



Quarterly eCommerce Update

FY27 Q1 | October 2026

Peak, beyond the discounts: why delivery choice could be your best offer

01

How

is eCommerce tracking?

02

What

to expect this sale season

03

Win

make delivery effortless this peak

How is eCommerce tracking?

Shoppers are spending smarter ahead of peak

Peak momentum is building

Online spending grew 17% YoY last quarter and September led the way for both spend and growth. While shoppers are buying more online overall, they're keeping individual purchases smaller, with basket sizes down 6.8% YoY.

Insight Basket size

Bigger baskets ahead
Shoppers are saving their spend for November's big peak sales.

The 'so what?' for Retailers:

Free shipping is one of the biggest reasons shoppers pick a retailer. Set a threshold that feels within reach and nudges basket size up.

For Retailers

\$25 billion

Spent online in Q1¹

+17% YoY

+6% QoQ

\$90

Basket size for Q1¹

-6.8% YoY

-2.0% QoQ

8.4m

Households shopping online in Q1

+3.5% YoY

26%

Online share of total retail across Q1¹

+1.5ppt YoY



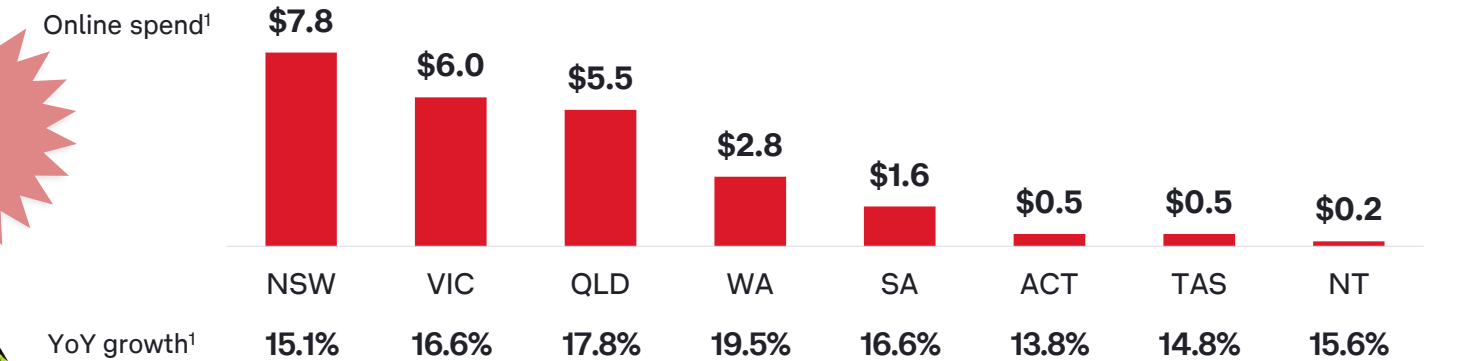
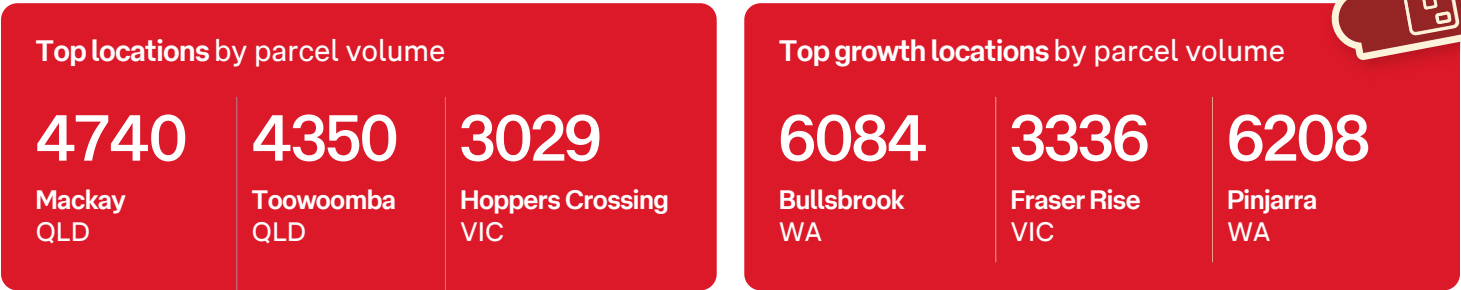
Locations

The nation is still clicking ‘buy’

