



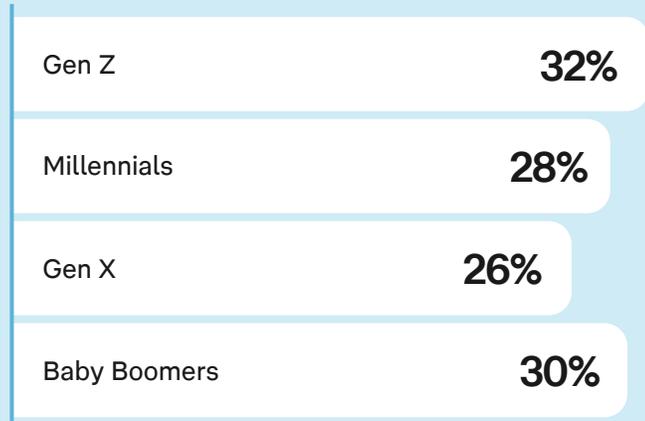
Online marketplaces

Online marketplaces continue to shape the eCommerce landscape, cementing themselves as one of the most powerful channels for both consumers and retailers. 73% of all online shoppers made a purchase on a marketplace in 2025

29% of shoppers start their product discovery on online marketplaces

Google searches and retailer websites are still the most popular channels for discovery, but marketplaces are not far behind.

Marketplaces are most popular for discovery amongst Gen Z shoppers; however popularity is strong across all¹



The upside and downside to online marketplaces for small business

Traditional retailers are increasingly launching their own marketplaces, partnering with third parties to expand category ranges without carrying inventory. For small and medium retailers, marketplaces offer a powerful pathway to scale, but it comes with meaningful considerations

The upside



- ✔ **Access to massive audiences** and an immediate secondary sales channel
- ✔ **In-built trust**, with platform reputation boosting conversion for emerging brands
- ✔ **Scalable infrastructure** for growth and expansion

The downside



- ✔ **Intense competition** with category saturation and price-led competitors
- ✔ **Margin pressure**, particularly in categories dominated by low-cost entrants
- ✔ **Reduced brand control**, with marketplaces limiting brand identity and storytelling

TOP TIP UNBOXED

With the benefits and risks considered, marketplaces allow a hybrid approach for entry. Here's what you can do

- Leverage online marketplaces for scale and discovery – use them as acquisition engines
- Nurture your own channels for brand storytelling, loyalty and margin protection



1. Australia Post eCommerce Report Survey 2025





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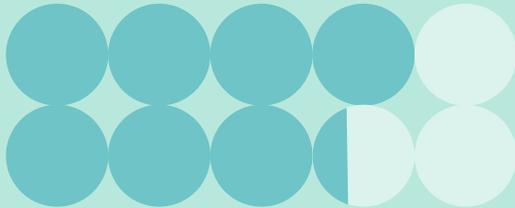
\$18.9 billion spent at online marketplaces in 2025

Australians spent nearly \$18.9 billion (+13% YoY) on pure online marketplace platforms in 2025. It's a figure that only includes the likes of Amazon and Temu and excludes retailer-owned marketplaces like Big W Market or Kmart Marketplace



\$56.37

average basket size, flat YoY³



7.2m

households shopped at online marketplaces in 2025, representing 73% of all households that shopped online

\$18.9b

spent online in 2025, +13% YoY³

Online spending by generation

Millennials are the category's largest market, making up 37% of all online marketplace spending. Growth was consistent across the board as consumers increasingly turn to online marketplaces as a 'one-stop shop' for all their needs³

	Online spend	YoY growth
 Gen Z	\$3.3b	11.7%
 Millennials	\$7.0b	12.5%
 Gen X	\$5.1b	13.8%
 Baby Boomers	\$2.7b	14.1%
 Builders	\$697m	14.0%

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