




## eCommerce Market Update

Here are some online shopping trends we've seen since we shared our full report **Inside Australian Online Shopping**.







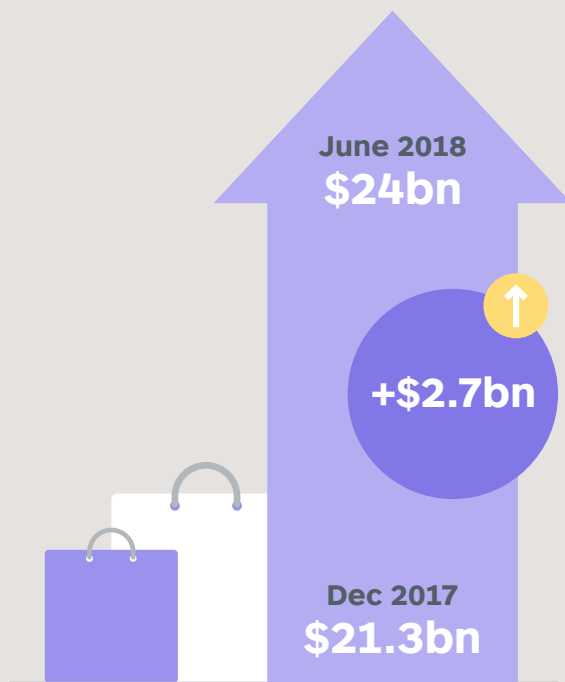
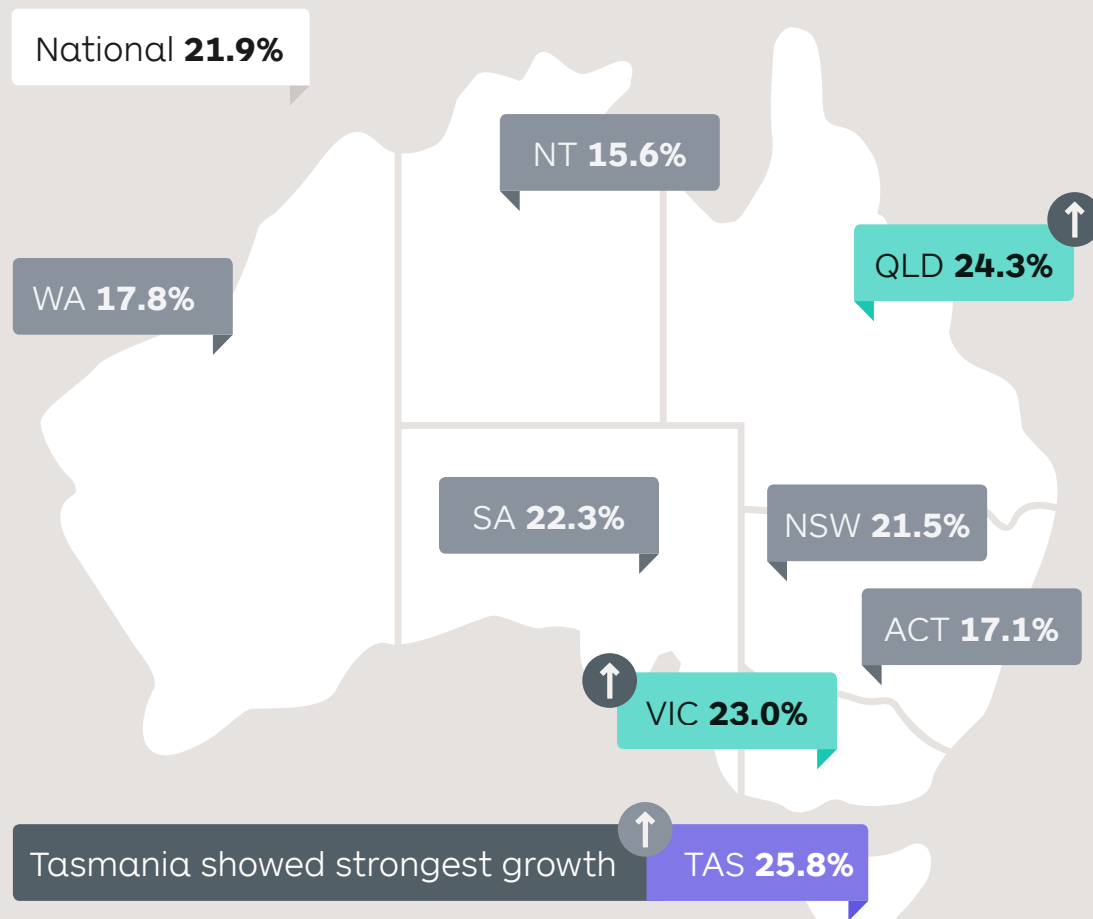
**Consumers are in control;** with more choice of when, where and how they buy online, and how they want purchases to be delivered and returned.