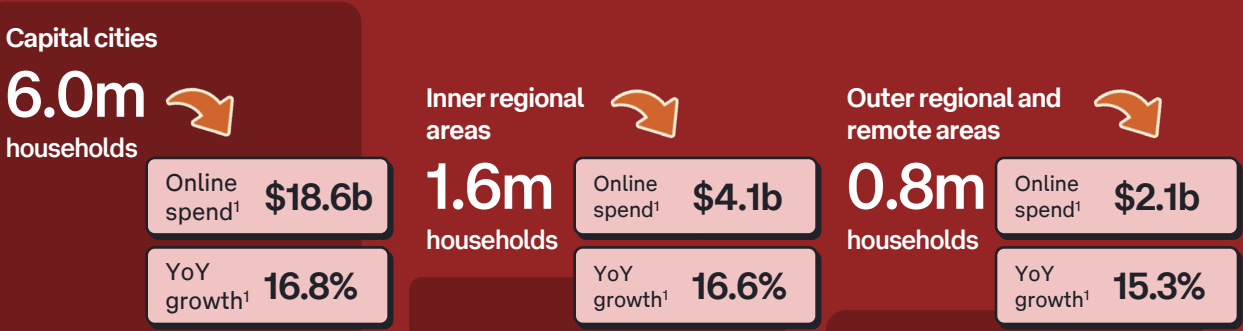
Growth is being fuelled right across the country, reinforcing the need for retailers to deliver consistent experiences and reliable fulfilment, wherever customers choose to shop.



Top shopping locations in Q1 FY27



How Australians shopped online last quarter



Categories

Small treats, big growth

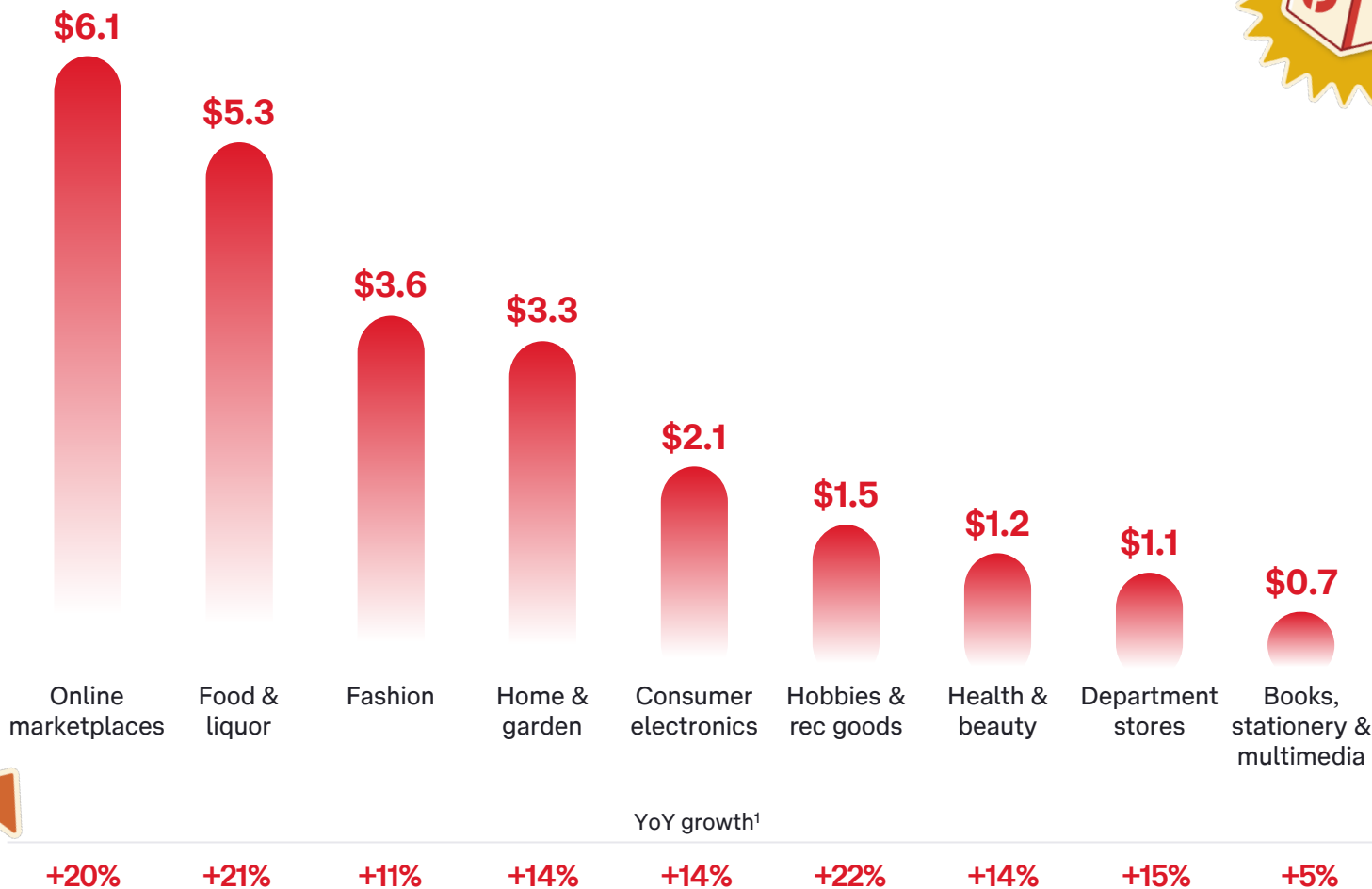
Shoppers are watching their budgets, but they'll still spend on the things that bring them joy.



