



Inside Australian Online Shopping eCommerce update

Released: July 2021



Australia Post

eCommerce finishes the financial year on a high

Online shopping growth for the 12 months to 30 June 2021 landed at 31.8% year-on-year (YOY) - almost on par with the previous financial year (33.2%).

Home and Garden led the way, up 37.4% YOY, with Pet products, Baby products and Homewares and Appliances growing over 46%.

June 2021

As restrictions and lockdowns return, Australians are once again turning to online shopping. June growth was up 4.7% YOY and 11% higher than May 2021.

- VIC grew 15.1% YOY and a 21.4% increase from May 2021
- WA and NT grew 7.2% and 6.3% YOY respectively.

Reference period: 2020-21 financial year

31.8% YOY

Online shopping growth in Australia for the 12 months to 30 June 2021

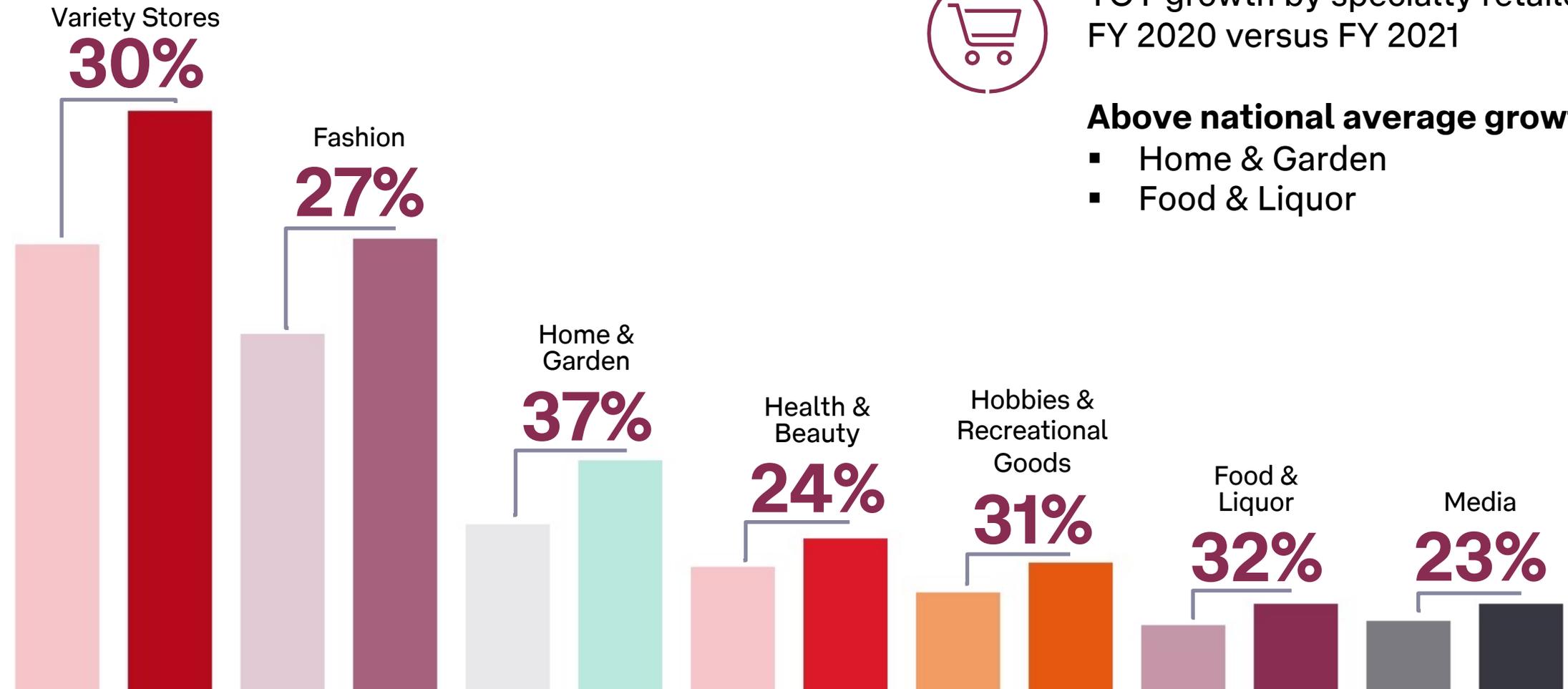
4.7% YOY

June 2021 online shopping growth

46+% YOY

Growth for online purchases of Pet products, Baby products and Homewares and Appliances in FY21.