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The observations and insights in the full report and this update, are based on an analysis of goods purchased online and delivered by Australia Post – we also draw on the results of our consumer surveys.

## Online shopping revenue has grown to 8.9% of traditional Retail (FY17/18)

### Number of online purchases year on year



With online shopping growth exceeding retail; future opportunities in eCommerce are being driven by customer expectation for convenience, access and choice.

**Is providing a multi-channel customer experience part of your business plan?**

Australia Post modelled estimates from deliveries & surveys, Quantum online physical goods index, and publicly available data.

More frequent purchasing makes it even more important to get the experience right.

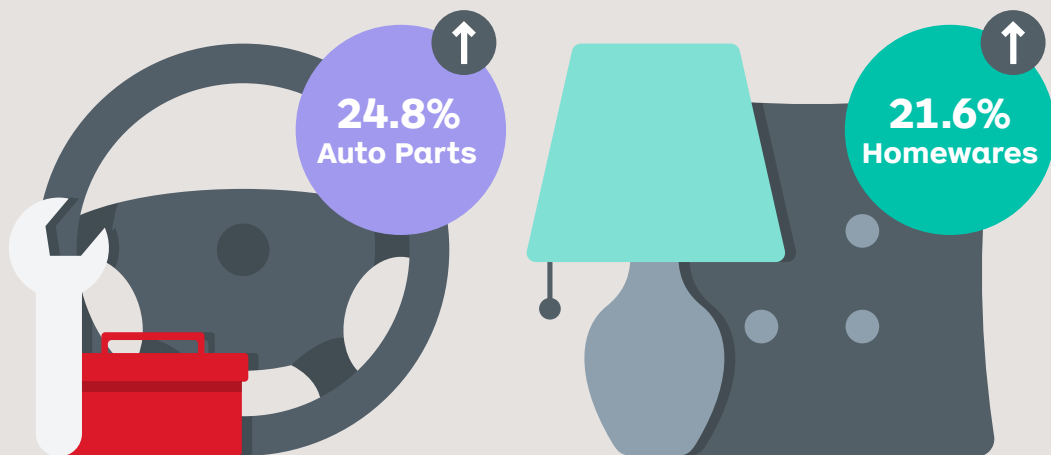
Spend isn't the only thing increasing when it comes to online shopping; consumers are also buying more often



↑  
For those aged 18+, the frequency of online shopping **has increased when compared to last financial year**

