



Hobbies & recreational goods

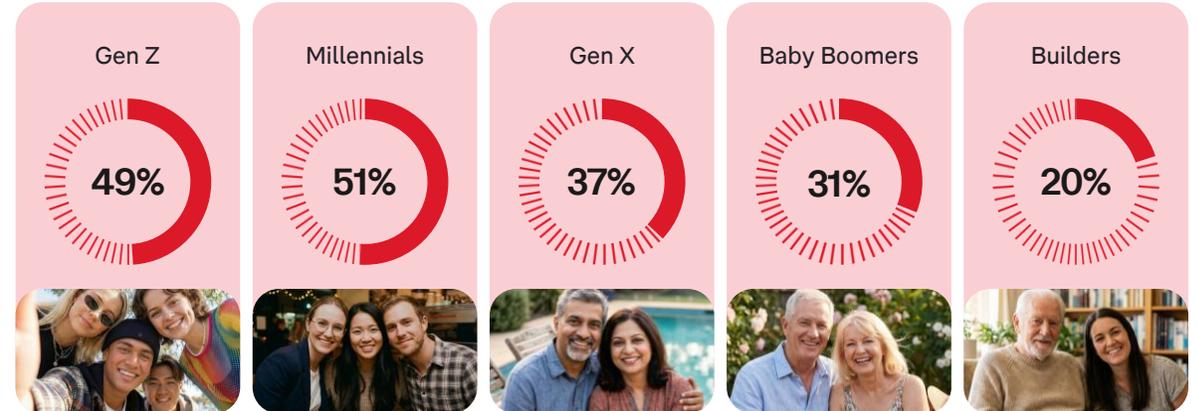
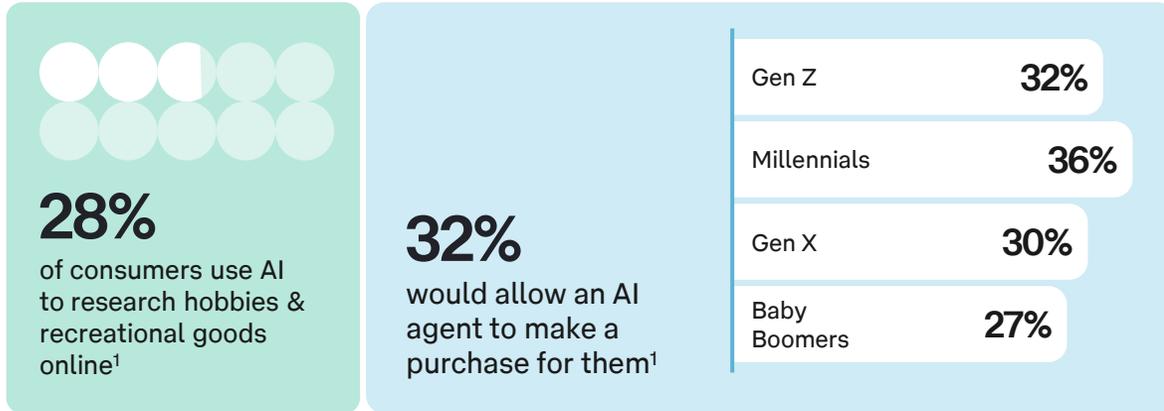
A unique category which bucks the trend in terms of geographical customer distribution and growth coming from the younger – not older cohorts. Add in the high average basket size and you’ve got a great recipe for growth

32% of consumers would allow an AI agent to make purchases for them

Consumers are willing to embrace AI to support purchases in this category

Shoppers wait for sales before buying Hobbies & Recreational Goods

Amongst shoppers that wait for sales, 42% of shoppers hold out before buying hobbies & recreational goods²



TOP TIP UNBOXED

Hobbies & Recreational Goods 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

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

1 Delivery Insight Unboxed 2026



Hobbies & recreational goods

\$5 billion spent on hobbies & recreational goods online in 2025

The third fastest growing category in 2025, which also attracted the second highest basket size

4.5m

households shopped online for hobbies & recreational goods in 2025, representing 46% of all households that shopped online

\$5b

spent online in 2025, +17.1% YoY³



31%

of total hobbies & recreational goods spend was online³

\$175.04

average basket size, -0.5% YoY³

1 in 4 hobbies & recreational goods are delivered express

Making speed a good way to differentiate your business from the crowd



26%

of hobbies & recreational goods 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

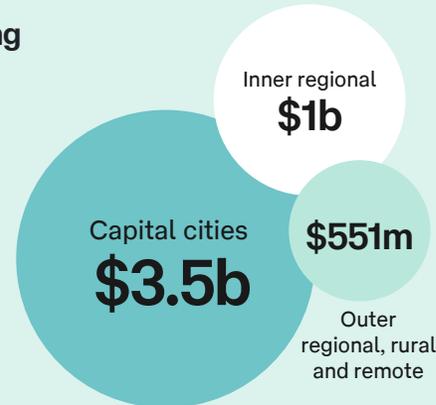
Online spending by generation

Online spending for hobbies & recreational goods skews towards the younger generations with millennials leading the category, making up a third of spend. Growth trends rise steadily with youth, with Gen Z reporting the highest growth in spending for the category³

	Online spend	YoY growth
 Gen Z	\$1b	23.9%
 Millennials	\$1.7b	18.1%
 Gen X	\$1.4b	14.4%
 Baby Boomers	\$733m	12.5%
 Builders	\$137m	11.0%

Online spending by region

Although majority of spending is concentrated within capital cities (69%), the category skews more towards regional and remote areas compared to all other categories.³



TOP TIP UNBOXED

The category's growth is being driven from the bottom up, with younger generations driving the momentum. These shoppers are your core customers – digitally native, discovery-led and inspired by social content. Prioritise social selling and build seamless customer experiences that make it effortless for shoppers to browse, compare and buy.

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