



Inside Australian Online Shopping eCommerce update

Released: January 2022

A solid festive season for online shopping.

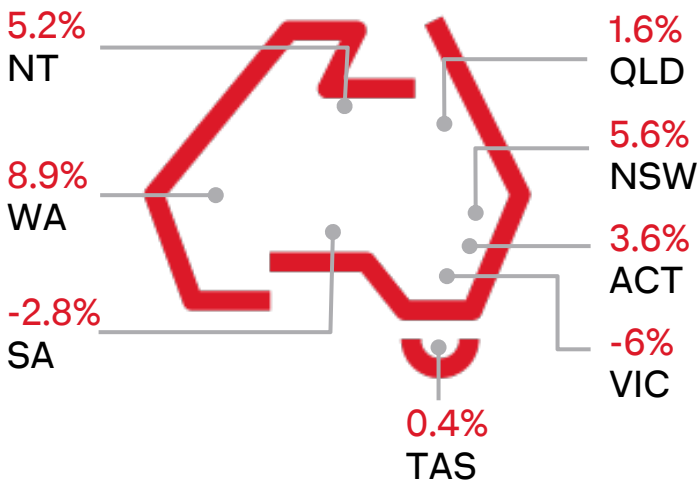
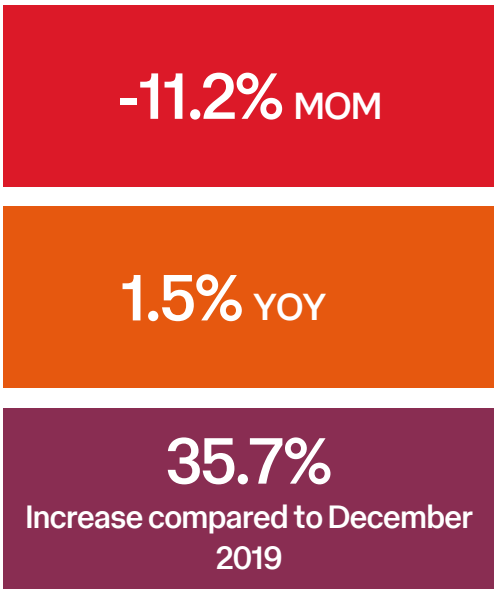
Online shoppers wasted no time turning to online shopping to spoil their friends and family over the festive season. National purchase growth in December was up 1.5% when compared to 2020, but over 35% higher than December 2019.

Coming off a record November, purchases did fall month-on-month (MOM) by 11.2% reflecting that purchasing was spread more evenly across both November and December this year as shoppers heeded advice to buy and send their gifts early.

State overview

WA saw the greatest growth in online purchases during December, up almost 9% year-on-year (YOY). The state was followed by NSW and the NT, both growing by more than 5%.

eCommerce purchases, YOY growth
December 2021



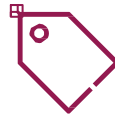
eCommerce Snapshot December 2021



Pre-Christmas rush

30 days

18 Nov to 17 Dec 2021



5.93m
households

shopped online in
December 2021



↑ 1.7% more
households

shopped online in Dec 2021
than in Dec 2020



2.6m
households

made four or more
purchases, a 2.4%
increase from 2020



↑ 6%

more online purchases than
the same period in 2020

↑ 47.8%

more online purchases than
the same period in 2019

Top categories with above average YOY growth:

- Pet products
- Tools & Garden
- Footwear
- Athleisure
- Health & Wellness
- Baby products
- Sporting & Outdoor Goods

Boxing Day sales 26 Dec 2021 to 8 Jan 2022

Purchase growth was on
par with 2020 with more
than 3.7 million
households taking part in
the Boxing Day sales.

To access past eCommerce industry reports and monthly updates, visit:
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einsights@auspost.com.au



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This update has been prepared using 2019, 2020, 2021 and 2022 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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