



Inside Australian Online Shopping eCommerce update

Released: November 2021

eCommerce in NSW and The ACT continues to climb.

Growth in online purchases remained strong in October- just as physical stores began to re-open in NSW. National growth for the month was up 14.7% year-on-year (YOY).

Year-on-year national growth for the 52 weeks to 13 November 2021 landed at 17%.

State overview

With shopping online still the preferred channel for NSW shoppers over the past few months, the state led in annual growth at 31.1% YOY.¹ In fact, just under 40% of the Australia's total online purchases between August and October were destined for a household in NSW.

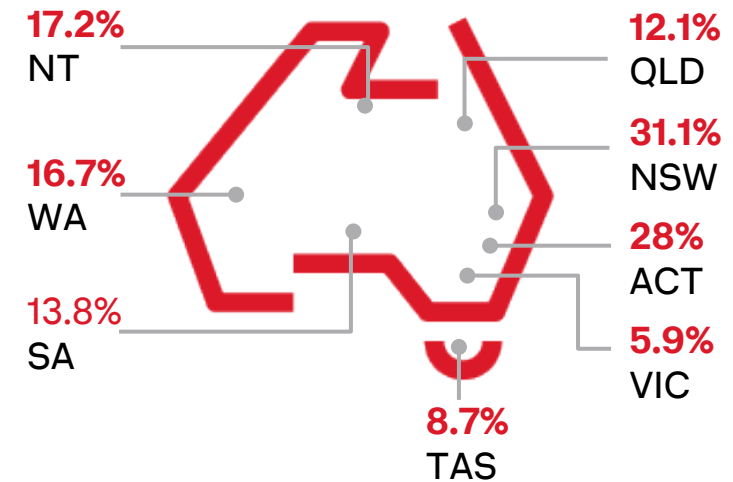
The ACT was once again the fastest growing state or territory in October, growing over 68% YOY - pushing the yearly growth figure to 28% YOY.¹