## Keep an eye out for emerging categories

Number of shoppers in the **auto parts and homewares category** have increased

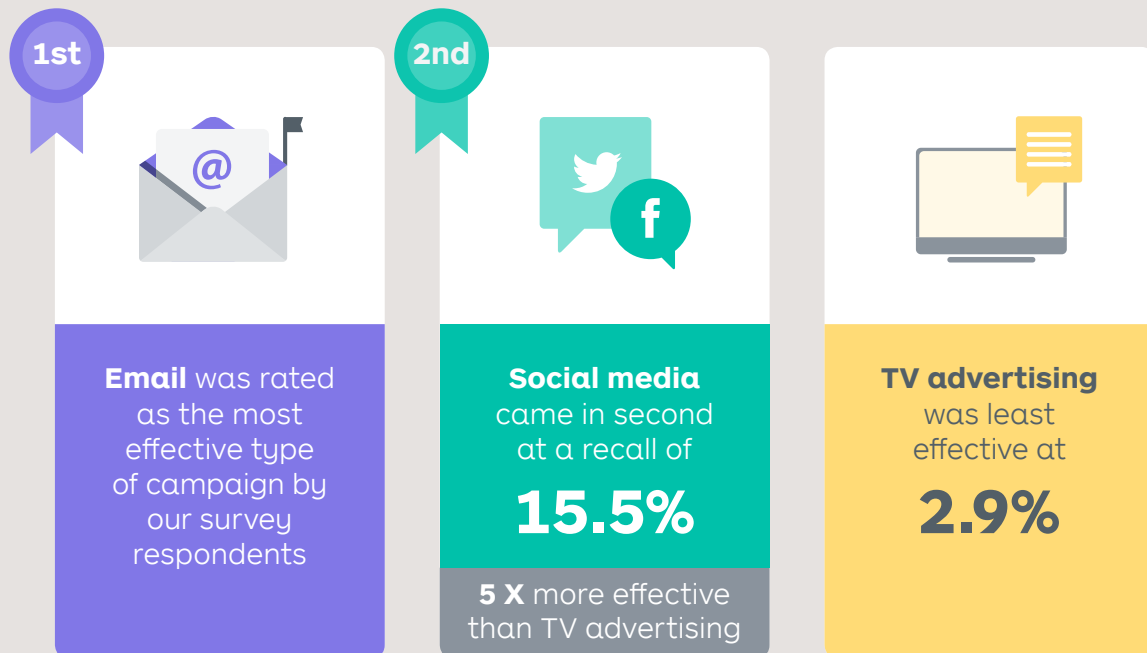


**Homewares and auto parts** have previously been considered niche categories; yet both continue to grow in number of online shoppers and shopping frequency.

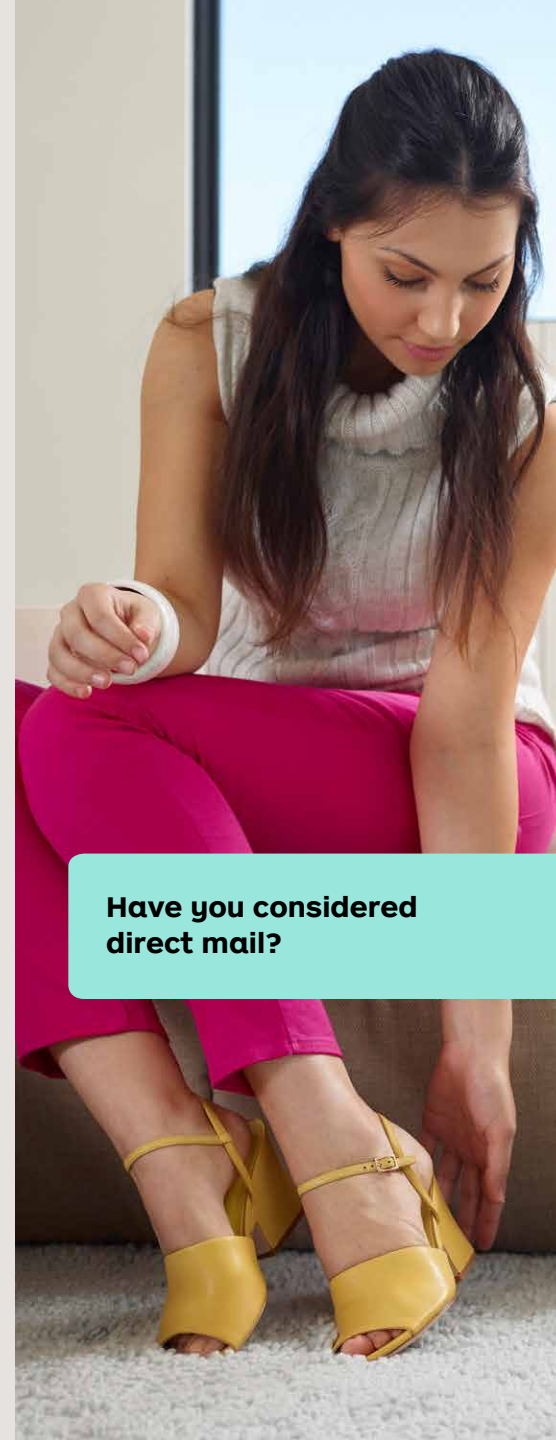
**Research and insights can assist in keeping you informed of new and emerging categories.**



Over a third of the beauty and fashion shoppers we surveyed made a purchase  
**as a result of a special offer or promotion**



**30%+** said; when purchasing a Beauty or Fashion item online, it was a direct response to a promotion they received.



**Have you considered direct mail?**

# While we continue to shop online at home, the way we shop elsewhere is changing

Time and location play  
a key role in the success  
of a promotion.

