



Inside Australian Online Shopping eCommerce update

June 2022

Record-breaking number of Aussies buying online.

FY22 saw the highest number of households buying online in Australian history, with online purchases growing 11.9% year-on-year (YOY). This was helped largely by increased online shopping between July and December 2021.

The lengthy state lockdowns in both New South Wales and then Victoria, coupled with the shadow lockdown at the start of 2022 coincided with high eCommerce participation.

NSW had the highest representation in comparison with their share of population.

Household participation

An average of 5.6 million households purchased something online each month in FY22. So far in 2022 (January to June), the average has stabilised to 5.4 million households per month.

12 months to June 2022

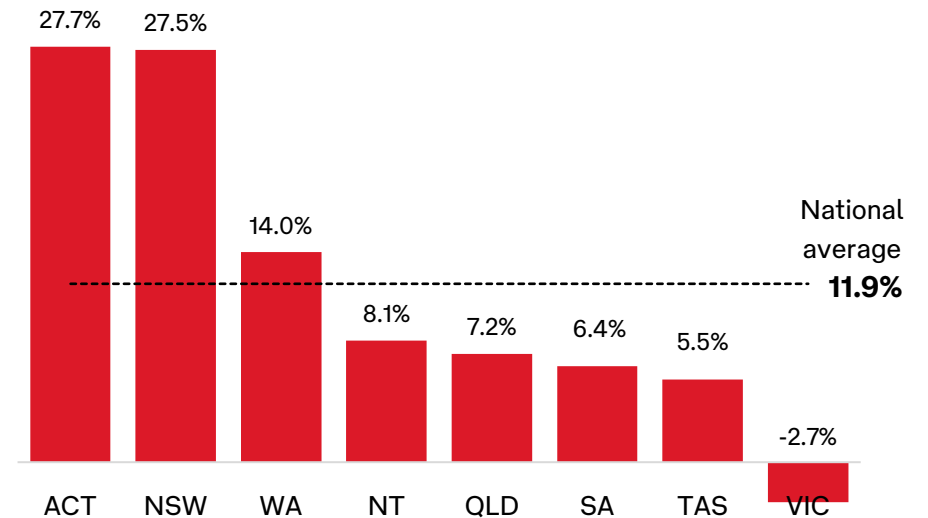
11.9% YOY

9.3 MIL

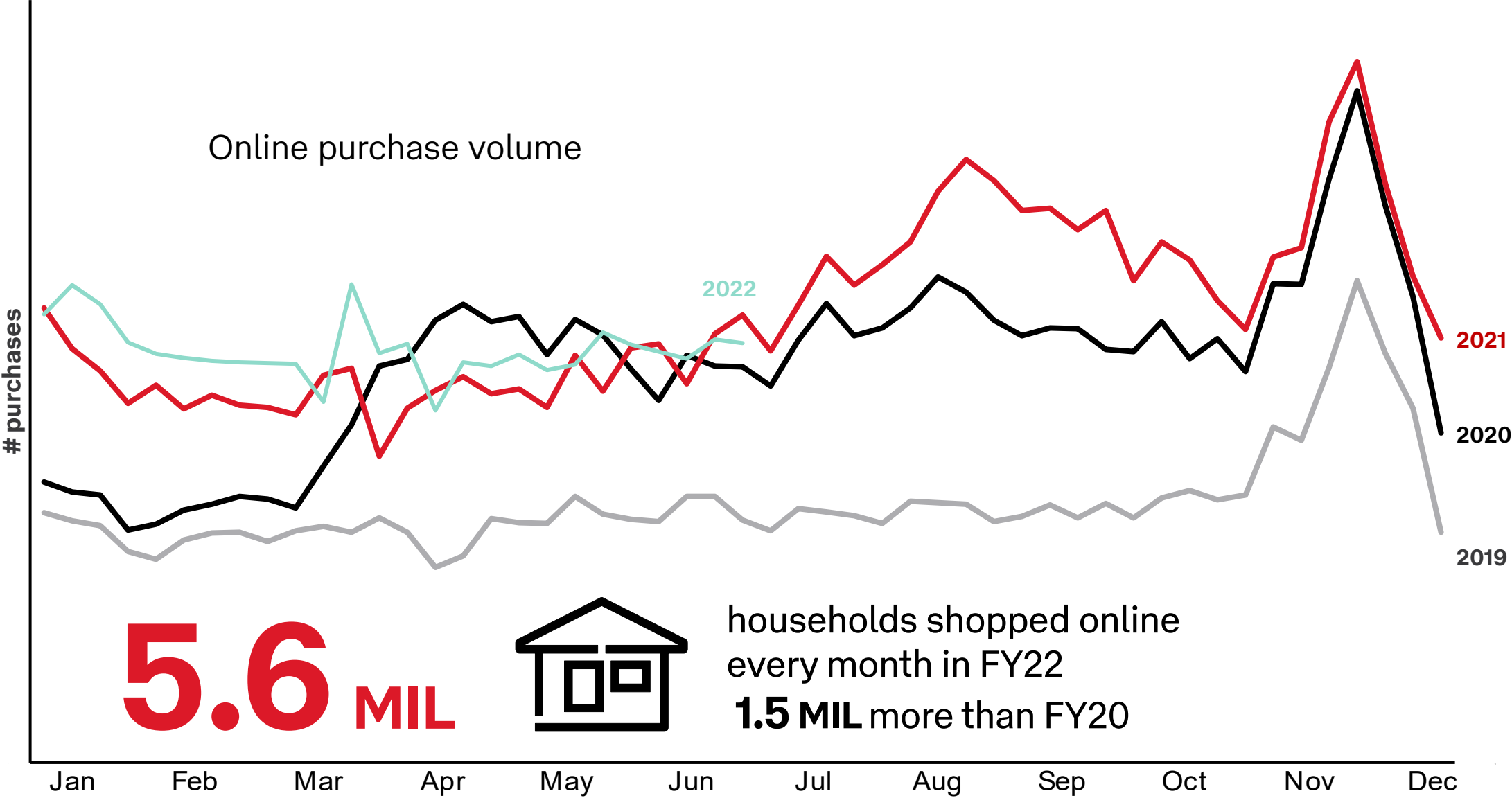
Households purchased online

1 in 3
purchases
went to NSW

eCommerce purchases,
YOY growth



eCommerce is holding strong in 2022.

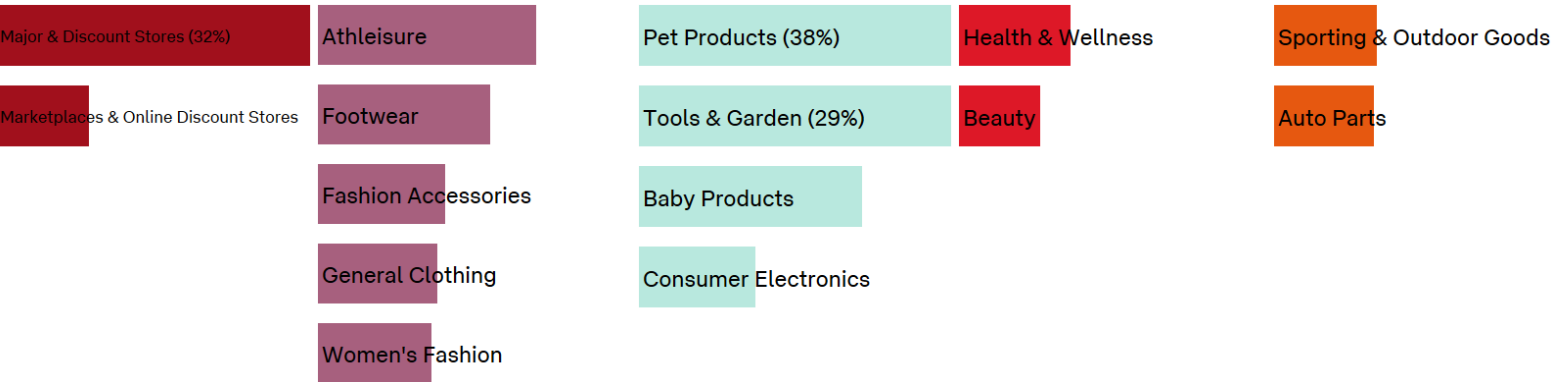


Variety Stores led the way in FY22.

eCommerce purchases, YOY growth FY22



Specialty retailers who grew more than 5% YOY



Variety Stores saw the biggest increase in purchases in FY22, growing 13.7% YOY and accounting for a third of all online purchases. This was driven by the strong performance of Major & Discount Stores with growth of more than 31% YOY. Purchases of Pet Products and items from Tools & Garden specialty retailers both also grew over 28% YOY.

EOFY sales spike retailer growth.

June 2022 saw online purchases drop by -0.9% YOY. Although the growth was lower year-on-year, late June 2021 saw retail restrictions begin to come into effect in New South Wales and Victoria.

End of Financial Year (EOFY) sales drove growth month-on-month (MoM) across both;

- Athleisure items, up 12.6% MoM, and;
- Sporting & Outdoor goods, up 9.8% MoM.

We also saw double digit growth compared to 2021 across Pet Products (29.2% YoY), Tools & Garden (25.7% YoY) and Baby Products (12.1% YoY).



Did you know 63% of consumers expect retailers to have a loyalty program?

Find out more in the next monthly update.

To access eCommerce industry reports and monthly updates, visit:

auspost.com.au/einsights

Australia Post provides a range of data solution services. If you have any questions or would like to know more, please contact your Australia Post Account Manager or email

einsights@auspost.com.au



Australia Post acknowledges the Traditional Custodians of the land on which we operate, live and gather as employees, and recognises their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.

This update has been prepared using 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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