

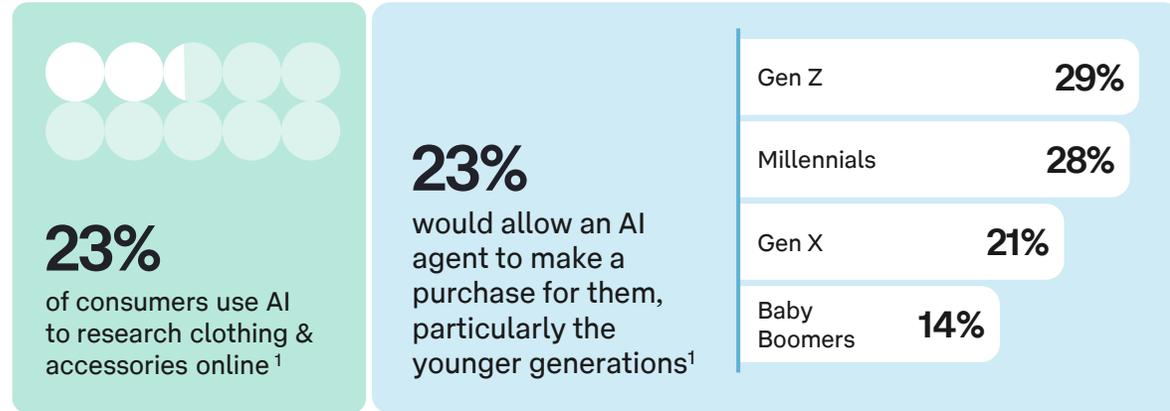


# Fashion | Men's, children & accessories

The men's, children & accessories category grew strongly online, driven by tech-savvy shoppers seeking speed. With billions spent and basket sizes amongst the biggest in eCommerce, retailers that show up smart, fast and competitively priced will win big

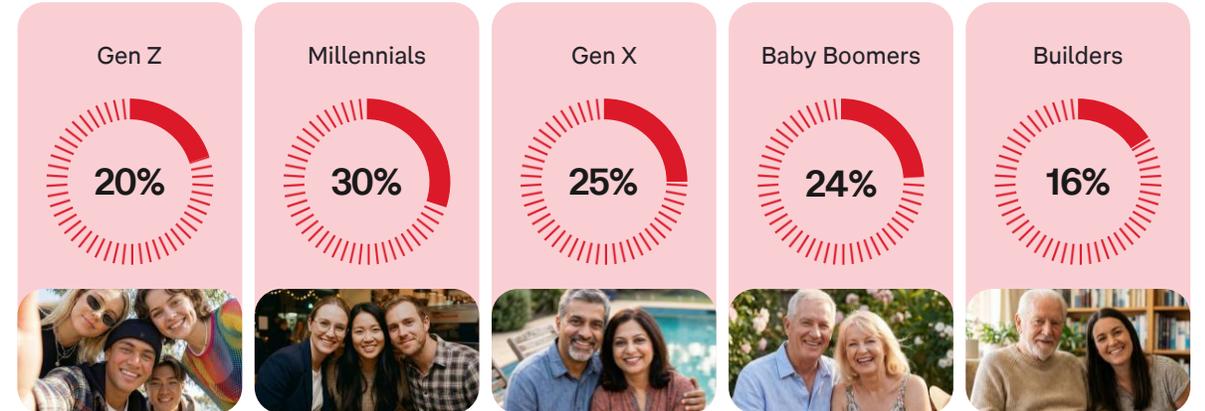
## 23% of consumers use AI to research products online

Shoppers in this category are increasingly digitally savvy



## Shoppers wait for sales before buying men's, children's & accessories online

Amongst shoppers that wait for sales, 1 in 4 shoppers hold out before buying men's, children's & accessories products online with some generational nuances<sup>2</sup>



**TOP TIP UNBOXED**

With agentic commerce adoption increasing, showing up to agents becomes essential. 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**

Shoppers are looking for discounts before clicking the buy button, especially Millennials. Highlight savings clearly on product pages and at checkout. Transparent and upfront communication on savings builds trust and drives conversion for this category. Discount strategically by targeting discount-driven cohorts only to drive conversion whilst protecting margins.

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

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



# Fashion | Men's, children & accessories

**\$6.2 billion spent on men's, children & accessories online in 2025**

Around 1 in 3 dollars spent in this category is now online, and it has the third highest basket size of all categories

**5.6m**

households shopped this category online in 2025, representing 57% of all households that shopped online

**\$6.2b**

spent online in 2025, +10.9% YoY<sup>3</sup>



**32%**

of footwear spend was online<sup>3</sup>

**\$157.29**

average basket size, +1.1% YoY<sup>3</sup>

**33% of purchases are delivered using express**

Speed is important to shoppers of this category and a clear point of differentiation in a crowded market



**33%**

of men's, children & accessories 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
- Track conversion uplifts whilst balancing these benefits against potential margin erosion

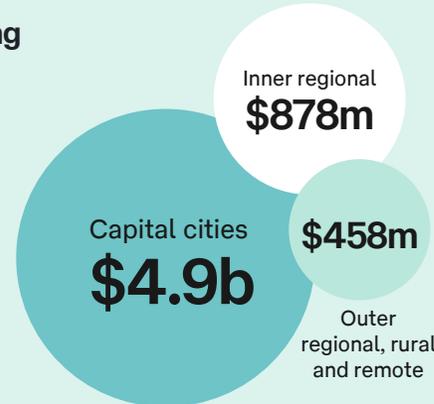
**Online spending by generation**

Millennials led the market, making up 38% of spending for the category. Growth skews towards the older generations, who are increasingly embracing buying these items online<sup>3</sup>

	Online spend	YoY growth
 Gen Z	<b>\$1.5b</b>	<b>5.8%</b>
 Millennials	<b>\$2.4b</b>	<b>9.6%</b>
 Gen X	<b>\$1.5b</b>	<b>14%</b>
 Baby Boomers	<b>\$699m</b>	<b>19%</b>
 Builders	<b>\$154m</b>	<b>23%</b>

**Online spending by region**

The majority of online spend for men's, children & accessories is within capital city areas (79%)<sup>3</sup>



**TOP TIP UNBOXED**

Baby Boomers and Builders are the fastest growing segments. To win over these cohorts, prioritise trust and simplicity

- Showcase security features and trusted payment options
- Communicate delivery times clearly
- Keep site navigation clean with minimal steps to checkout

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