Australians purchasing more across all categories



YOY growth by specialty retailers
FY 2020 versus FY 2021

Above national average growth

- Home & Garden
- Food & Liquor

State overview

In the 12 months to 30 June 2021, Victoria experienced the highest online shopping growth, up 48.9% YOY – well above the national average of 31.8%. The state also had the highest number of days in lockdown.

All other states and territory recorded growth of at least 20% YOY in FY21.

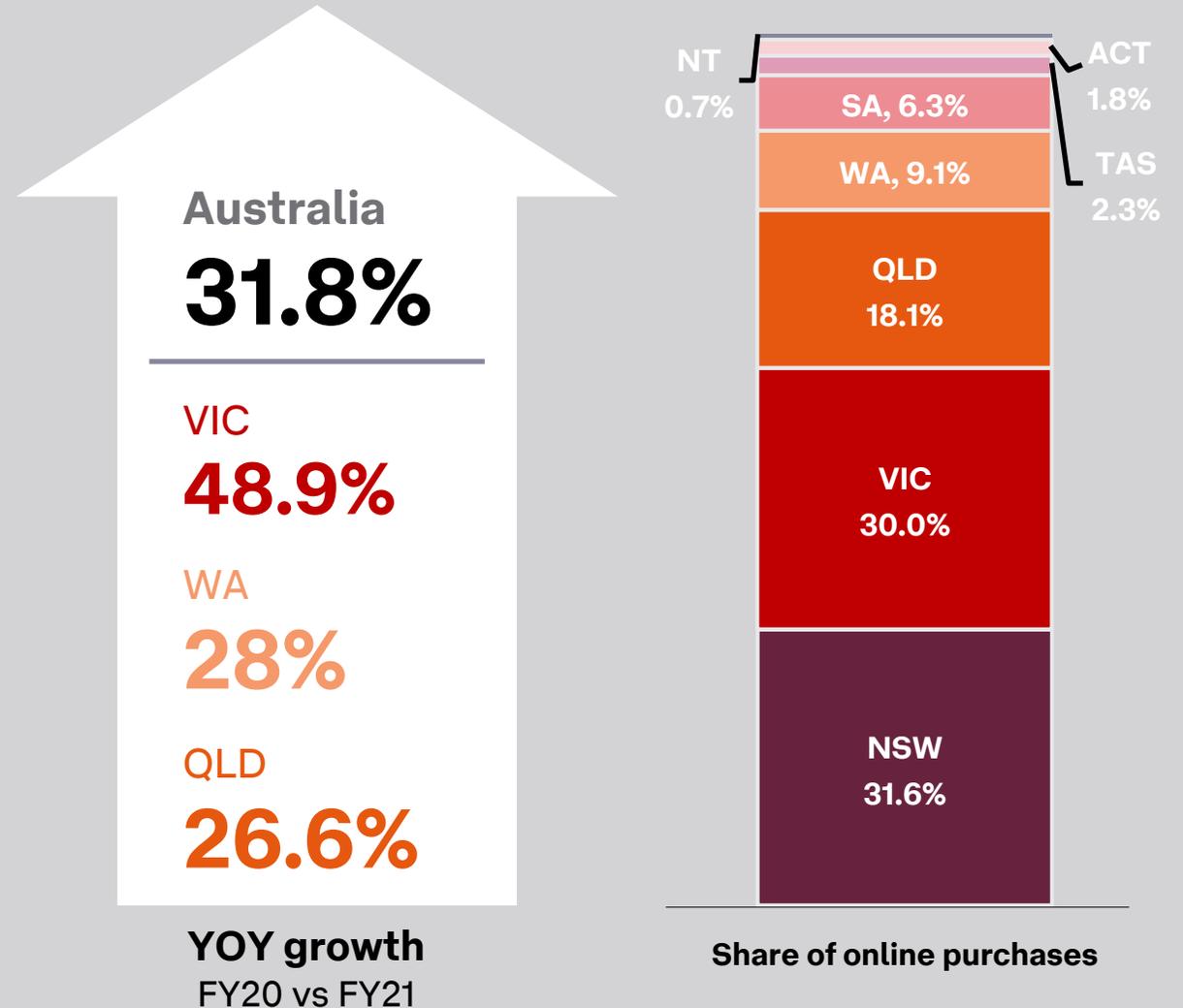
State share

In the months of July to October 2020, Victoria was the top destination for online purchases, ahead of NSW. Despite the smaller population, the state contributed almost as much as NSW during FY21, with 30% of all online purchases coming from Victoria.

