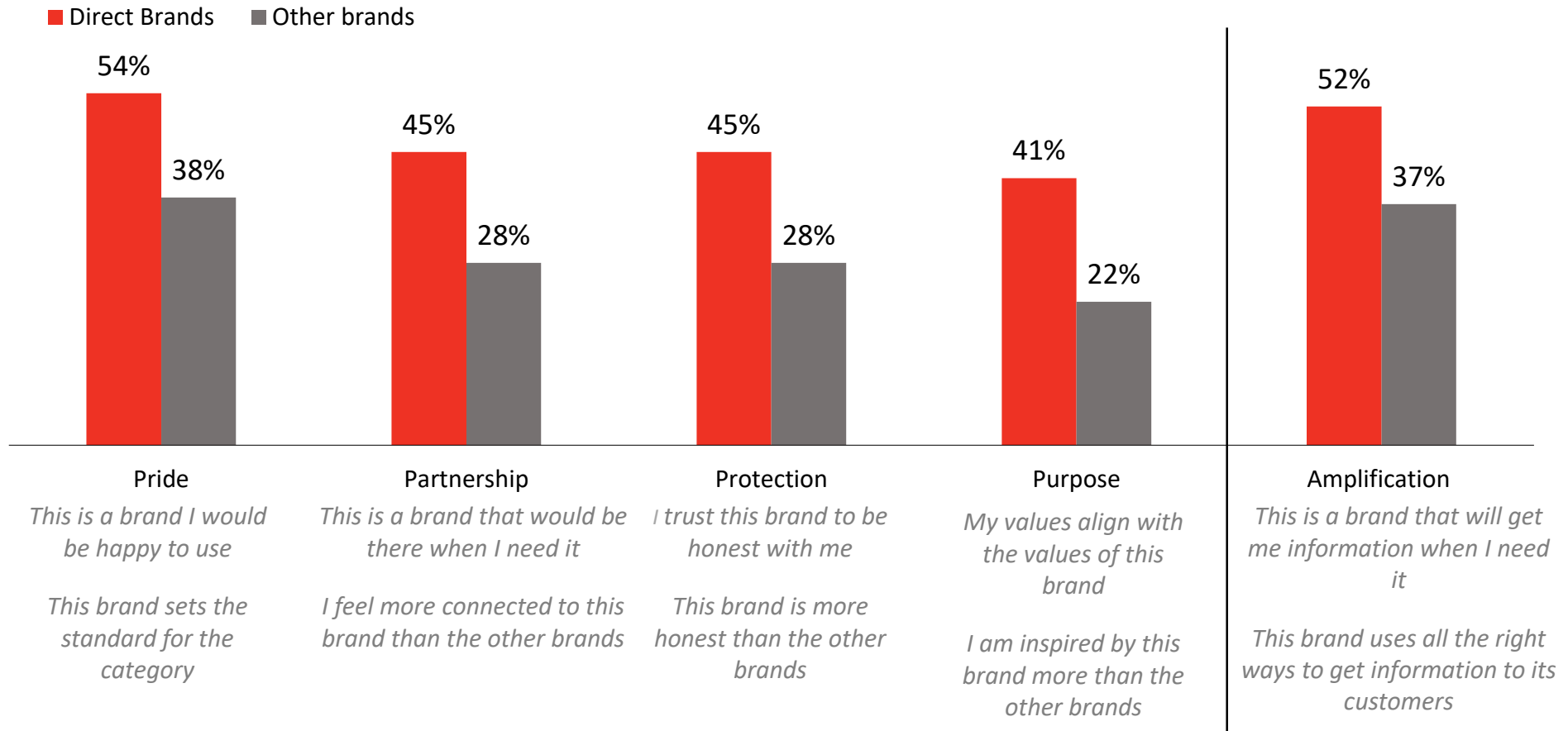
SOME OF THE DIRECT BRANDS AUSTRALIANS ARE FAMILIAR WITH ...



Source IAB Australia Direct Brands Study February 2020 conducted by Pollinate
Q - Which of these brands have you heard of before today? Base n=1000

Direct brands outperform other brands across all elements of relevance

Retail brands the statement fits



Source; IAB Australia Direct Brands Study February 2020 conducted by Pollinate
For each statement, please select the brands that you believe the statement 'fits'. Please select all brands that apply. Base n=436/856

Ease of choice, uniqueness, quality and reviews drive the attraction to direct brands

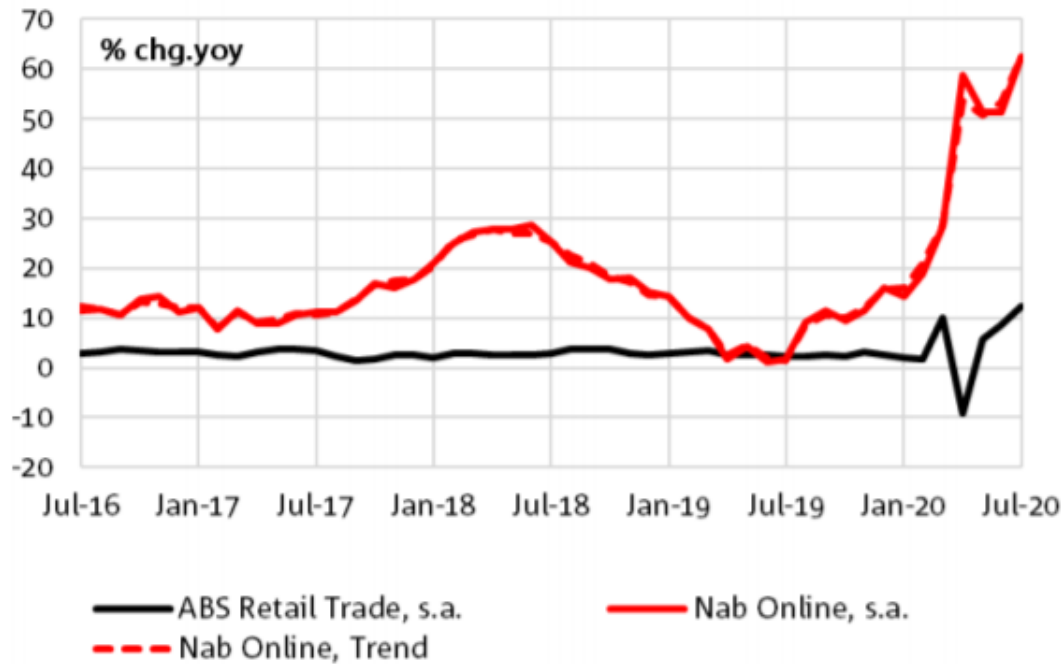
What attracted you to your favourite direct brand?



