



Inside Australian Online Shopping eCommerce update

April 2021

 Australia Post

Strong growth continued in March

eCommerce grew strongly in March, with national purchases up 29% year-on-year (YOY) and 16.7% higher than February.

The month also marked the first anniversary of the COVID-19 pandemic, and the online buying frenzy it triggered.

Growth in the 12 months to March 2021 was 56.7% YOY, but this figure is expected to soften in the coming months.

State overview

State share has normalised significantly since the beginning of the year.

A five day lockdown in QLD saw the State purchase a larger share of total online purchases making it and NSW the only two States to increase their share when compared to the previous month.

The NT and TAS recorded the strongest growth in March up 40.8% and 37.3% respectively.

Online Purchases

Australia

29%

NT

40.8%

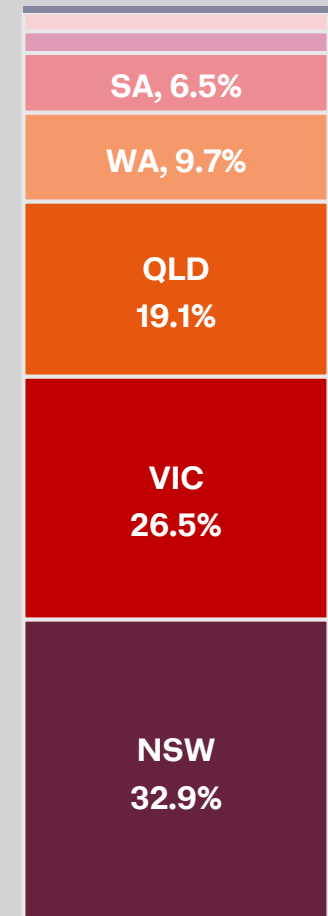
TAS

37.3%

QLD

34.2%

YOY growth
Mar 2020 vs Mar 2021

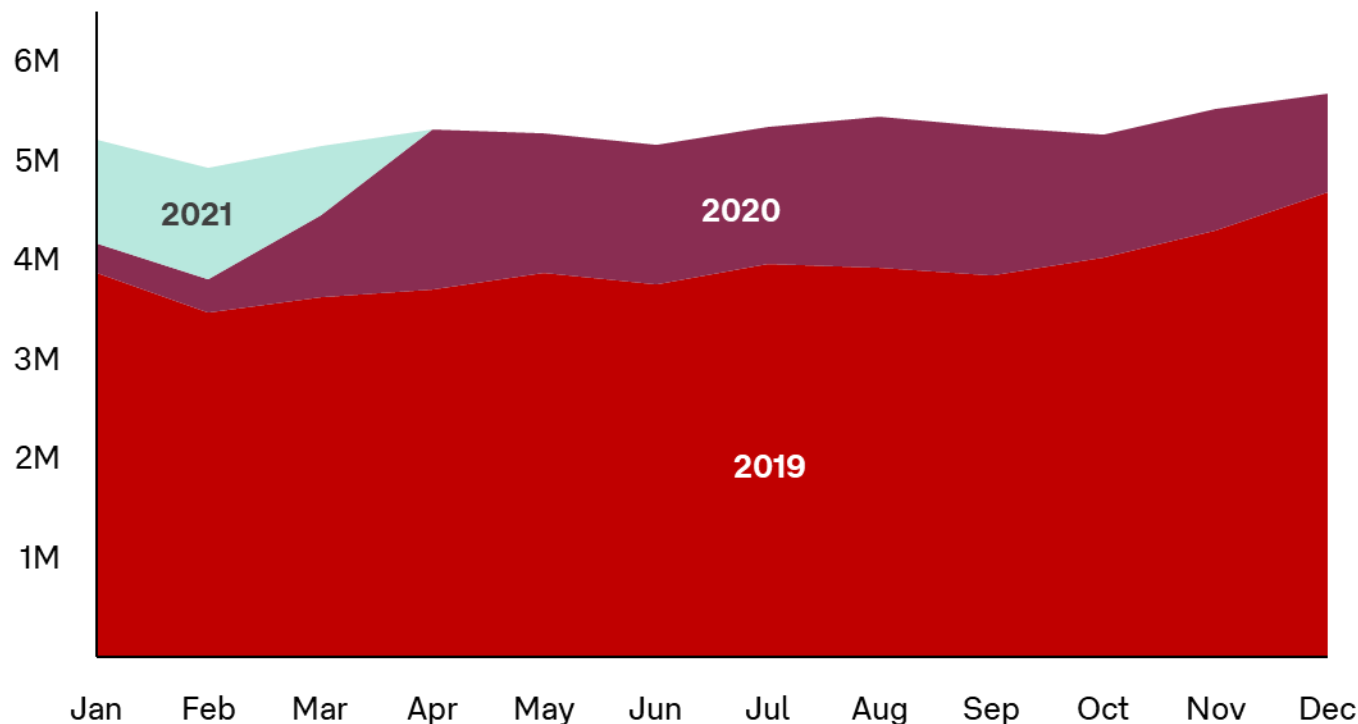


Share of purchases

Household online shopping participation sustained into March 2021

Though YOY growth is beginning to slow, participation remains stable, with around five million shoppers continuing to shop online each month.

