

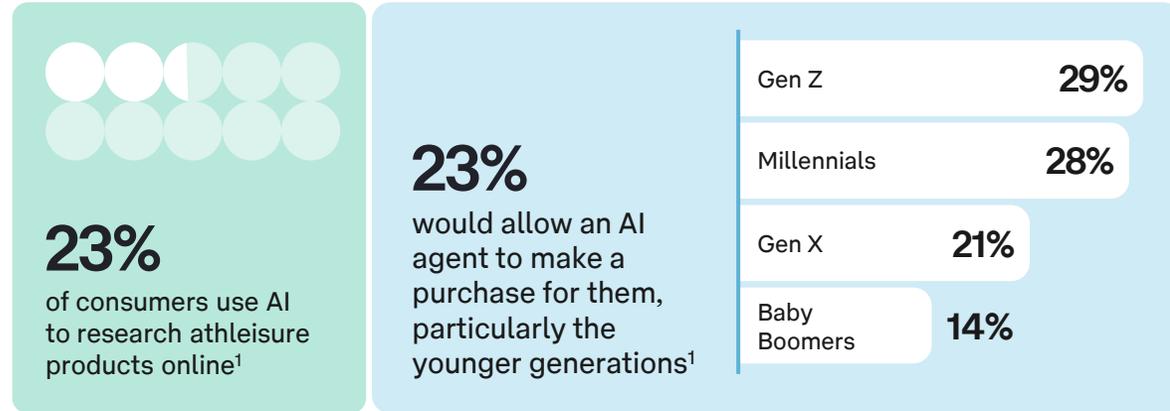


Fashion | Athleisure wear

Athleisure has evolved into an everyday essential, and shoppers aren't just embracing the comfort of it – they're loving the ease of buying it from comfort of their home

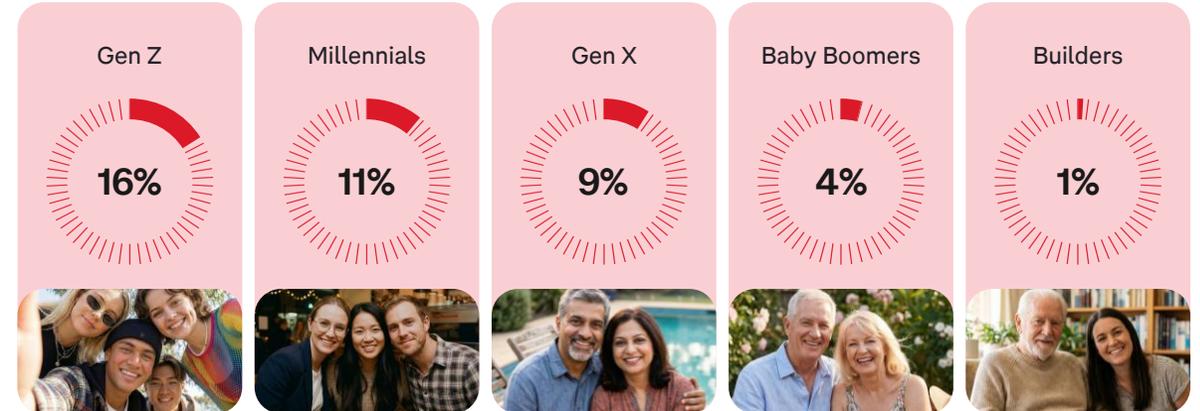
23% of consumers use AI to research athleisure items online

Shoppers in this category are increasingly digitally savvy



Consumers don't wait for sales before buying athleisure

Amongst shoppers that wait for sales, 10% of shoppers hold out for before buying athleisure²



TOP TIP UNBOXED

To ensure your brand surfaces in AI-mediated shopping journeys, optimise your metadata with the same discipline you apply to SEO. That means rich, structured, machine-readable product attributes, clear pricing, availability and delivery details. As agentic commerce adoption grows, brands that fail to optimise for AI discoverability risk being left behind.

TOP TIP UNBOXED

Compared to other categories, heavy discounts aren't the primary driver for conversion. Brand credibility and social proof count - **64% of shoppers say brand reputation is one of their main considerations when shopping online.**¹

1. Australia Post eCommerce Report Survey 2025 2. Australia Post Omnibus Survey, November 2025

¹ Delivery Insight Unboxed 2026



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\$700m spent on athleisure online in 2025

One in three dollars spent on athleisure is now online, with the category reporting a healthy 3.5% YoY growth in online spending

2.8m

households shopped online for athleisure in 2025, representing 28% of all households that shopped online

\$700m

spent online in 2025, +3.5% YoY³

\$142.33

average basket size, -2.1% YoY³

32%

of athleisure spend was online³

4 in 10 athleisure purchases are delivered express

Athleisure is one of the leading categories for delivery speed



38%

of athleisure purchases were sent via next-day or same-day delivery



TOP TIP UNBOXED

Shoppers want their new gear to arrive in time for Sunday Pilates. Here's what you can do

- Offer and promote same-day and next-day delivery options clearly at checkout
- Trial free next-day delivery for orders above a certain spending threshold
- Track conversion uplifts whilst balancing these benefits against potential margin erosion

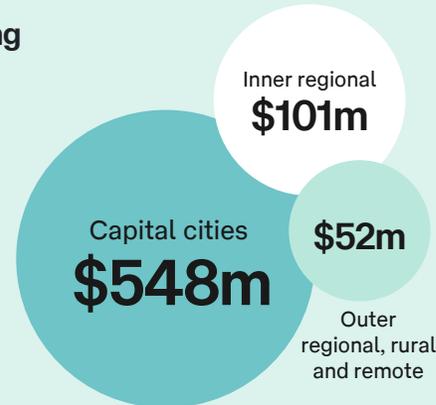
Online spending by generation

Category buyers are heavily skewed towards younger generations, with Gen Z, Millennials and Gen X accounting for over 91% of online athleisure spend. However, don't overlook Baby Boomers – their spending grew by an impressive 20.5%, signalling increased engagement from this cohort³

		Online spend	YoY growth
	Gen Z	\$175m	0.1%
	Millennials	\$285m	1.2%
	Gen X	\$177m	6.3%
	Baby Boomers	\$56m	20.5%
	Builders	\$8m	5.1%

Online spending by region

Majority of online spend for athleisure is within capital city areas (78%); a higher concentration compared to the average (75%)³



TOP TIP UNBOXED

Each generation shops differently, so tailor your campaigns to their preferences. Use insights from the 2026 eCommerce Report, including our generations section, to understand how each likes to shop and craft strategies that resonate with every audience.

³ Commbank IQ, 2025 – Refer to p.38 of Australia Post eCommerce Report 2026