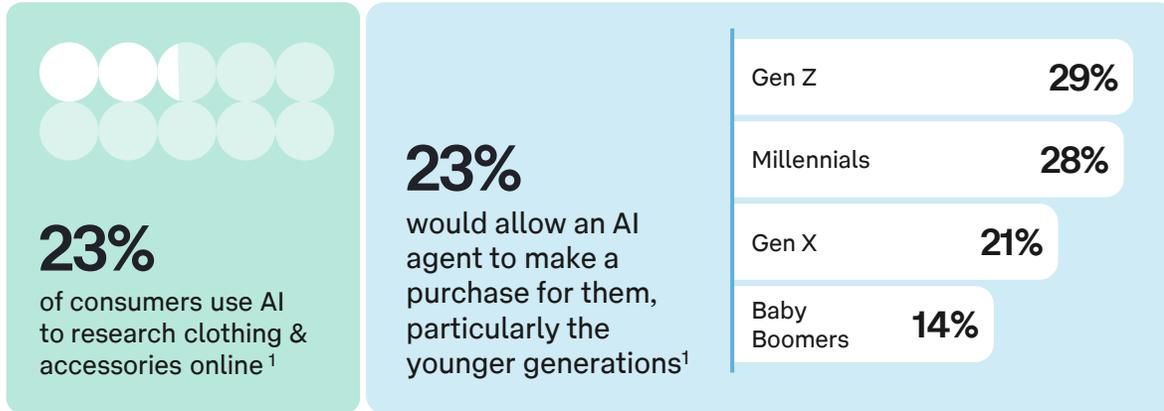# Fashion | Women's

One in every two dollars spent on women's fashion is now online. It's a category that's highly discount-driven, especially by younger generations

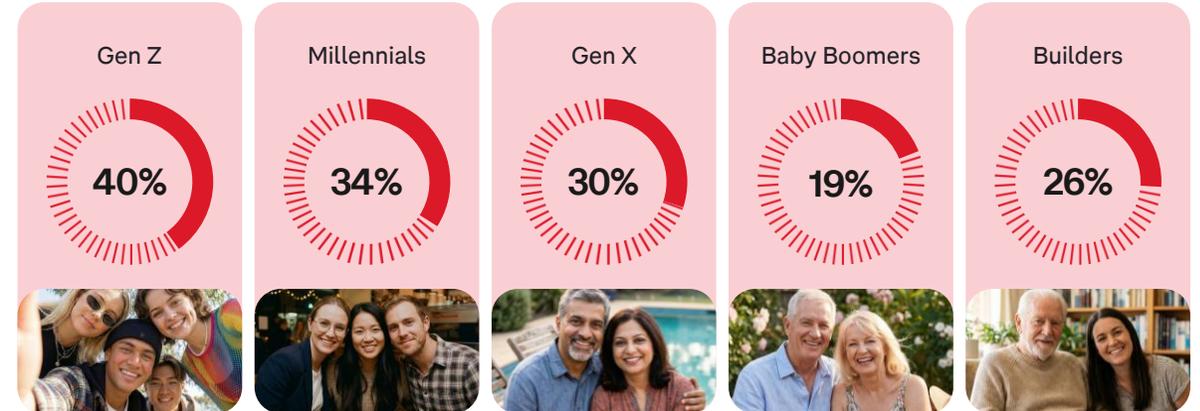### 23% of consumers use AI to research fashion items online

Shoppers in this category are increasingly digitally savvy

23%
of consumers use AI to research clothing & accessories online [1]

23%
would allow an AI agent to make a purchase for them, particularly the younger generations [1]

Gen Z	**29%**
Millennials	**28%**
Gen X	**21%**
Baby Boomers	**14%**

TOP TIP UNBOXED
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.

Women's fashion is a discount-driven category

Amongst shoppers that wait for sales, 1 in 3 shoppers hold out before buying women's fashion, with large swings in generational preferences [2]

Gen Z	Millennials	Gen X	Baby Boomers	Builders
40%	**34%**	**30%**	**19%**	**26%**

TOP TIP UNBOXED
Consumers are looking for discounts before clicking the buy button, especially Gen Z
1. Highlight savings clearly on product pages and at checkout
2. Discount strategically to sales-driven segments (Gen X and Millennials)
3. Test discount thresholds to find the sweet spot between conversion and profitability

Unbox more insights in the
Australia Post eCommerce Report 2026

Fashion | Women's

$3.6 billion spent on women's fashion online in 2025

Nearly half of all women's fashion spending is now online, one of the highest of any category in 2025

4.6m
households shopped women's fashion online in 2025, representing 47% of all households that shopped online

$110.09
average basket size, -3.2% YoY[3]

$3.6b
spent online in 2025, +15% YoY[3]

49%
of spending was online[3]

28% of purchases are delivered using express

Speed is important to consumers within this category and a clear point of differentiation from the crowded market

28%
of women's fashion 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

Gen Z and Millennials alone make up over 60% of the category's spending with steady growth seen across all generations[3]

	Online spend	YoY growth
Gen Z	$1.0b	14.6%
Millennials	$1.2b	14.2%
Gen X	$868m	14.3%
Baby Boomers	$463m	17.1%
Builders	$109m	25.7%

Online spending by region

Majority of online spend for women's fashion is within capital city areas (77%)[3]

Inner regional **$531m**

Capital cities **$2.8b**

$285m
Outer regional, rural and remote
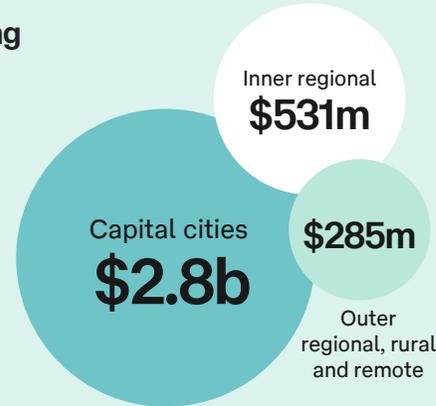
TOP TIP UNBOXED
Nearly half of all women's fashion spend is now online, making it one of the most digitalised categories. Invest in mobile-first experience, rich product imagery and offer hassle-free returns or exchanges to build confidence and drive conversion.

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