

# Inside Australian Online Shopping

eCommerce market insights

15 May 2020



# Key eCommerce trends

## Significant growth

**8 weeks**  
**↑ 80% YOY**

Over the last 8 weeks the industry has grown over 80% YOY.



## New record set

**↑ 135% YOY**

Growth reached highs of 135% YOY the week following Easter.

Making Easter weekend the **biggest period in online shopping history**

Even bigger than Black Friday & Cyber Monday.



## Fashion purchases

**Fashion**  
**↓ -5% YOY**  
early March

**↑ 84% YOY**  
week leading up to Mother's Day

When shoppers started buying online, there was initially a shift away from buying clothes and fashion.



## More confident shoppers

**Concern decreased**  
**4pts to 13%**

Shoppers' initial concerns with buying online due to COVID-19 decreased in April.





## What was purchased

Purchases were up  
**91% YOY** in the week  
leading up to Mother's day

**140%+**

Fashion accessories



**140%+**

Arts & Crafts



**130%+**

Beauty



## When purchases were made

Purchases were spread throughout  
the day in April with more people at home

**7–10pm**

↓6% points

**2–5pm**

↑3% points



To access our eCommerce industry reports please visit  
**[auspost.com.au/einsights](https://auspost.com.au/einsights)**

Or if you'd like to talk to us about our range of data solutions,  
please contact **[einsights@auspost.com.au](mailto:einsights@auspost.com.au)**

This information is provided for general information purposes only  
and is not intended to be specific advice for your business.

