

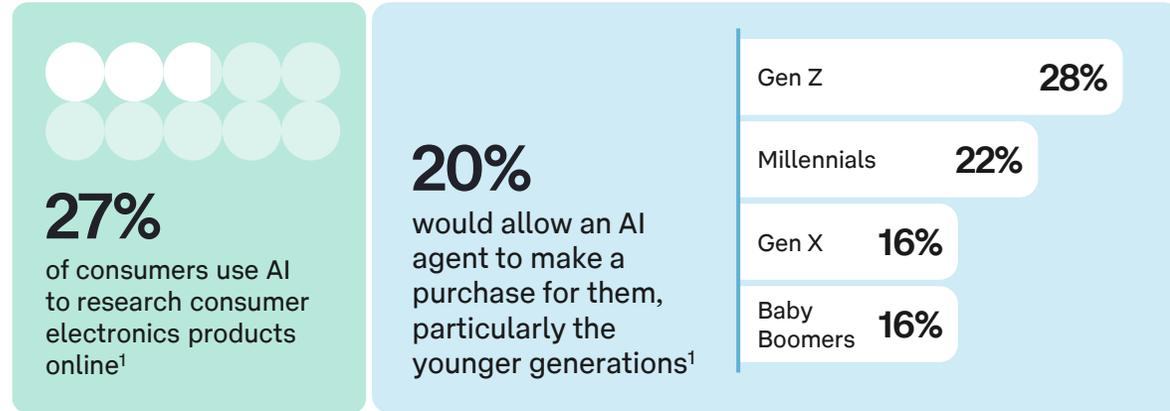


# Consumer electronics

This category saw strong growth in 2025, with shoppers flocking online to research their new buys – and stock up when the sales hit

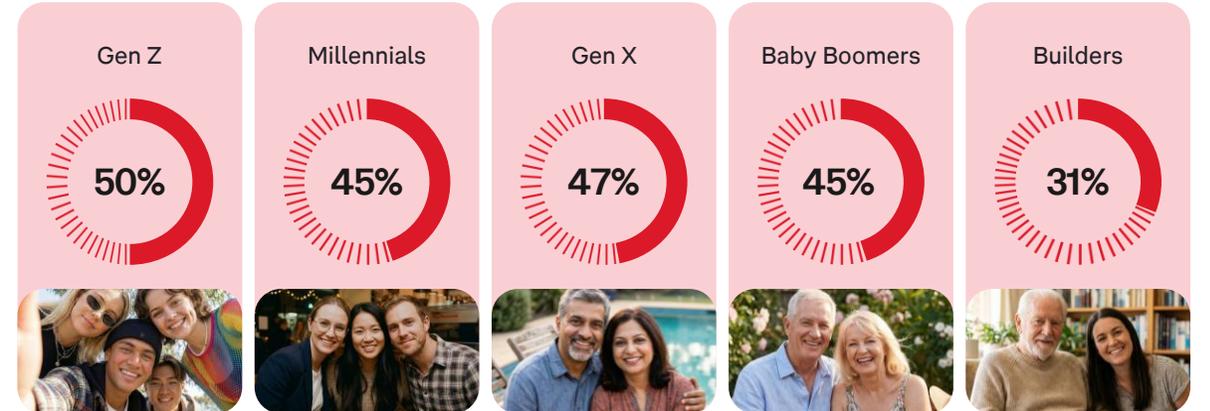
## 27% of consumers use AI for researching products online

Shoppers in this category are increasingly digitally savvy and use AI for researching and comparing products online



## Consumer electronics leads all categories for discount-driven purchasing

Amongst shoppers that wait for sales, 45% of shoppers hold out for consumer electronic products online<sup>2</sup>




**TOP TIP UNBOXED**

Consumers value AI agents that help them gather information, compare products and surface deals or suggestions. 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**

Consumers are looking for deals in this category. However blanket discounting can erode margins. A smarter approach is to segment by generation – use personalised sales alerts or early access exclusivity to win over young shoppers, while offering loyalty perks to enhance value perception across the broader customer base.

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

<sup>1</sup> Delivery Insight Unboxed 2026



# Consumer electronics

## \$9.2 billion spent on consumer electronics online in 2025

Consumer electronics remains a strong online performer, with steady growth and deep online penetration. Basket sizes grew slightly, going against general trends

**3.9m**

households shopped online for consumer electronics, representing 40% of all households that shopped online

**\$9.2b**

spent online in 2025, +16% YoY<sup>3</sup>

**\$106.77**

average basket size, +1.5% YoY<sup>3</sup>

**52%**

of total books, stationery and multimedia spend was online<sup>3</sup>

## 1 in 2 consumer electronics are delivered express

Delivery speed and reliability are critical differentiators for this category. Consumers want their electronics to arrive fast, especially during high demand periods like new product launches



**51%**

of consumer electronics purchases were sent via next-day or same-day delivery



### TOP TIP UNBOXED

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

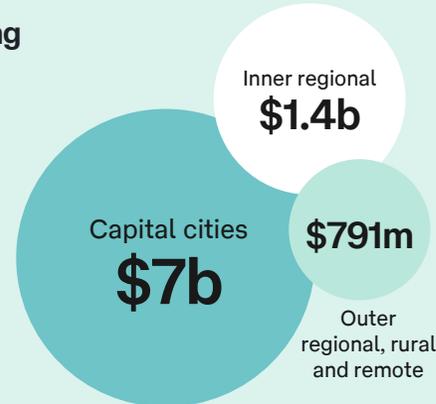
## Online spending by generation

Millennials are the category's largest market, making up 33% of all consumer electronics spending. Growth is relatively consistent across all generations with Builders recording the fastest YoY increase in online spend<sup>3</sup>

	Online spend	YoY growth
 Gen Z	<b>\$2.1b</b>	<b>16.8%</b>
 Millennials	<b>\$3.0b</b>	<b>15.5%</b>
 Gen X	<b>\$2.5b</b>	<b>14.7%</b>
 Baby Boomers	<b>\$1.3b</b>	<b>16.6%</b>
 Builders	<b>\$354m</b>	<b>21.6%</b>

## Online spending by region

Majority of online spend for consumer electronics is within capital city areas (76%)<sup>3</sup>



### TOP TIP UNBOXED

Consumer electronics purchases often involve higher basket sizes, so trust is a critical driver for conversion. Showcase credibility with social proof like reviews and ratings whilst offering strong post-purchase support like extended warranties and easy returns.

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