Hobbies & rec goods grew fastest (+22%), followed by food & liquor (+21%), while online marketplaces stayed the biggest category at \$6.1 billion (+20%).

Online spend by category¹

Q1 July to Sep quarter (\$b)



Generations

eCommerce isn't one-size-fits-all

Q1 wrap up



Gen Z

\$4.6b

Spent online¹

+17.2% YoY

Spend growth¹

\$80

Basket size¹

81%

Shopped online²

Cost pressure index



Moderate

Value sensitivity index



Very high

How to win this peak

Gen Z will shop around for a better deal.

Make value impossible to miss with clear savings, fast delivery and the choice of out of home pickup – which 1 in 4 would switch retailers for.²

Millennials

\$9.6b

Spent online¹

+16.4% YoY

Spend growth¹

\$89

Basket size¹

84%

Shopped online²

Cost pressure index



Very high

Value sensitivity index



High

How to win this peak

Millennials want every dollar to work harder.

Win them with strong value and smart ways to save, like a lower free shipping threshold when they choose [Parcel Locker](#) delivery.

Gen X

\$6.6b

Spent online¹

+16.9% YoY

Spend growth¹

\$98

Basket size¹

74%

Shopped online²

Cost pressure index



Very high

Value sensitivity index



Moderate

How to win this peak

Gen X need confidence to spend.

Lead with quality and trust. Show Australia Post at checkout so they know they'll get reliable delivery, real-time tracking in the [AusPost app](#) – plus easy returns.

Baby Boomers

\$3.2b

Spent online¹

+15.8% YoY

Spend growth¹

\$96

Basket size¹

44%

Shopped online²

Cost pressure index



Moderate

Value sensitivity index



Low

How to win this peak

Trust beats discounts for Baby Boomers.

Show off quality products, dependable service and smooth delivery with Australia Post Parcel Lockers – so parcels arrive first time.

Builders

\$0.8b

Spent online¹

+16.9% YoY

Spend growth¹

\$91

Basket size¹

37%

Shopped online²

Cost pressure index



Very low

Value sensitivity index



Very low

How to win this peak

Price matters least to Builders.

Stand out with great service, simple returns and delivery choice at checkout – from Parcel Lockers to [Parcel Collect](#).

What to expect this sale season

Shoppers want big discounts and they're planning early

Discounts aren't your only lever

Shoppers saw bigger markdowns last peak and expect them again, but price isn't the only way to win. Free shipping matters too and younger shoppers want faster delivery – which gives you more ways to stand out.

November is the main event. October is the warm-up

Most start Christmas shopping in early November, but 1 in 3 start sooner. The younger the shopper, the more likely they are to go early, but Builders wait until December, if they shop online at all.¹