eCommerce purchases, YOY growth

¹Reference period: 52 weeks to 13 November 2021

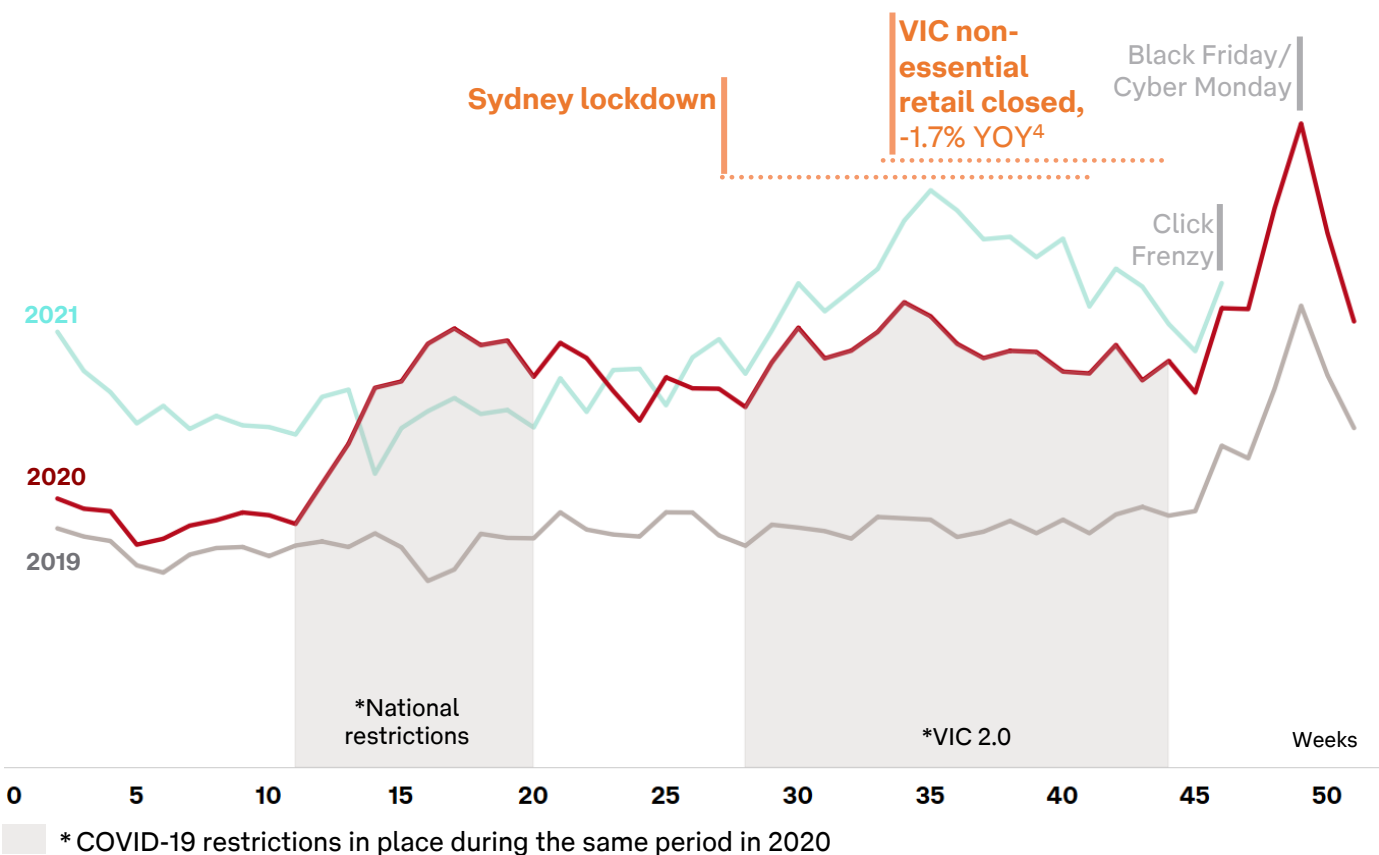
17%

National



Sales events growing in popularity year-on-year.

Online shopping purchase volume: 2021 vs 2020.



Sydney lockdown.

Following the easing of restrictions, online purchase growth in NSW has begun to slow.² Purchases accelerated again during Click Frenzy - up 15.7% week-on-week (WoW).³

² Reference period: 17 October to 6 November 2021 inclusive

³ Reference period: 7 to 13 November 2021 inclusive

Victoria non-essential retail closed.

While non-essential retail was closed, online purchases were slightly lower compared to the same period last year with growth sitting at -1.7% YOY.⁴

During this period, Pet Products experienced the biggest boost, up 20.8% YOY, along with Tools & Garden items coming in a close second with growth of 18.5% YOY over the 12 weeks.⁴

Shoppers in Victoria also took advantage of Click Frenzy with online purchases up 20.6% WoW.³

⁴ Reference period: 8 August to 30 October 2021 inclusive

Shoppers bag fashion bargains during Click Frenzy.

In the week of Click Frenzy’s ‘The Main Event’, eCommerce purchases were up 16.3% on the previous week.⁵ That’s 5.5% higher than the same week in 2020 and 50.5% higher than the same week in 2019. The items flying off virtual shelves fastest were fashion and cosmetics, as shoppers prepare for the busy festive season.

⁵Reference period: 7 to 13 November 2021

16.3% WoW

online purchase increase from the previous week

5.5% YoY

online purchase growth for the week

50.5%

online purchases increase compared to the same week in 2019

What people bought.

Reference period: 7 to 13 November 2021

WOW growth by specialty retailers.

