

Inside Australian Online Shopping eCommerce update

May 2021



Growth dipped in April for online purchases

When looking at the last 12 months, eCommerce growth was up 45% year-on-year (YOY) to 30 April 2021.

However, when we look at growth for the month of April alone, we see a dip of 17.8% compared to the same month last year – when the national pandemic lockdown triggered an online buying frenzy. But that’s not to say the online purchase volume isn’t still significant, with the month still finishing 56.1% higher than April 2019 (ie. pre-pandemic).

State overview

The **Northern Territory** (NT) was the only State or Territory to experience YOY growth, up 2.7%.

Queensland and **Western Australia** (WA) have increased their online share since April 2020, taking 19.4% and 10.1% of total purchase volume respectively. WA’s three day lockdown from Saturday 24 April, resulted in an 0.3 percentage point increase in purchase volume when compared to March.

45%

YOY growth in online purchases for the 12 months to April 2021

56.1%

increase in online purchases for April 2021 compared with (pre-pandemic) April 2019

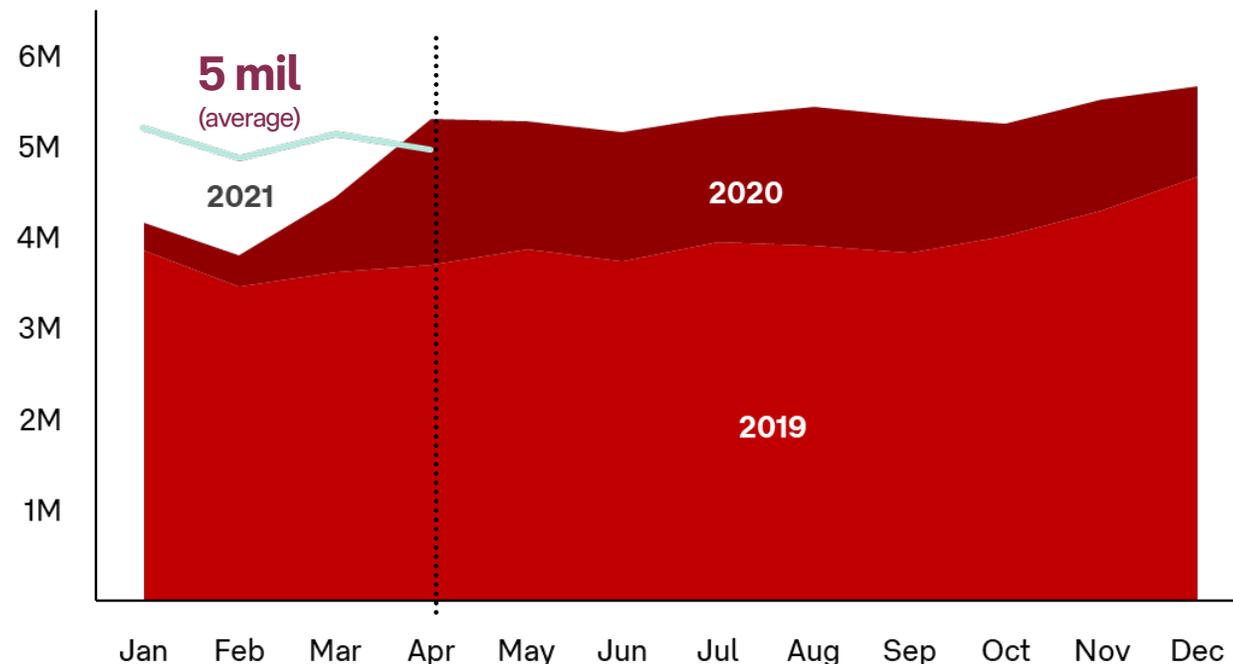
QLD & WA

both saw online purchases increase during April 2021 compared with April 2020

Household online shopping participation contracted in April

For the month of April 2021, the number of households shopping online contracted slightly month-on-month and YOY. On average participation held at around five million households continuing to buy online each month.

Households shopping online



4.9+ million

Households shopped online in April 2021

34.2%

more household shopping online when compared to just two years ago

7.4+ million

Households have shopped online between 1 January and 30 April 2021, up 5.5% YOY

What people bought online

Growth significantly above pre-pandemic levels

In April 2021, all categories experienced a decline when compared to April 2020 with rates dropping between 5% and 35% YOY.

When measured against 2019, all categories are up significantly, indicating that online remains a popular shopping channel despite restrictions easing and physical retail returning to near its pre-pandemic level.

