

Books, stationery & multimedia

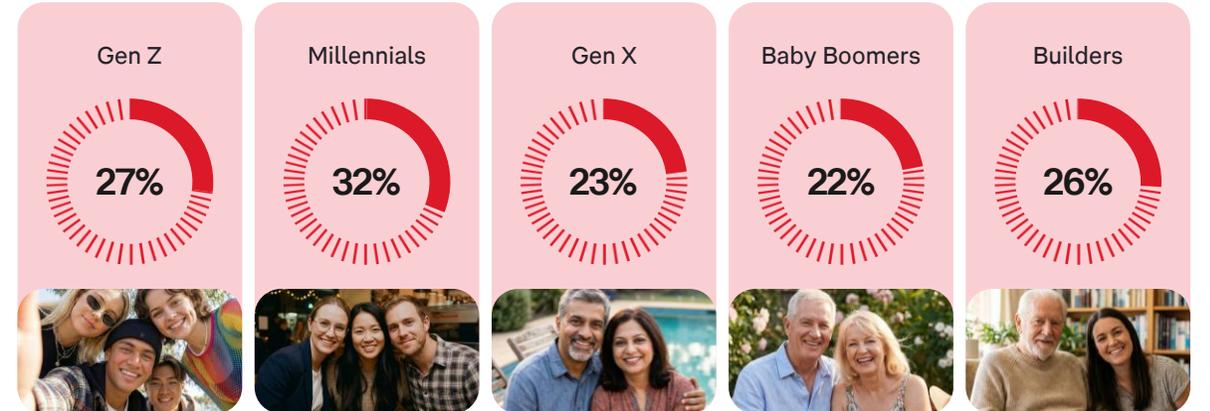
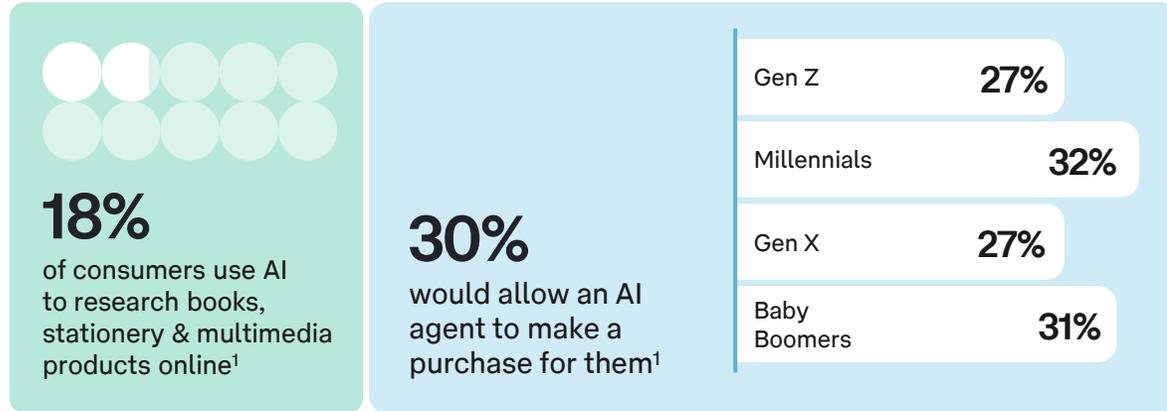
This category remains a staple of online shopping, driven by convenience, creative pursuits and culture. Consumers stocked up on everything in 2025, from bestsellers to art supplies

Nearly 1 in 3 shoppers are happy to embrace agentic commerce in the future

Shoppers in this category are increasingly digitally savvy and open to AI-driven purchases

Seasonal events drive sales for this category

Amongst shoppers that wait for sales, 26% of shoppers hold out before buying books, stationery & multimedia products online²



TOP TIP UNBOXED

Books, stationery & multimedia are great candidates for agentic commerce as they're relatively low risk purchases. 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

Discounts are important for this category, but not the primary driver for conversion (26% compared to 45% for consumer electronics). Instead focus on enhancing product discovery and delivering personalised recommendations that inspire purchases.

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

Books, stationery & multimedia

\$2.5 billion
spent online in 2025

Books, stationery & multimedia was the strongest growing category in 2025. Basket sizes stayed flat, but more frequent purchases highlights opportunities for retailers to capture the growing market and nurture loyalty

2.8m

households shopped online for books, stationery and multimedia, representing 29% of all households that shopped online

\$2.5b

spent online in 2025, +24.1% YoY³

\$48.32

average basket size, +0.6% YoY³

45%

of total books, stationery and multimedia spend was online³



Differentiate on speed using same-day or next-day services

19%

of books, stationery and multimedia purchases were sent via next-day or same-day delivery



TOP TIP UNBOXED

The majority of books, stationery & multimedia are not delivered express. Here's how you can use speed to differentiate

- 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

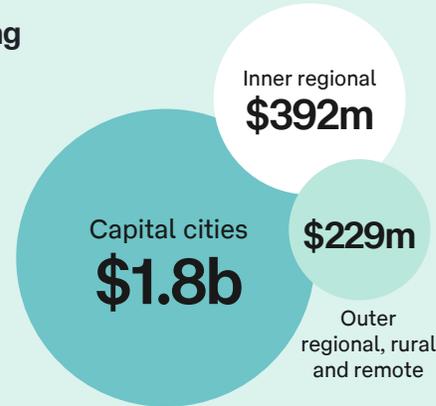
Online spending by generation

Millennials are the category's largest market, making up 34% of all books, stationery & multimedia spending online. However, growth is being driven by younger generations, particularly Gen Z, who recorded a staggering 51% increase in online spending³

	Online spend	YoY growth
Gen Z	\$474m	50.9%
Millennials	\$831m	28.5%
Gen X	\$666m	14.0%
Baby Boomers	\$365m	12.3%
Builders	\$129m	11.1%

Online spending by region

Majority of online spend in the category is concentrated within capital city areas (75%)³



TOP TIP UNBOXED

Books, stationery & multimedia are highly seasonal. Plan campaigns around back-to-school, holidays and gifting periods throughout the year to drive engagement and sales.

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