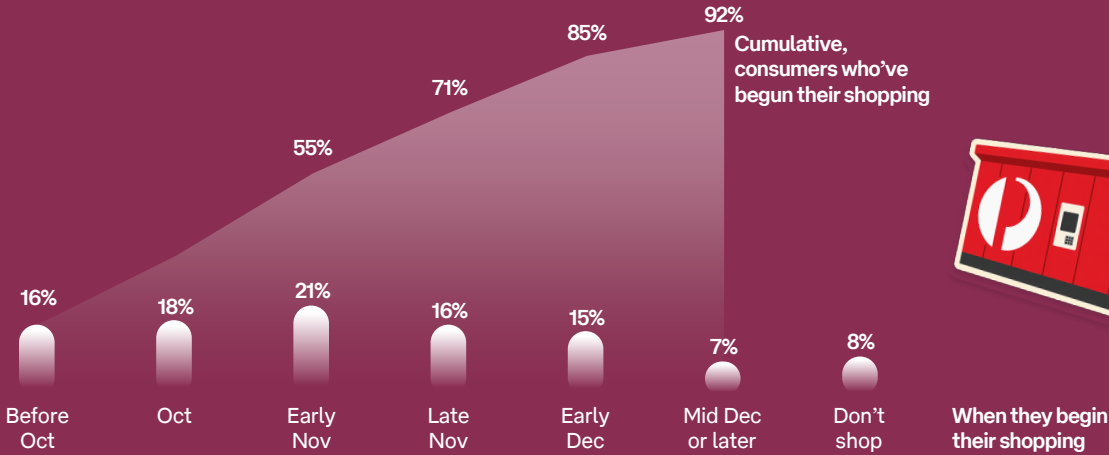
Shoppers are still keen

9 in 10 plan to shop the sales despite cost-of-living pressure, this is being led by younger Aussie shoppers.¹

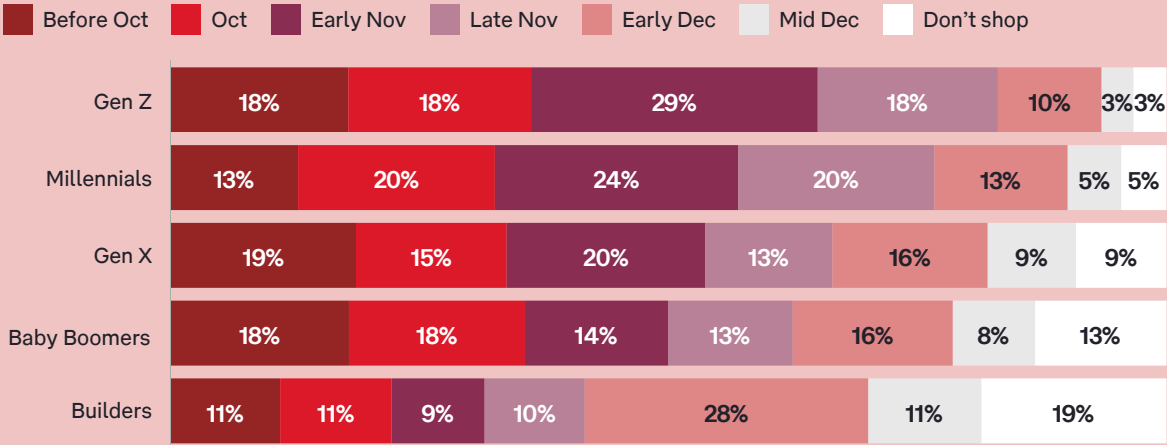
The 'so what?' for Retailers:

Peak isn't one moment for every shopper. Lean into sale events to capture younger shoppers, then keep the momentum going with targeted offers and strong delivery propositions to bring older generations online later in peak – who writing their lists today.

When consumers begin their Christmas shopping¹



When consumers begin their Christmas shopping (by generation)¹



Win at peak

Make delivery effortless this peak

Discounts alone won't win peak

46% of shoppers would switch retailers for better value during peak sales.¹

Win them on more than price by getting these three things right:

01. Speed
02. Flexibility
03. Certainty

The 'so what?' for Retailers:

Before you cut prices, make delivery options easier for your customers to choose.



Use Lockers to win peak:
[Visit Locker Land](#)

Learn more

Speed

Fast when it counts



Not every order needs to arrive tomorrow, but when urgency hits, speed decides the sale.

1 in 2

Consumers expect faster delivery during sales periods and half would switch retailers to get it.¹

Fast isn't just about transit time.

A parcel that arrives first time beats a fast one that misses and Australia Post collections points including Parcel Lockers take missed deliveries out of the equation.

Create a delivery advantage with speed

1. Explore same day and next day options for peak where it makes sense
2. Stress test fulfilment before peak and find bottlenecks in stock, pick & pack and dispatch.

Remember: the clock starts when the customer clicks 'buy'.

