

# A 7-point action plan from the Australia Post eCommerce Report 2026

The [Australia Post eCommerce Report 2026](#) spotlights key trends driving online retail. These sharp, practical tips could help you boost conversions, deliver faster and smarter and harness AI across your business.

## 1 Make value impossible to miss



of shoppers say they shop around for the best deals

### Why this matters now

Thanks to AI, enhanced price comparison and deal finding tools, shoppers can look up alternatives instantly. If your value isn't obvious, they'll likely abandon cart.

### What you can do

- **Highlight savings clearly.** Make total value obvious (e.g. "You saved \$58 today" or "Bundle saves 20%") so customers aren't tempted to look for cheaper alternatives, or offer bonus loyalty perks at a certain threshold.
- **Build anticipation around sales.** Black Friday waitlists and 48-hour early access windows can help lift conversion among price-sensitive shoppers.



## 2 Treat delivery as a conversion opportunity



shoppers say a good delivery experience makes them shop online more

### Why this matters now

Delivery expectations have skyrocketed, especially among Gen Z and Millennials, who reward convenience and flexibility with loyalty.

### What you can do

- **Promote delivery options early.** Surface out of home collection points, like Parcel Lockers, upfront – on product pages or at checkout – to reduce drop-off.
- **Explore faster fulfilment models.** Trial same or next day delivery windows in key areas to meet rising customer expectations. THE ICONIC experiences a 3-10% decrease in conversion for every additional day added to the delivery time shown at checkout.

## 3 Use marketplaces strategically



of Australians shop via marketplace apps

### Why this matters now

Marketplaces are now almost as common as retailer websites, and they remain a key channel for discovery, price comparison and convenience. Big W uses its marketplace to extend its range, enter new categories and meet customer needs in a scalable way.

### What you can do

- **Adopt a hybrid approach.** List hero products on marketplaces, then guide customers back to your site. While marketplaces support category expansion and traffic, owned channels drive loyalty, storytelling and long-term margin.
- **Deliver both utility and discovery.** Appeal to two sets of customers – those who are ready to transact and those who love discovering new treasures.



## 4 Get ready for agentic commerce

### Why this matters now

More and more, it's an AI agent comparing and recommending on the customer's behalf.

### What you can do

- **Clean and enrich your product data.** Strengthen product titles, attributes and descriptions so AI systems can understand, match and surface your products.
- **Prepare for conversational shopping.** AI agents love context so give them as much as possible by including FAQs, comparison points and real-world use cases for all your products.

# 85%

of Aussie businesses are preparing for an agentic future

## 5 Lean into social and live commerce

60%

of shoppers use social media for product discovery



### Why this matters now

Social commerce is no longer optional - discovery and purchase are collapsing into a single moment. In 2025, eBay Live launched in Australia and added chat, instant purchasing and rapid fire actions into its platform.

### What you can do

- **Invest in creators and shoppable content.** Turn discovery moments into immediate purchase opportunities on platforms like TikTok – where reviews and product tags generate immediate add to cart behaviour.
- **Test live-selling formats.** Experiment with live demos, auctions or limited drops on platforms like Whatnot or eBay Live to understand what drives engagement and conversion.

## 6 Build recommerce capability

73%

of Aussies want to buy second-hand directly from retailers

### Why this matters now

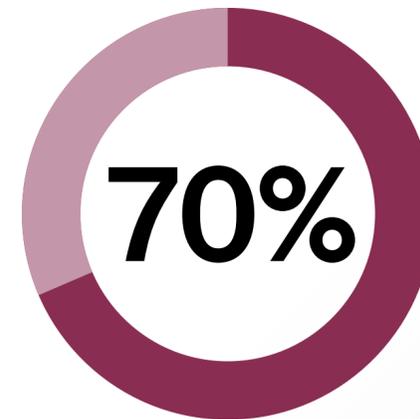
Recommerce is a fast-rising consumer expectation, and is driven by affordability, sustainability and trust.

### What you can do

- **Offer trustworthy second-hand options.** Launch a certified resale or refurbishment program and begin with narrow product ranges to build operational confidence and customer trust. THE ICONIC sells pre-loved and repaired items, within its familiar ecosystem.
- **Use partners to manage operations.** Partner with recommerce or returns specialists to streamline logistics and quality control. Tech repair networks or authentication services for fashion can help reduce operational burden.



## 7 Strengthen your delivery communication



say poor delivery communication at checkout makes them less likely to complete a purchase

### Why this matters now

Customers want clarity and control, and too many tracking sources create confusion.

### What you can do

- **Promote the AusPost app to elevate the customer experience.** App users generate fewer delivery related support tickets, reducing operational load while improving transparency.
- **Centralise tracking communication.** Consolidate tracking through a single app to improve clarity and use push notifications to give customers clear, real time updates in the palm of their hand.