Fashion & Apparel, 40.1%

Health & Beauty, 19.9%

Home & Garden, 16.9%



Clothing

**42.1%
WOW**



Footwear

**39.8%
WOW**



Athleisure

**34.4%
WOW**



Beauty

**33%
WOW**



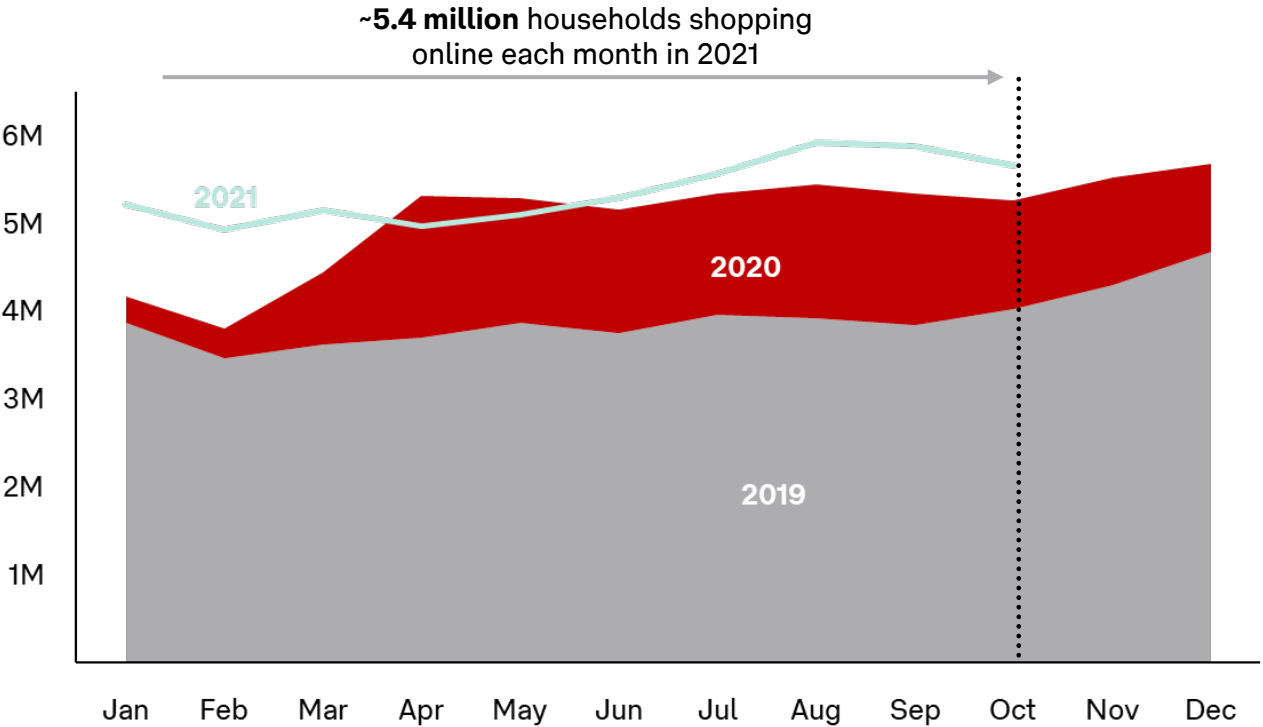
**Fashion
Accessories**

**31.8%
WOW**

Household online participation remains strong.

While household participation dipped slightly compared to September, 5.7 million households in Australia still made an online purchase during October 2021 – 7.6% higher than October 2020.

The yearly total has remained steady at 9.2 million unique Aussie households shopping online up to 31 October 2021 – that’s 1.1 million more than just two years ago.



9.2 million

households shopped online in the 12 months to 31 October 2021, up 3.5% YOY

5.7 million

households shopped online in October 2021, down 3.9% on the previous month



Buying locally remains an important consideration for online shoppers.

Shoppers still buying less from overseas.