Win at peak

Make delivery effortless this peak

Flexibility

Delivery on their terms

Delivery choice isn't a fulfilment detail. 7 in 10 shoppers want collection point options like Parcel Lockers.

3 steps to give customers more control

- **Step 1**
Check your checkout:
Is collection easy to find?
- **Step 2**
Switch on parcel collection
- **Step 3**
Promote it in campaigns,
order confirmations and
returns communications

Choice at checkout this peak²

Knobby

Sofie Boyce
Warehouse Manager Knobby

Stats:

80+%

more deliveries to
Parcel Lockers

\$0

Free set up with
Shopify Plus

Peak is when checkout friction costs you the most. Knobby switched on collection at checkout and even long-term subscribers moved away from home delivery.



What problem were you trying to solve at checkout?

01

Sofie: "There is so much data out there showing that people want the ability to collect from out of home locations like Parcel Lockers."

Why Parcel Lockers?

02

Sofie: "Knobby ships subscription and online orders to metro, regional and rural Australia. We wanted to give customers more ways to get their parcels without making checkout more complicated."

How hard was the setup?

03

Sofie: "It was far easier than I expected. The support and documentation provided were so seamless. It took us less than half an hour to put in place."

Just 1-3 days for set up and all of peak to benefit

What's changed?

04

Sofie: "The biggest impact has been giving more control back to the customer." Plus, around 80% YoY growth in Parcel Locker deliveries among existing and returning customers.

For retailers

taking
shape

Better for shoppers

"Parcel Lockers mean more control over when and where our customers collect. For us, it means fewer missed deliveries and a stronger post-purchase experience heading into peak."

Stacey Crommelin,
GM Marketing, Digital & Engagement
Taking Shape

For hosts



Locker hosting drives foot traffic²

"At our BP Botany site alone, we've seen 950 extra interactions a month – many from locals who'd never visited before."

Ben Dunn,
Service station franchisee,
The Dunn Group



Win at peak

Make delivery effortless this peak

Certainty

Confidence converts

Shoppers abandon carts when they can't tell where, when or how their parcel will arrive. Clear cut-off dates, reliable tracking and easy returns remove the doubt - and it pays off again in January when returns roll in.



Build confidence at every stage of the purchasing journey

At checkout

What consumers say¹

71%

of shoppers are less likely to buy if delivery info at checkout is unclear

How to nail certainty

- ✓ Set clear delivery expectations
- ✓ Communicate cut-off dates upfront
- ✓ Promote Parcel Lockers to improve first time delivery success

During delivery

What consumers say¹

75%

of shoppers prefer regular tracking updates over an 'estimated' delivery date

How to nail certainty

- ✓ Give customers visibility and control of their delivery
- ✓ Encourage customers to manage and track their parcels in the AusPost app

Post purchase

What consumers say¹

75%

say a smooth returns process makes them more likely to buy again

How to nail certainty

- ✓ Reduce friction post-purchase through simple, transparent returns policies and processes
- ✓ Make returns effortless with convenient drop-off locations, printer-free label options and clear tracking

Your training ground for Peak 2026

Tools, delivery options and expert guidance to help your business perform at its peak

Get ready

Tools & resources

- ✓ Score your readiness with the Peak Scorecard
- ✓ Build your game plan with the Peak Playbook
- ✓ Stay on track with the Peak Checklist
- ✓ Watch how-to peak plays from real businesses

Deliver faster

- ✓ Explore speed services and 24/7 Parcel Lockers

Delight customers

- ✓ Cut "where's my parcel?" calls with AusPost app tracking

Get support

- ✓ Chat to our team



[Explore Peak HQ](#)



To access eCommerce industry reports and updates, visit

| auspost.com.au/einsights

If you have any questions or would like to know more, please contact your Australia Post Account Manager.

This update has been prepared using 2025-2026 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. Clients are encouraged to consult directly with their Australia Post Account Manager for the most current and tailored advice.

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Consumer spend & online transactions percentage is based on electronic banking transaction data (debits/ credit cards, BPAY, direct debit) and estimation for Buy Now, Pay Later payments. State and remoteness-level spending estimates exclude all Buy Now, Pay Later transactions. Australia Post has applied aggregation adjustments to ensure these figures reconcile with the total reported spend.

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

Game on

Peak is here and so is everything you need to handle it.

Find last sending dates, your Peak Scorecard, Checklist and Playbook, plus expert tips and how-to videos – all in one place.

[Use Peak HQ](#)