Households shopping online



5.1+
million

households shopped online in
March 2021

15.7%

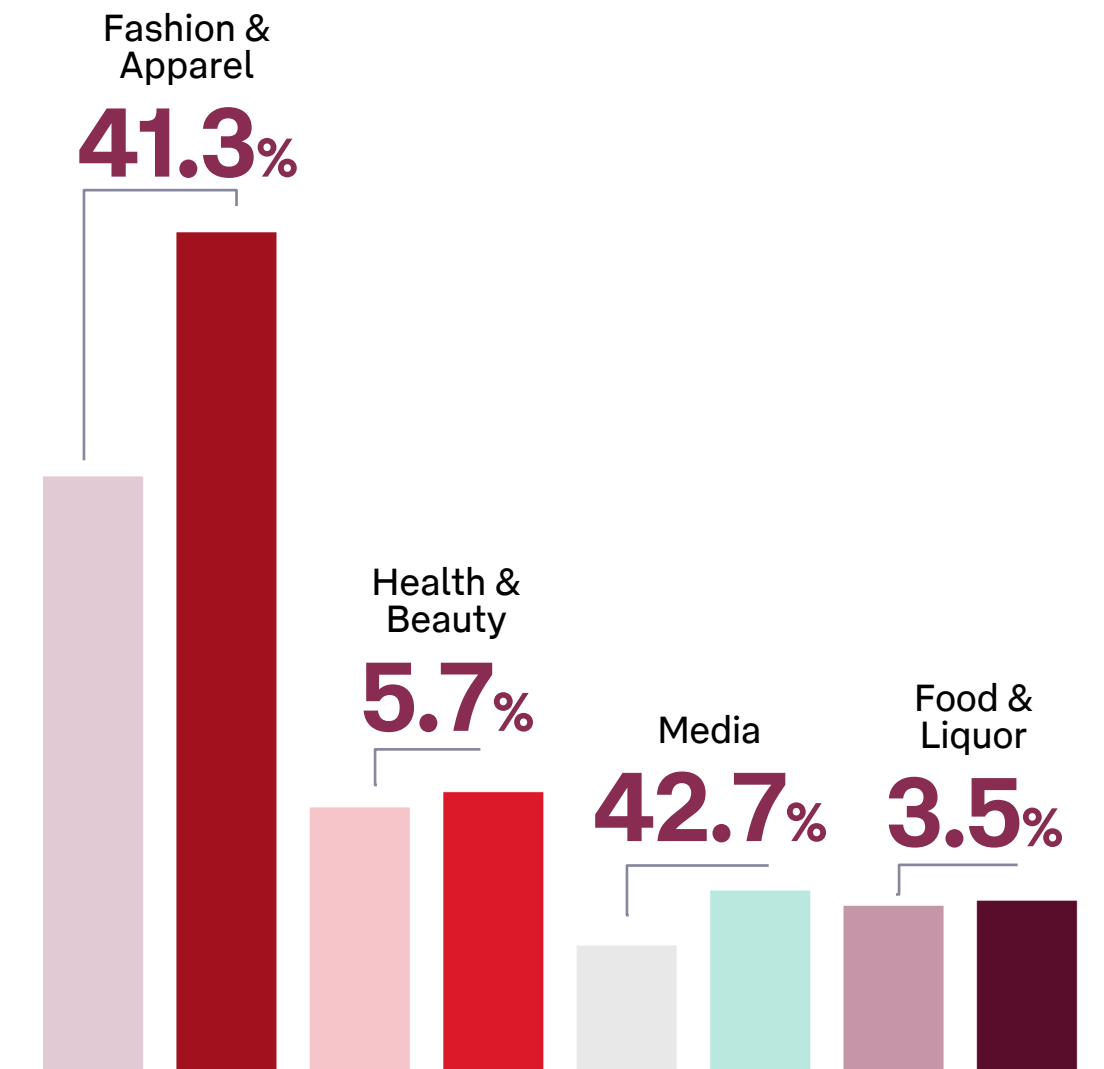
increase from March 2020

Over 7 million

households shopped online
between 1 January and 31 March
2021, up 12.3% YOY

YOY growth by specialty retailers – What people bought

March 2020 versus March 2021



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Fashion & Apparel

was back in vogue in March, as people returned to workplaces and social events became more frequent. This is in contrast to the early-pandemic dip the category saw in 2020 as people spent more time at home.

Food & Liquor and Health & Beauty

were the first two categories to accelerate in 2020 but recorded single-digit growth in March – the lowest growth we’ve seen since the pandemic began.

Underlying purchase volume remains strong, speaking to the high-level of participation in the market.

Media

grew strongly in March a sharp contrast to the weak growth the category recorded in March 2020.

The conscious consumer

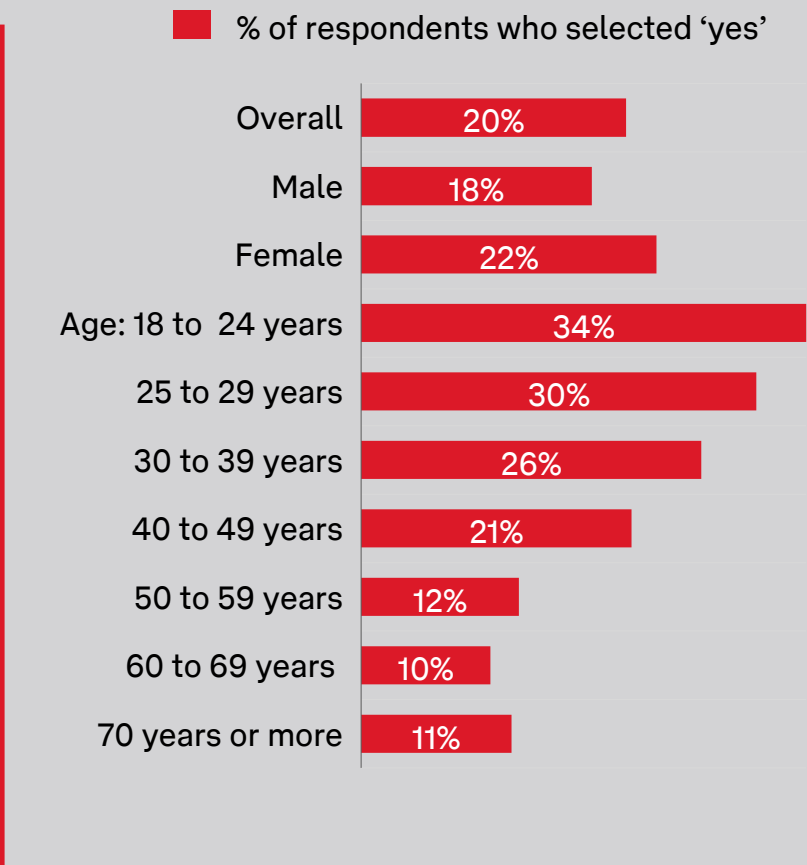
Shoppers are becoming increasingly aware about the environmental and social impacts of their online purchases.

In a recent survey, one in five online shoppers elected to purchase from one retailer over another because of their actions to reduce its environmental impact. Of this group, 77% were aged 18 and 49, and a higher percentage of females responded yes when compared to males.

This indicates that retailers whose products are targeted towards younger and female customers may benefit from promoting their environmental and socially responsible practices.

Question posed to consumer survey respondents:

In the last 12 months have you chosen to purchase from one online retailer over another because they are taking action to reduce their impact on the environment?



Australia Post Consumer Parcel Receiver Survey, n = ~2000 parcel receivers, March 2021

eCommerce industry reports:
auspost.com.au/einsights

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This update has been prepared using 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 are measured as residential households that received an eCommerce parcel.

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