



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

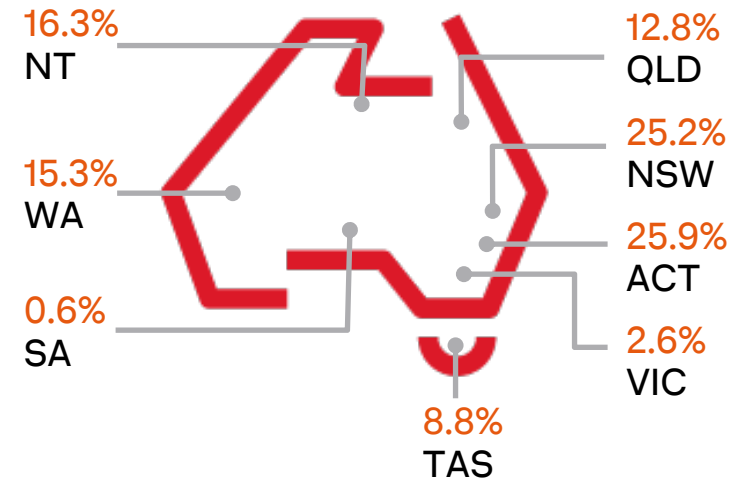
SA, WA, TAS, QLD and NT led the surge in online purchases with increases of more than 30% month-on-month (MOM). All states and territories recorded positive growth YOY with NSW and ACT the strongest performers, both growing over 25%.

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.

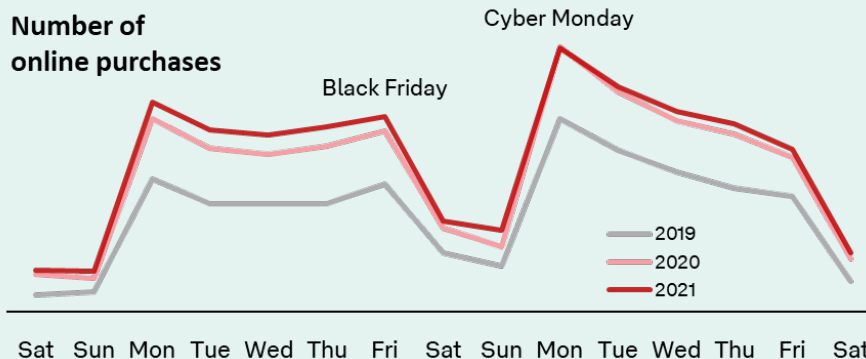
4.67 million

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)



7.4%

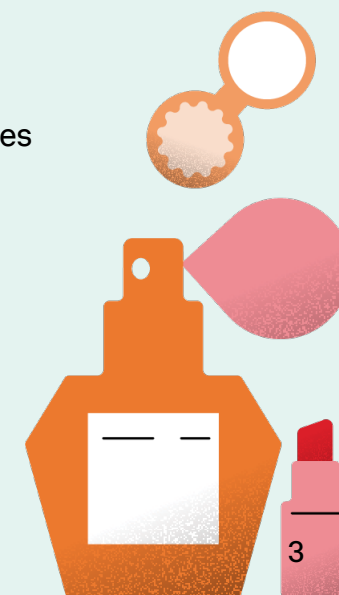
more online purchases than the same period in 2020

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

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 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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