Source; IAB Australia Direct Brands Study February 2020 conducted by Pollinate
 Q - And still thinking about what attracted you to [INSERT FAVOURITE BRAND AT E1] in the first place, what from this list did you find compelling? Base n=1021

Highest ever recorded growth rate in online retail sales in April 2020... and again in July

Online Retail Sales and ABS retail sales

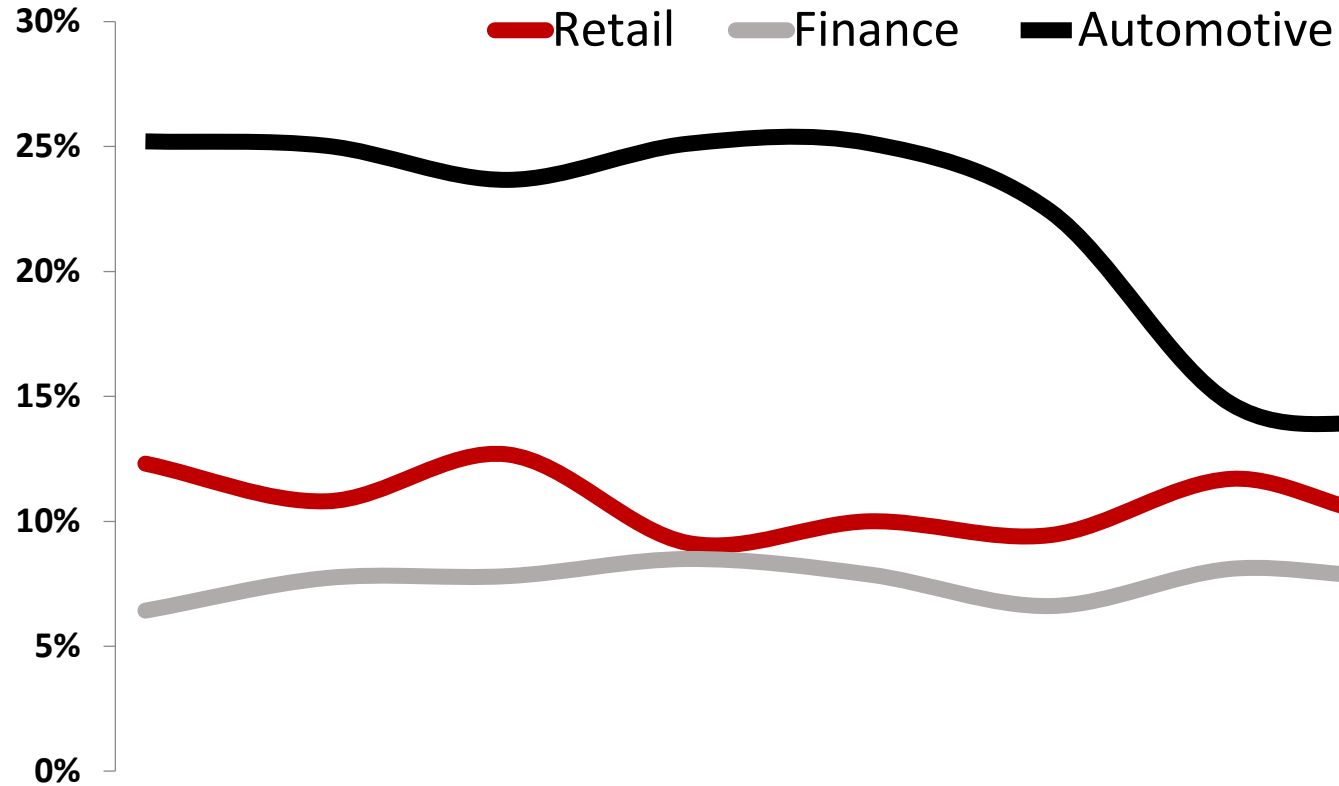


The NAB Online Retail Sales Index accelerated in July 2020, +62.6% year on year, breaking the previous record in April 2020 of the highest year on year growth rate in the series history (+58.5%).

Year-on-year growth (% s.a.)			
	May-20	Jun-20	Jul-20
NAB Online Index	51.3	51.4	62.6
ABS Traditional Retail	5.8	8.5	12.2*p

Source: NAB Online Retail Sales Index July 2020
*p – preliminary release from the ABS

Retail #1 Digital Display Ad Category June Q



14.3%

retail advertising share of content
publishers display revenue June
quarter 2020

Online Shopping Trends



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australia



THURSDAY SEPTEMBER 17
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CRACKING CREATIVE