The increased online share to Victoria meant the rest of the states and territories lost share when compared to FY20.

Online purchases

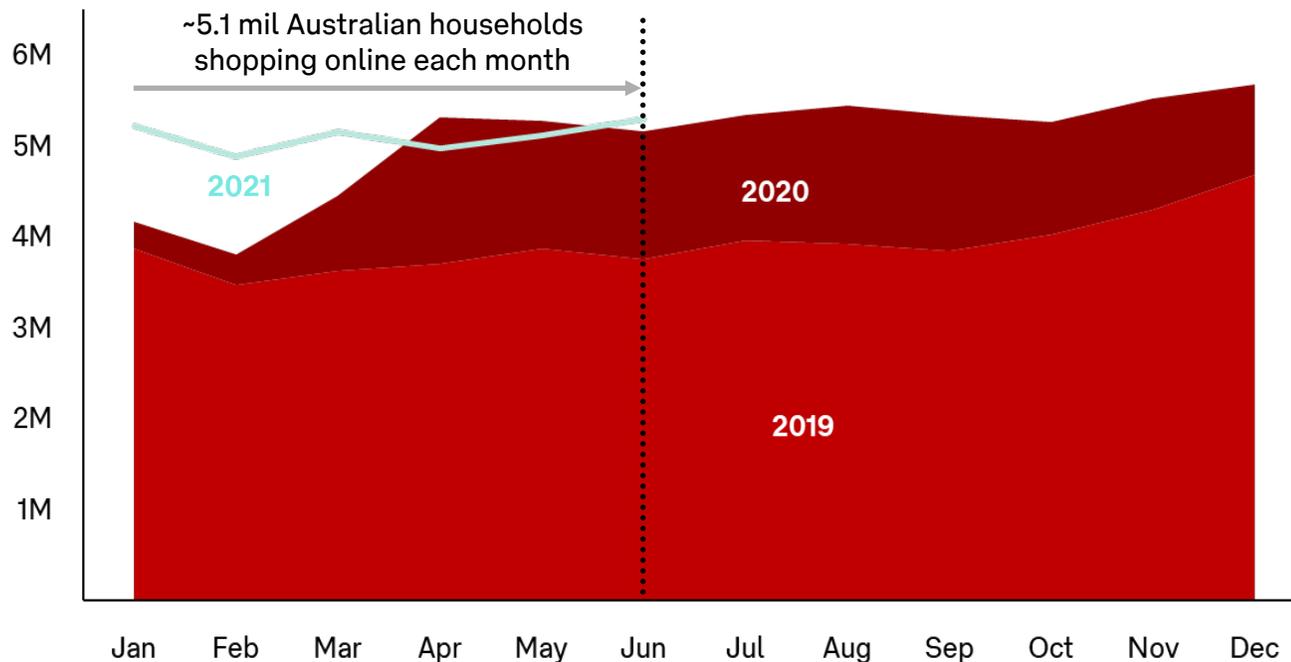
Reference period: 2020-21 financial year



Over nine million households shopped online in FY21

For the first time in Australian eCommerce history, participation passed the nine million household mark. A total of 9.1 million households purchased online in FY21.

June also saw positive annual growth in household participation for the first time since March, up 2.7% YOY.



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Reference period: 2020-21 financial year

9.1 million

Households have shopped online between 1 July 2020 and 30 June 2021, up 5.4% YOY.

14.6%

More household shopping online when compared to FY19.

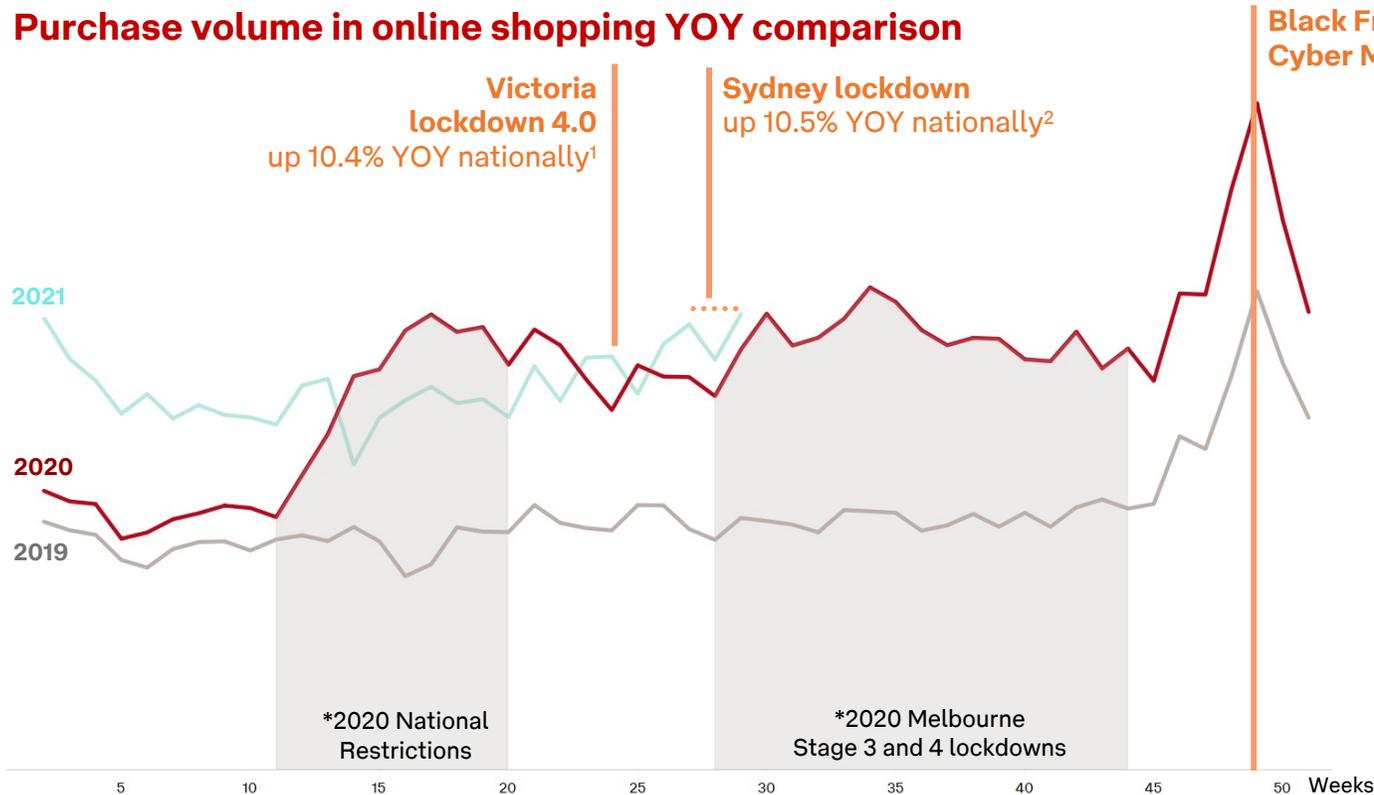
5.3 million

Households shopped online in June 2021, 3.8% increase from May.



Online shopping booms as lockdowns and restrictions sweep the nation

Purchase volume in online shopping YOY comparison



Victoria lockdown 4.0

Victoria recorded 38% YOY increase in online purchases, while nationally purchases grew 10.4% YOY in the same fortnight. Pet products proved popular with purchases 41% higher when compared to the previous year.

¹Reference period: 30 May to 12 June 2021 inclusive

Sydney lockdown

The lockdown in Sydney and then all of NSW caused a spike in online purchases with national growth up 10.5% YOY. During this three-week period, online shopping in NSW grew 36% YOY.

²Reference period: 27 June to 17 July 2021 inclusive

Baby Boom

Baby products filled shopping carts across the nation in the week commencing 27 June 2021, with purchases increasing 31% YOY.

