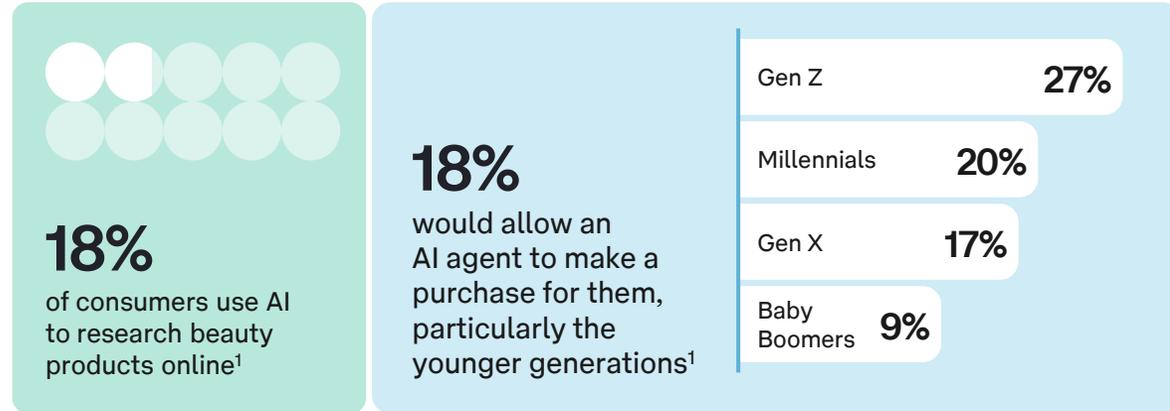


Beauty

Beauty remains one of the most influential eCommerce categories, shaped by AI, social trends and personalisation

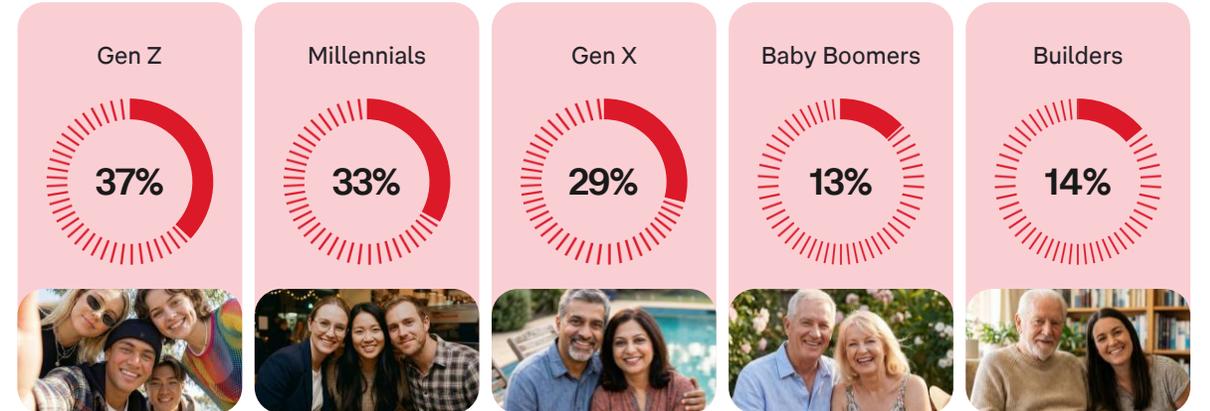
Beauty shoppers are embracing AI

Beauty shoppers are digitally empowered and more open to agentic commerce compared to other shoppers



Promotions drive young beauty shoppers to add to cart

Amongst shoppers that wait for sales, nearly 1 in 3 (28%) are holding out for discounts in beauty. But there are strong generational nuances²



TOP TIP UNBOXED

Beauty products are great candidates for agentic purchases thanks to their repeat-purchase patterns. 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

Promotions matter to beauty shoppers, especially younger generations, so timely discounts or flash sales can unlock greater conversion. Consider bundling offers or loyalty perks to avoid eroding profitability.

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

1 Delivery Insight Unboxed 2026



Beauty

\$2.0 billion spent on beauty products online in 2025

Beauty is one of the fastest growing eCommerce categories – with nearly half of all beauty spend now online, signalling a strong digital shift

3.6m

households shopped online for Beauty products in 2025, representing 37% of all households that shopped online

\$2.0b

spent online in 2025, +15.7% YoY³

\$114

average basket size, -1.2% YoY³



49%

of total beauty spend was online³



Speed sells, and beauty customers want their items fast

Delivery speed and flexibility for beauty products are critical differentiators, especially for younger cohorts who prioritise immediacy

29%

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



TOP TIP UNBOXED

Speed is a proven driver of conversion. Here's how to stay ahead

- 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

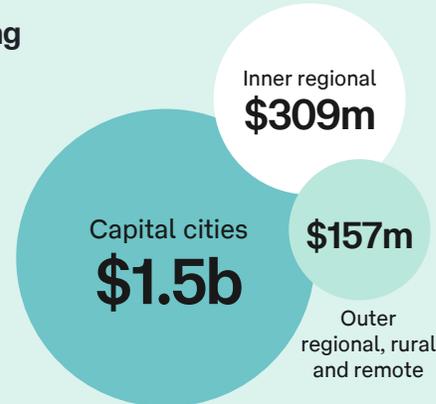
Online spending by generation

Millennials are the category's largest market, making up 35% of all beauty spending online. Builders are increasingly embracing the convenience of buying beauty products online, recording the fastest YoY growth amongst all generations³

	Online spend	YoY growth
 Gen Z	\$403m	7.0%
 Millennials	\$697m	13.7%
 Gen X	\$541m	18.6%
 Baby Boomers	\$274m	26.8%
 Builders	\$55m	34.1%

Online spending by region

Majority of online spend for beauty is concentrated within capital city areas (76%)³



TOP TIP UNBOXED

Baby Boomers and Builders are the fastest growing segments in beauty, but they don't respond as much to discounts. Convenience-first positioning, like seamless shopping experiences, fast delivery and hassle-free returns will be more effective for this cohort.

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