

Health & wellness

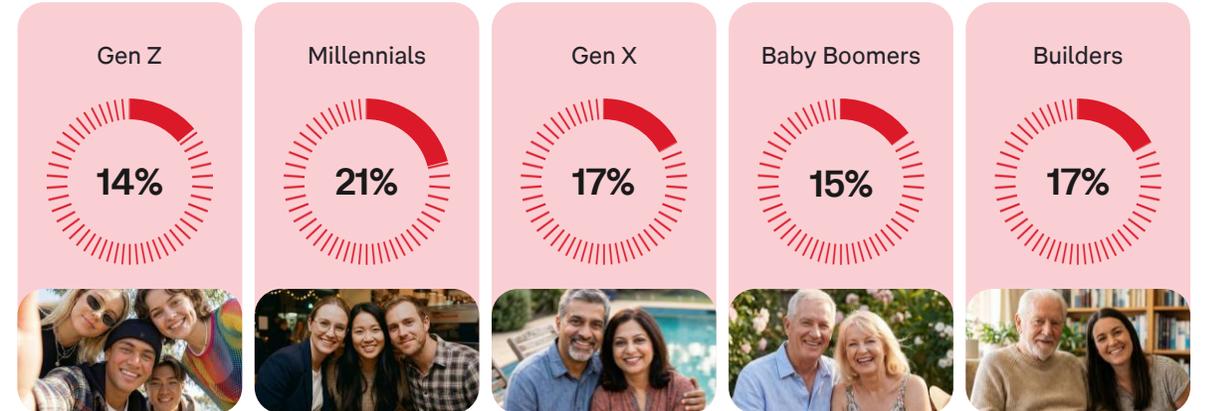
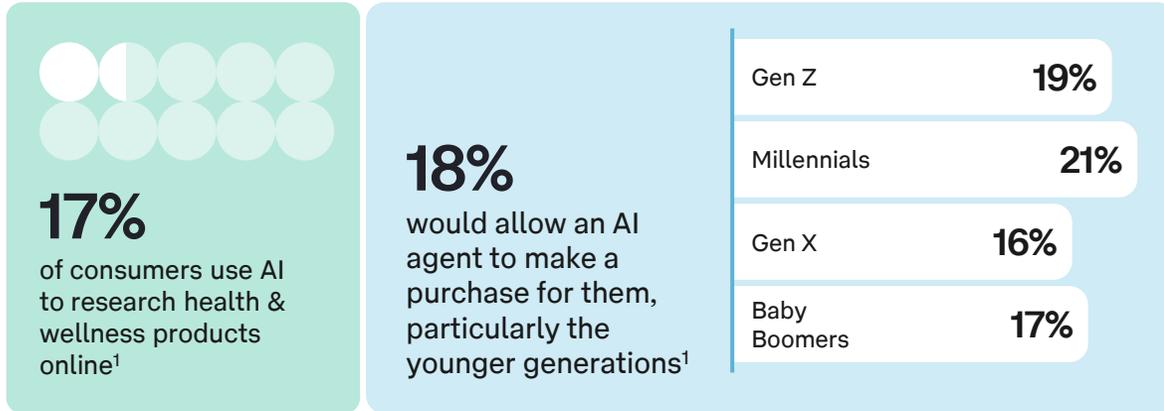
Reputation, trust and quality – not heavy discounting – drive conversion in this category. With plenty of room to grow, unbox the opportunities to increase eCommerce penetration for your brand today

18% of consumers would allow an AI agent to make purchases for them

Health & wellness shoppers are digitally empowered and more open to agentic commerce compared to other shoppers

Discounts aren't everything for health & wellness shoppers

Amongst shoppers that wait for sales, 17% of shoppers hold out before buying health & wellness products online²



TOP TIP UNBOXED

Health & wellness products are great candidates for agentic purchases as they're deeply routine-driven. 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.

TOP TIP UNBOXED

Price isn't the primary driver of conversion for health & wellness. Research shows that consumers across generations place strong emphasis on reputable sellers and product quality. Trust is everything to health & wellness, so highlight safety and environmental credentials upfront and use social proof to reinforce confidence.

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

1 Delivery Insight Unboxed 2026

Health & wellness

\$1.8 billion spent on health & wellness products online in 2025

The category reported a 14.4% YoY increase in online spending, but with only 11% of health & wellness spending happening online, there's plenty of head room for digital growth

3.8m households shopped online for health & wellness products in 2025, representing 39% of all households that shopped online

\$1.8b spent online in 2025, +14.4% YoY³

\$107.24 average basket size, -1.7% YoY³

11% of total health & wellness spend was online³



Speed sells, and customers want their items fast
Delivery speed and flexibility are critical differentiators. With 4 in 10 health & wellness purchases arriving same-day or next-day, expectations for fast delivery are already high

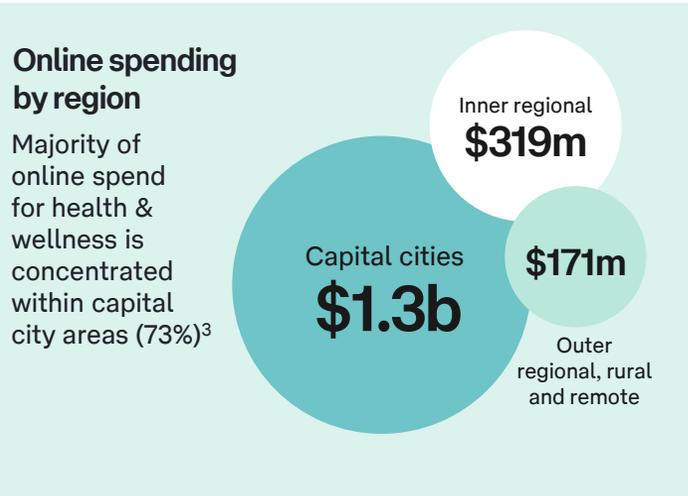
41% of health & wellness purchases were sent via next-day or same-day delivery

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. This could be an effective way to reverse declining basket sizes
- Track conversion uplifts whilst balancing these benefits against potential margin erosion

Online spending by generation
Millennials and Gen X are the category's biggest market, making up a combined 64% of spending. These cohorts also reported the highest YoY growth in online spending for the category³

	Online spend	YoY growth
Gen Z	\$279m	10.6%
Millennials	\$639m	15.2%
Gen X	\$528m	18.4%
Baby Boomers	\$278m	10.8%
Builders	\$101m	10.6%



TOP TIP UNBOXED
While every cohort matters, Millennials and Gen X remain your core buyers. They're time-poor and convenience-driven shoppers looking for seamless experiences. Lean into this by offering auto-replenishment or subscription models that remove friction from routine purchases and help strengthen long term retention.

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