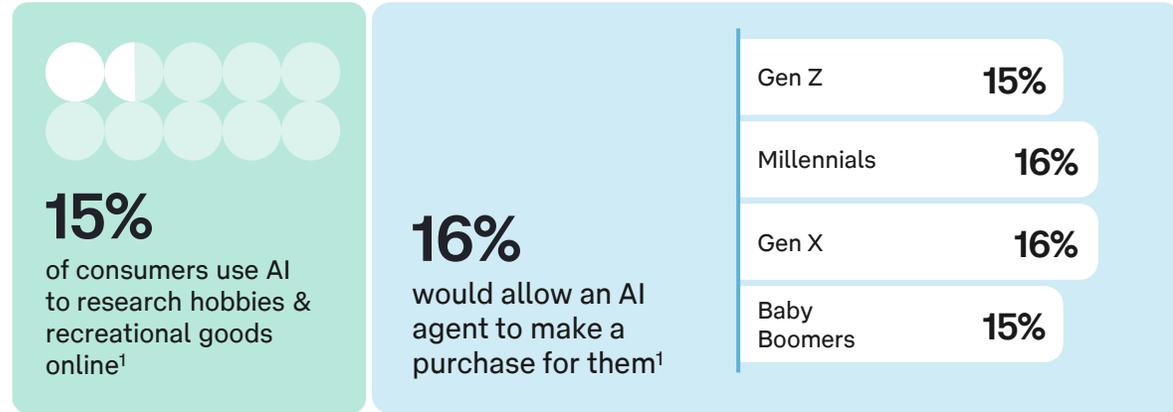


Home & garden

Home & garden has broad reach across the country – with more than half of the nation’s online shoppers buying goods from this category in 2025

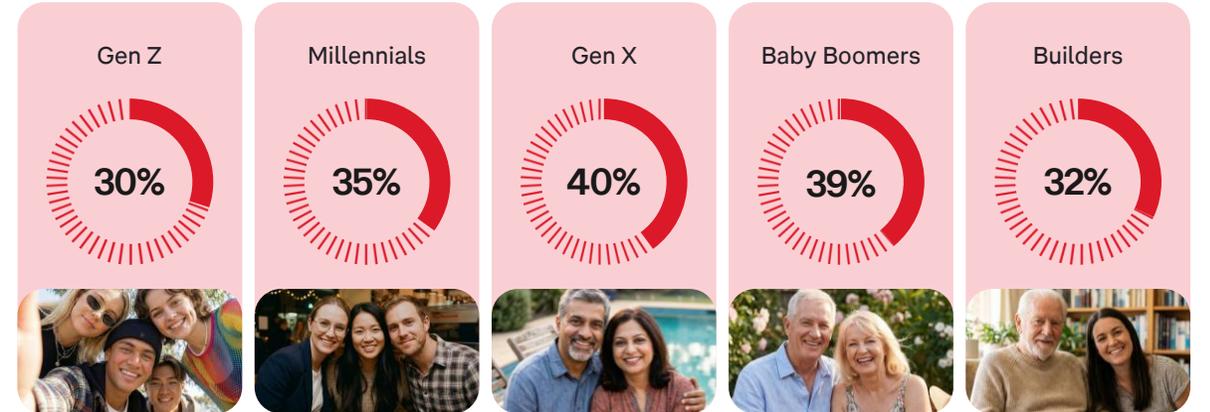
15% of consumers would allow an AI agent to make purchases for them

Consumers aren’t using AI for online shopping as much compared to other categories



Amongst shoppers who wait for sales, 36% hold out for discounts in Home & Garden

Consumers are looking for discounts before buying from this category, especially Gen X and Baby Boomers²



TOP TIP UNBOXED

Home & Garden items aren’t as ripe for agentic purchases compared to some other categories as shoppers still value exploration and personal decision making. But the shift to agentic commerce is coming, so get ahead by strengthening digital foundations now. 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

Home & Garden is one of the most discount-sensitive categories. Value signalling is critical for this category with consumers comparing prices and waiting for sales before buying. To convert these shoppers, retailers need to lead with value, making savings unmistakably clear through simple and prominent discount messaging.

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

1 Delivery Insight Unboxed 2026

Home & garden

\$9.9 billion
spent on home & garden products online in 2025

More than half of all online shoppers bought Home & Garden products online in 2025

5.1m

households shopped online for Home & Garden in 2025, representing 52% of all households that shopped online

\$9.9b

spent online in 2025, +9.9% YoY³



\$286.77

average basket size, -2.3% YoY³

26%

of total home & garden spend was online³



1 in 10 home & garden goods are delivered express

Express delivery remains underutilised, giving retailers a clear opportunity to stand out from the crowd by offering faster delivery

12%

of home & garden 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

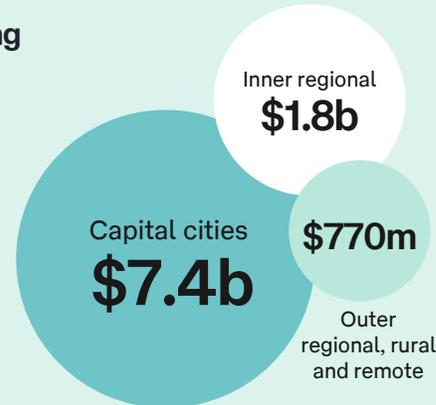
Online spending by generation

Millennials are your biggest market, followed closely by Gen X. These two cohorts make up over 64% of the category's spending. The strongest growth was seen from the two smallest cohorts – Gen Z and Builders³

| | Online spend | YoY growth |
|--------------|---------------|--------------|
| Gen Z | \$1.1b | 11.5% |
| Millennials | \$3.3b | 9.5% |
| Gen X | \$3.1b | 9.3% |
| Baby Boomers | \$2.0b | 9.3% |
| Builders | \$510m | 14.8% |

Online spending by region

Majority of online spend for home and garden is concentrated within capital city areas (74%)³



TOP TIP UNBOXED

With Millennials and Gen X making up most of the category spending, tailor your strategies, offers and messaging directly to their browsing and buying habits. Use our generations section of the eCommerce Report to sharpen your understanding of these core customers.

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