

Peak 2023 marks record number of online shoppers

There was an unprecedented surge in people shopping during the Peak period as Aussies head online for better deals.

So, how did eCommerce stack up?



7.5m households shopped online



Who couldn't wait to get their parcels:*



*Highest express delivery rates

Peak period: 1 Nov - 31 Dec 2023.

Discover more insights to inform your 2024 retail strategy at auspost.com.au/einsights

^4.6% growth of online purchases in Cyber sales period (YoY)

Cyber sales period: 20 Nov – 3 Dec 2023.

The record-breaking success of Black Friday and Cyber Monday in 2023 shows that households are still seeking value and convenience, with more people seemingly postponing purchases for specific sales events.

How the states performed: Who shopped the most:* NT +5.2% YoY QLD +5.6% YoY NSW +1.2% YoY WA +8.0% YoY ACT SA +2.9% YoY +3.6% YoY 2. VIC Point Cook Toowoomba Hoppers Crossing TAS 0.0% YoY QLD 4350 **VIC 3030 VIC 3029** +6.9% YoY *Parcel volume growth *Largest parcel volumes

Most popular segments:





