

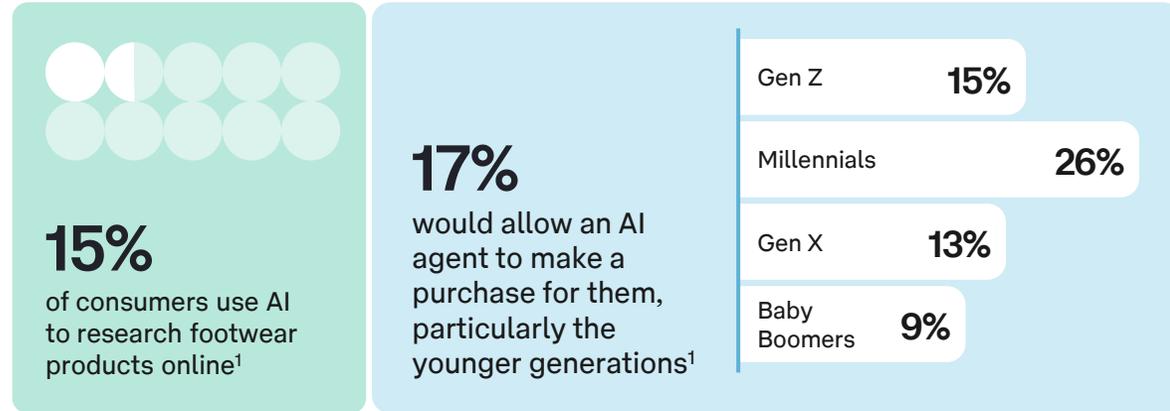


Fashion | Footwear

Footwear is no longer just function. It's become a fashion statement and a fast-growing online category. For retailers looking to win, the rules are simple – make it easy, fast and digital first

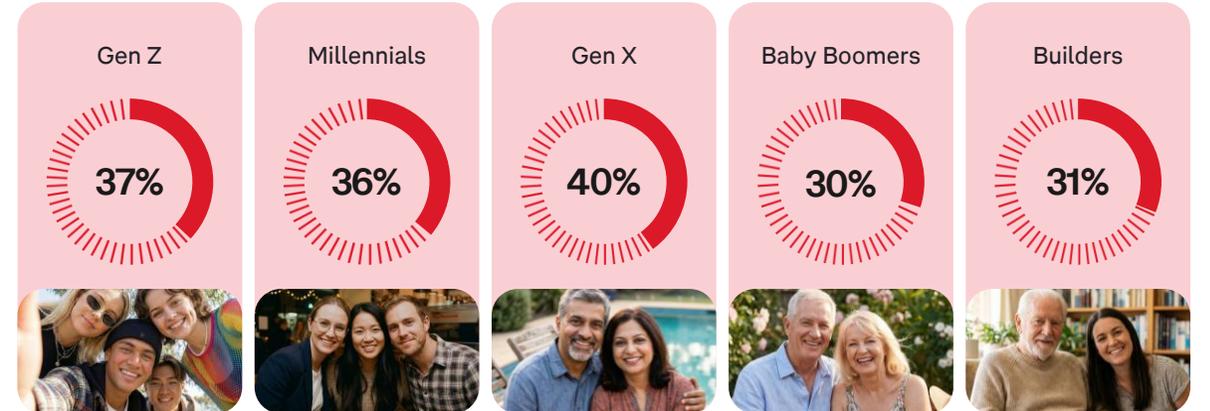
15% of consumers use AI to research footwear products online

Shoppers in this category are increasingly digitally savvy



Shoppers wait for sales before buying footwear online

Amongst shoppers that wait for sales, 36% of shoppers hold out before buying footwear online. The trend is consistent between the generations²



TOP TIP UNBOXED

Consumers value using AI agents to help them shortlist options and provide suggestions. They still want the ability to review and validate options before moving forward with the purchase.

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 like size and colour, clear pricing and delivery details.

TOP TIP UNBOXED

While younger generations are usually more price sensitive, for footwear the data shows that all generations are looking for discounts before clicking the buy button. Highlight savings clearly on product pages and at checkout. Clear communication of discounts is critical for driving conversions in this category.

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

1 Delivery Insight Unboxed 2026



Fashion | Footwear

\$1 billion spent on footwear online in 2025

Footwear attracted the fourth highest basket size of any category in 2025

2.8m

households shopped online for footwear in 2025, representing 29% of all

\$1b

spent online in 2025, +8.9% YoY³

\$154.13

average basket size, +0.3% YoY³

29%

of footwear spend was online³

More than half of footwear purchases are delivered using express

Footwear is one of the leading categories for delivery speed



55%

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



TOP TIP UNBOXED

Here's how you can use speed to keep up with the demand

- 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

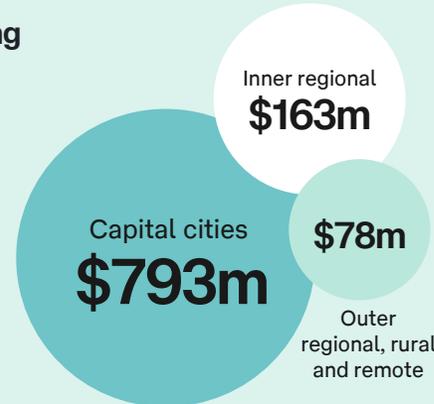
Online spending by generation

Millennials led the market, making up 34% of footwear spending online. Growth is consistent across all generations, signalling clear preference towards digital-first shopping experiences³

		Online spend	YoY growth
	Gen Z	\$262m	6.5%
	Millennials	\$353m	9.1%
	Gen X	\$259m	9.8%
	Baby Boomers	\$131m	10.5%
	Builders	\$30m	15.6%

Online spending by region

Majority of online spend for footwear is within capital city areas (77%)³



TOP TIP UNBOXED

Sizing uncertainty remains a key barrier for online footwear shoppers. Give consumers confidence by having a clear, flexible returns process. Leverage Australia Post's Returns Portal for seamless label printing and multiple lodgement options to make returns simple and convenient.

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