In a recent survey, 15% of shoppers indicated they were buying more online from overseas, a slight increase when compared to July 2020. However, 27% said they were still buying less from overseas.⁶

The majority (60%+) of the respondents who were buying less from overseas cited concerns with deliveries taking too long as a deterrent.⁷

Among those respondents purchasing more, 53% said they couldn't purchase the product locally while 47% said the prices were better.⁸

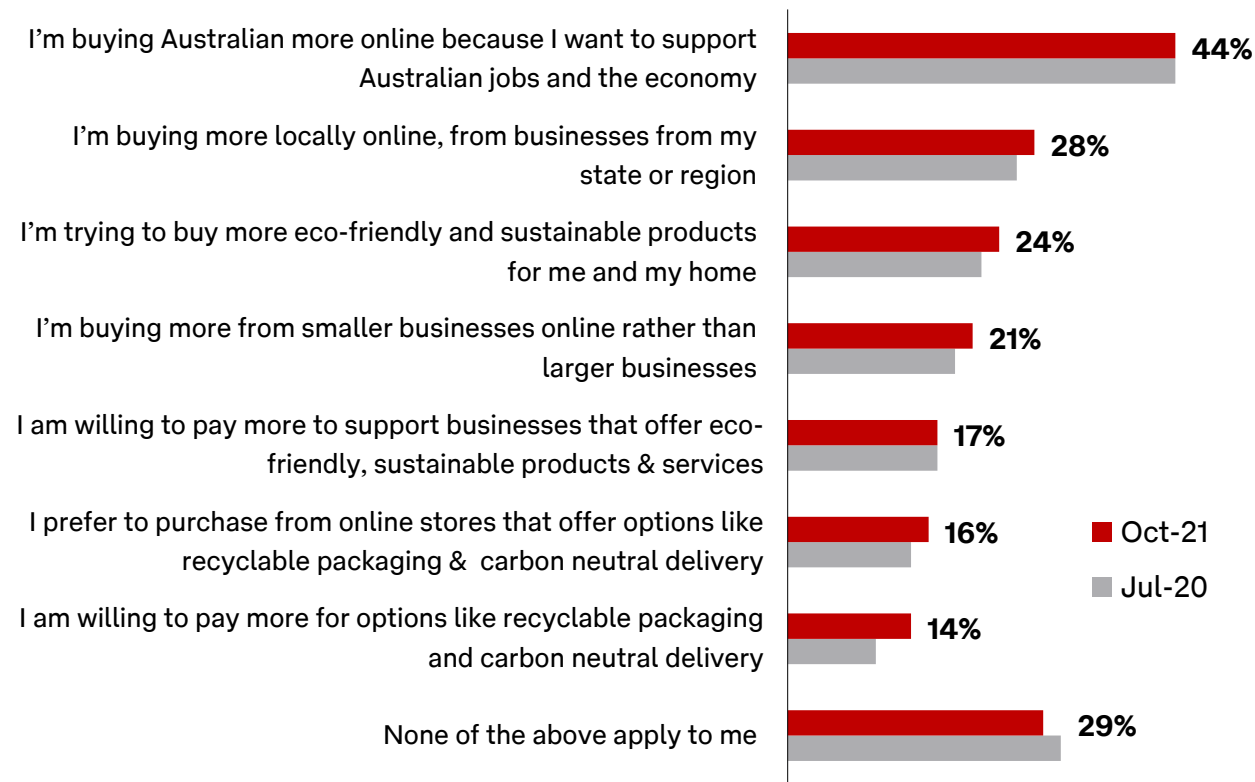
Shopping preferences.

Most respondents (44%) want to support the Australian economy and this has remain unchanged since the last survey.⁶

There's also an increasing proportion of shoppers who prefer to shop online with businesses offering recyclable packaging and carbon neutral delivery and are willing to pay more for these options.⁶

⁶ Source: Australia Post Consumer Survey, n = 2040 (2021) and 2000 (2020), July 2020 and October 2021
⁷ Source: Australia Post Consumer Survey, n = 560 Why are you purchasing less from overseas?, October 2021
⁸ Source: Australia Post Consumer Survey, n = 306 Why are you purchasing more from overseas?, October 2021

Do any of the following apply to you and your current shopping habits and preferences.⁶



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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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