



# Inside Australian Online Shopping eCommerce update

Released: December 2021

# Biggest November on record.

The Black Friday/Cyber Monday sales have cemented themselves as the peak online shopping events of the year, and 2021 was no exception.

It was the biggest November on record for Australian online shopping, with online purchase growth topping November 2020 by 13.6%.

Online shoppers took full advantage of the pre-Christmas deals on offer and this contributed to a spike in online purchases of more than 15% when compared to October.

## State overview

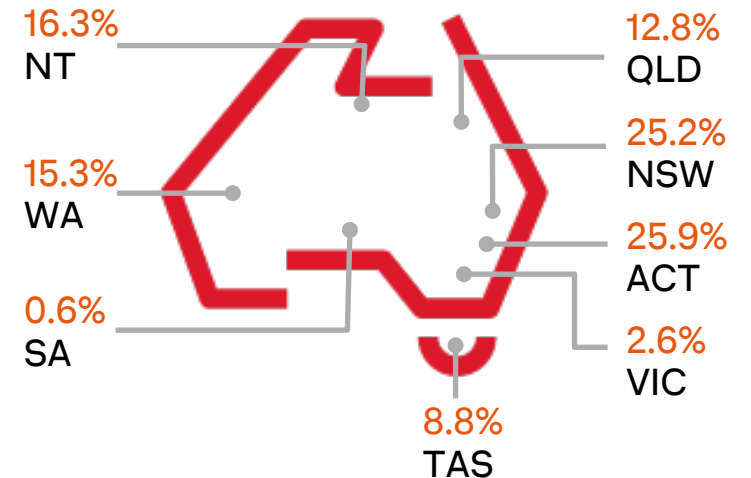
SA, WA, TAS, QLD and NT led the surge in online purchases with increases of more than 30% month-on-month (MOM). All states and territories recorded positive growth YOY with NSW and ACT the strongest performers, both growing over 25%.

## eCommerce purchases, YOY growth November 2021

**15.3% MOM**

**13.6% YOY**

**76%**  
Increase compared to  
November 2019



# The Black Friday /Cyber Monday effect



**Cyber weekend**

**4 days**

**26 to 29 November 2021**

Sale volumes within the four official shopping days were strong with online purchases 6% higher than the same period in 2020.

**6% YOY**

increase in online purchases

**48.5%**

higher than that of 2019



**Black Friday / Cyber Monday**

**Two weeks**

**21 November to 4 December 2021**

Bargains were also being snapped up well ahead of the traditional sales period, with many retailers kicking off their sales earlier this year. Online purchases saw 24.5% WOW growth in the week of 21 November.

**4.67 million**

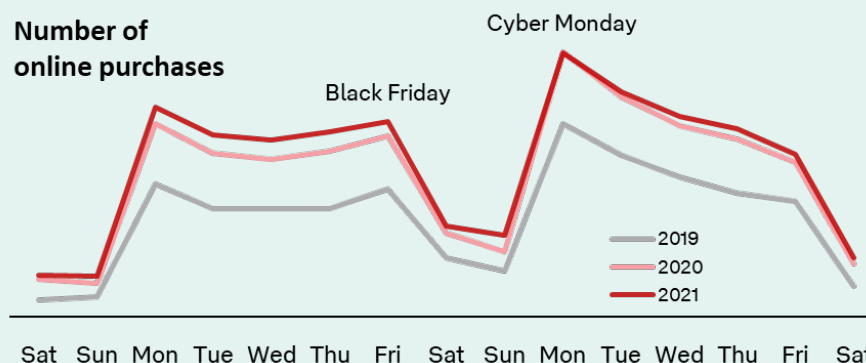
households  
shopped online

**33%**

Increase in households shopping online daily\*

\*Weekday average of pre-sales (1 – 12 Nov 2021) compared to the sales period (21 Nov – 4 Dec 2021)

Number of  
online purchases



**7.4%**

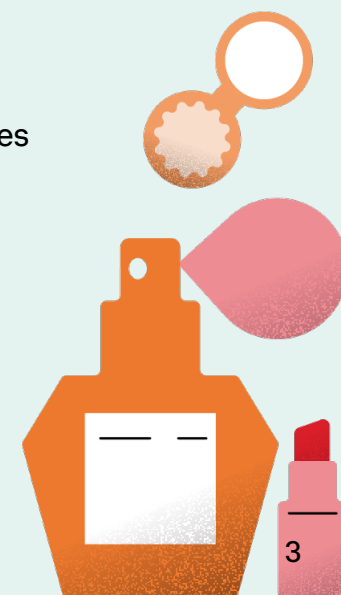
more online purchases than the same period in 2020

**53.7%**

more online purchases than the same period in 2019

Top categories with above average YOY growth:

- Pet products
- Tools & Garden
- Footwear
- Fashion accessories
- Beauty



To access past eCommerce industry reports and monthly updates, visit: [auspost.com.au/einsights](https://auspost.com.au/einsights)

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This update has been prepared using 2019, 2020 and 2021 deliveries data recorded by the Australia Post Group, unless otherwise stated. Commentary in this update relating to online shopping is based on an extrapolation of this data. Year on year growth numbers are based on actual or extrapolated transaction volumes. Shoppers or households are measured as residential or mix use addresses that received an eCommerce parcel.

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