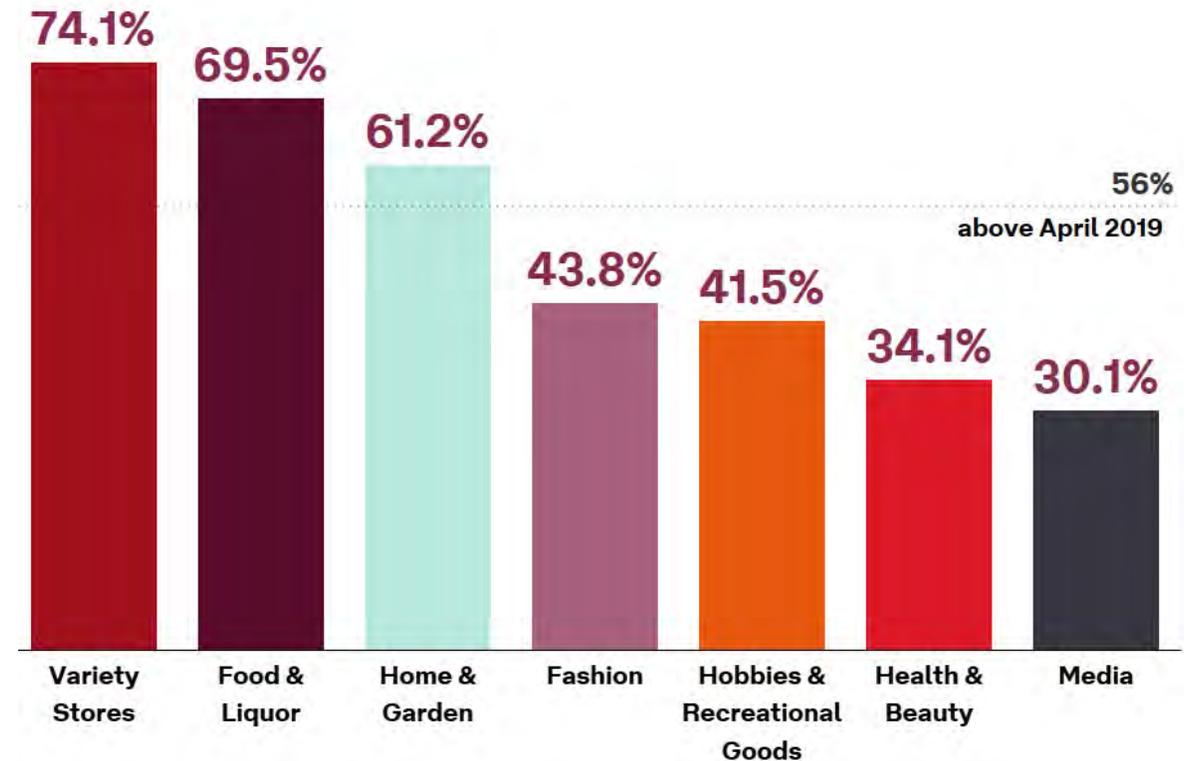
Pet products and Auto parts

On a sub-category level pet products and auto-parts did see growth of 11% and 2.3% YOY respectively.

Pet ownership soared during 2020, and DIY projects have increased as shoppers invest more of their time and money in domestic projects.

YOY growth by specialty retailers

April 2021 vs April 2019



Cardboard boxes are widely recycled

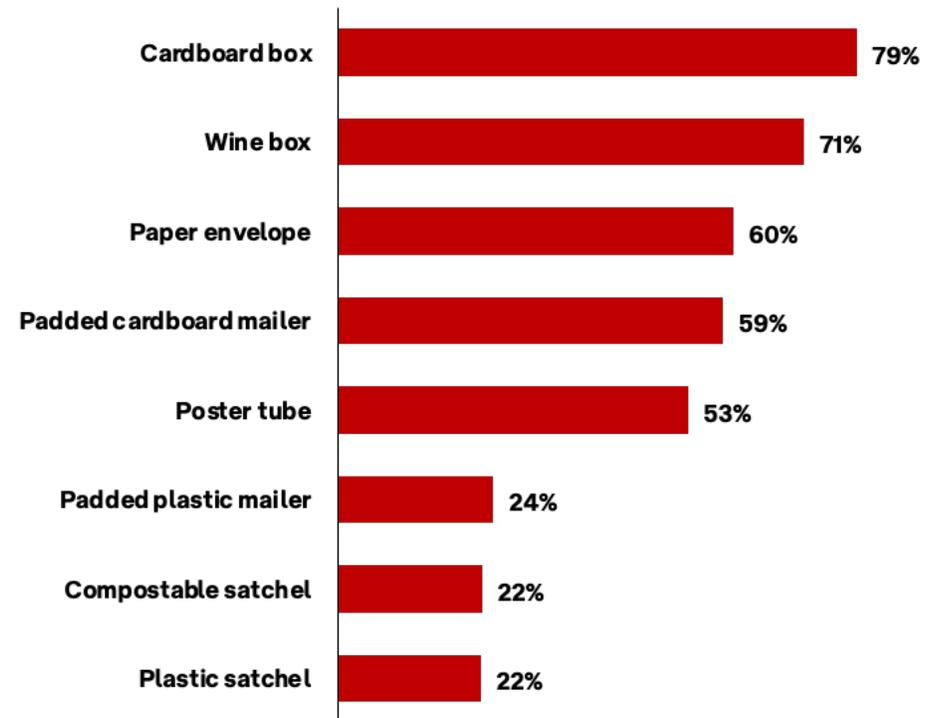
Three quarters of online shopping related packaging is cardboard boxes or satchels.

On average, 79% of people reuse or recycle cardboard boxes and 71% do so with wine boxes. Cardboard boxes also have a very high rate of reuse by recipients, with 16% getting reused in some way.

The higher effort required to recycle plastic satchels means less than a quarter are being recycled. More importantly, only 11% are correctly recycled using dedicated soft plastics recycling bins, such as those available at supermarkets and selected Post Offices in New South Wales (NSW).

Proper disposal of packaging material

April 2021



Australia Post Consumer Parcel Receiver Survey,
n = 2,028 parcel receivers, April 2021

To access past eCommerce industry reports and monthly updates, visit: [**auspost.com.au/einsights**](https://auspost.com.au/einsights)

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This update has been prepared using 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.

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