* COVID-19 restrictions in place during the same period in 2020

Post Offices are the most preferred alternate delivery location

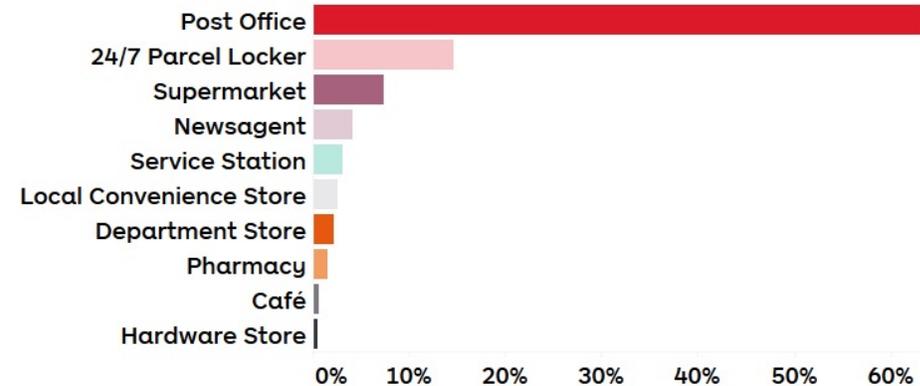
When selecting an alternate delivery point, over 63% of consumers prefer to pick up their parcel from the local Post Office.

Of the 40% of respondents who prefer collection outside of business hours, 28% indicated the most convenient time to collect a parcel is after 5pm. A further 12% of consumers preferred to pick up parcels before 9am.

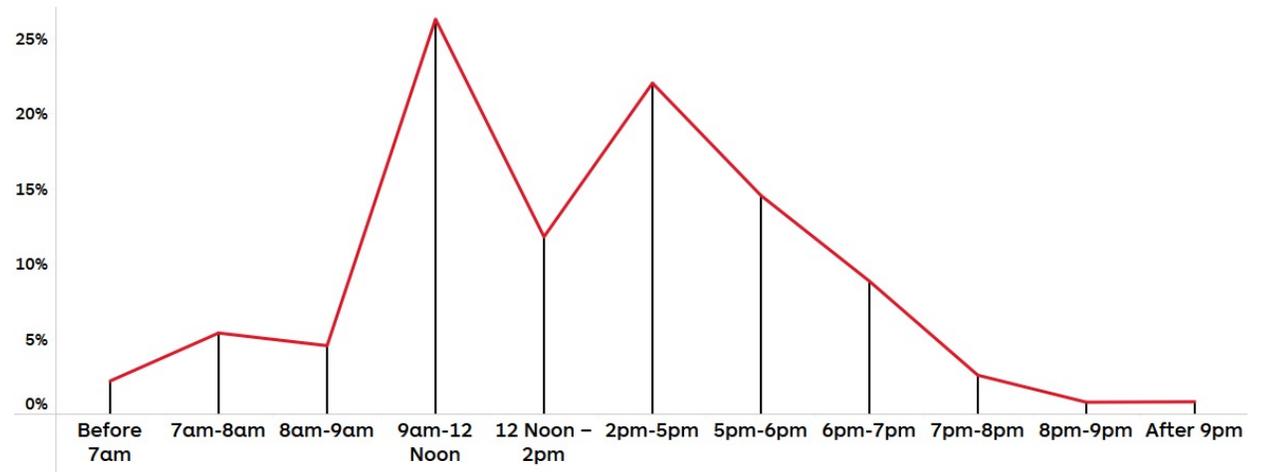
Providing customers alternate delivery options at checkout, such as 24/7 Parcel Lockers, gives shoppers the flexibility and convenience to pick up their parcels where and whenever it suits them.

³Source: Australia Post Consumer Survey, n = 2,092 parcel receivers preferred alternative pickup locations and most convenient pickup times, June 2021

Preferred alternate pickup location³



Most convenient time for parcel collection³



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This update has been prepared using 2019, 2020 and 2021 deliveries data recorded by the Australia Post Group, unless otherwise stated. Commentary in this update relating to online shopping is based on an extrapolation of this data. Year on year growth numbers are based on actual or extrapolated transaction volumes. Shoppers are measured as residential households that received an eCommerce parcel.

This information is provided for general information purposes only and is not intended to be specific advice for your business.