Compared to last year, consumers are less likely to shop online while at stores, shopping centres, cafes, restaurants and at work and more likely to shop on public transport.

**The most noticeable changes in online shopping location were:**



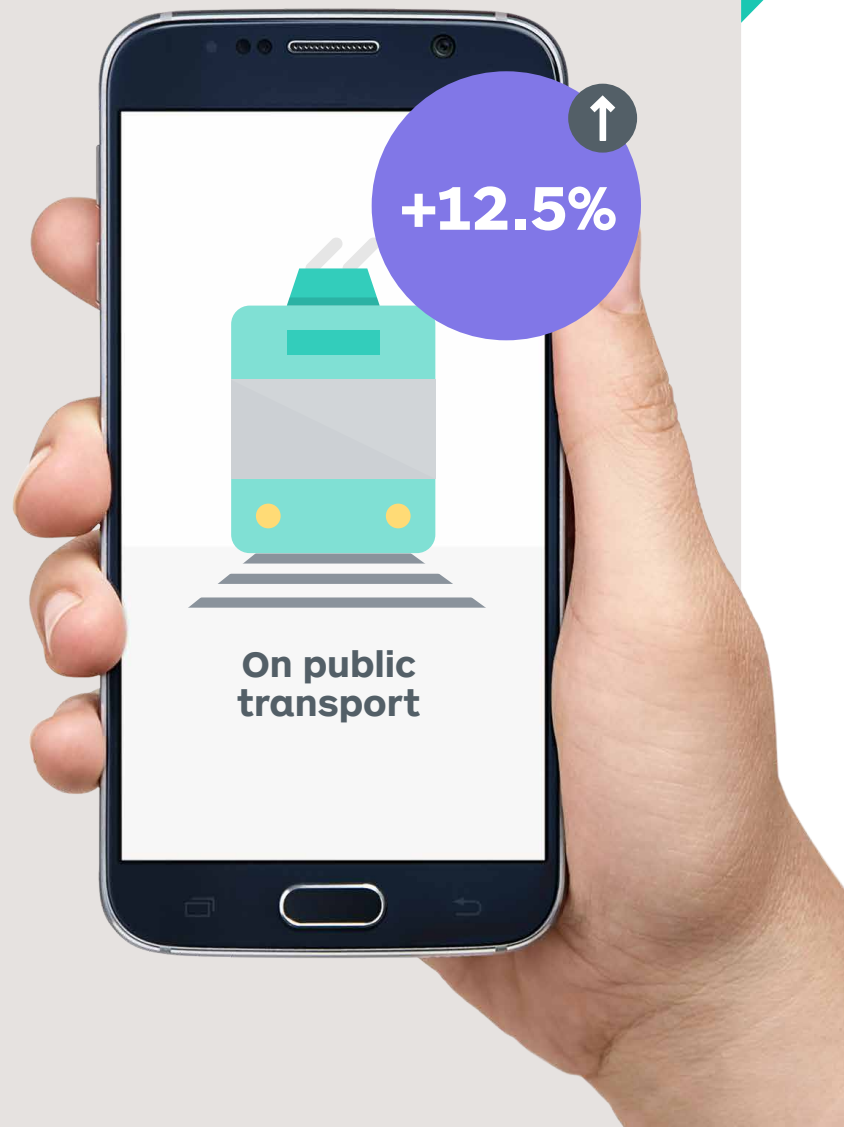
In a store or shopping centre **-37.1%**



At a café or restaurant **-25.5%**



While at work **-8.1%**



# Thank you

This update is provided for general information purposes only and is not intended to be specific advice for your business needs.

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