



# Inside Australian Online Shopping eCommerce update

Released: October 2021

# The ACT & NSW lead the way in September.

Australian eCommerce experienced another huge month of growth in September. While purchases were slightly lower than August, shoppers still made over 27% more purchases when compared to September 2020.

These purchasing behaviours have kept the annual growth above 20% year-on-year (YOY) for the 12 months to 30 September 2021.

The national growth rate is expected to slow in October as non-essential retail in NSW re-opens.

## State overview.

Every state experienced positive year-on-year growth in September. The ACT was the fastest growing state or territory for the month, growing over 107% YOY. Online purchase share in New South Wales remains high, with two-in-five (41%) of all online purchases occurring in the state.

In Victoria, online purchases grew 5.8% in September 2021 when compared to August 2021 and recorded growth of 2.4% YOY.

---

**20.8%** YOY

online shopping growth in Australia for the 12 months to 30 September 2021

---

NSW had

**41%**

share of online purchases in September 2021

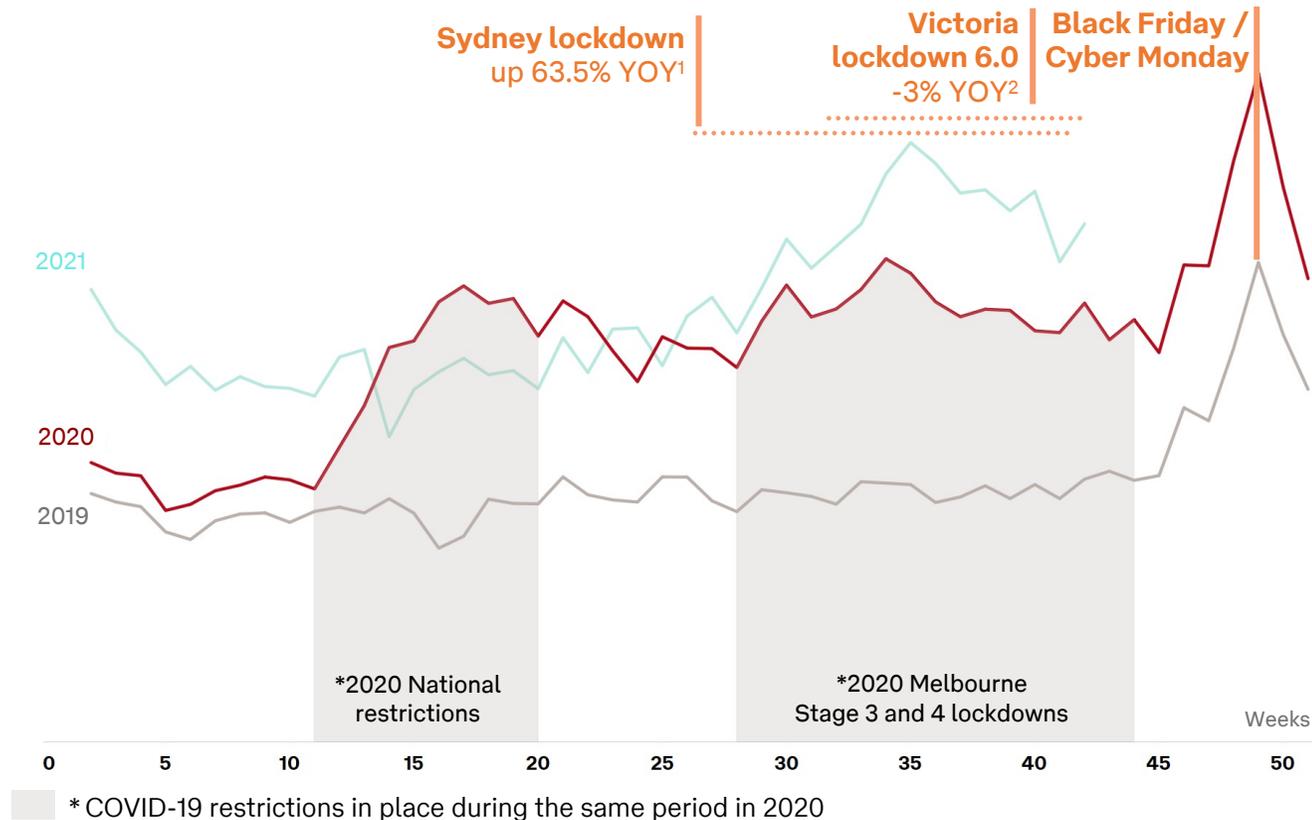
---

**ACT & NSW**

online purchases grew over 107% and 80% YOY respectively

# eCommerce slows marginally as physical retail begins to re-open.

## Online shopping purchase volume: 2021 vs 2020.



### Sydney lockdown.

In the 15 weeks of lockdown, purchases in NSW grew 63.5% YOY.<sup>1</sup> The most popular purchases during this period were Athleisure and Pet Products, with both categories growing over 71% YOY.

<sup>1</sup>Reference period: 27 June to 9 October 2021 inclusive

### Victoria lockdown 6.0.

Victorian online shopping continues to be lower than the same period in 2020, with purchases during the 10 weeks of the current lockdown 3% lower than the same period last year.<sup>2</sup> However, some industries have defied this trend, with Tools & Garden items and Pet Products both up more than 21% YOY.

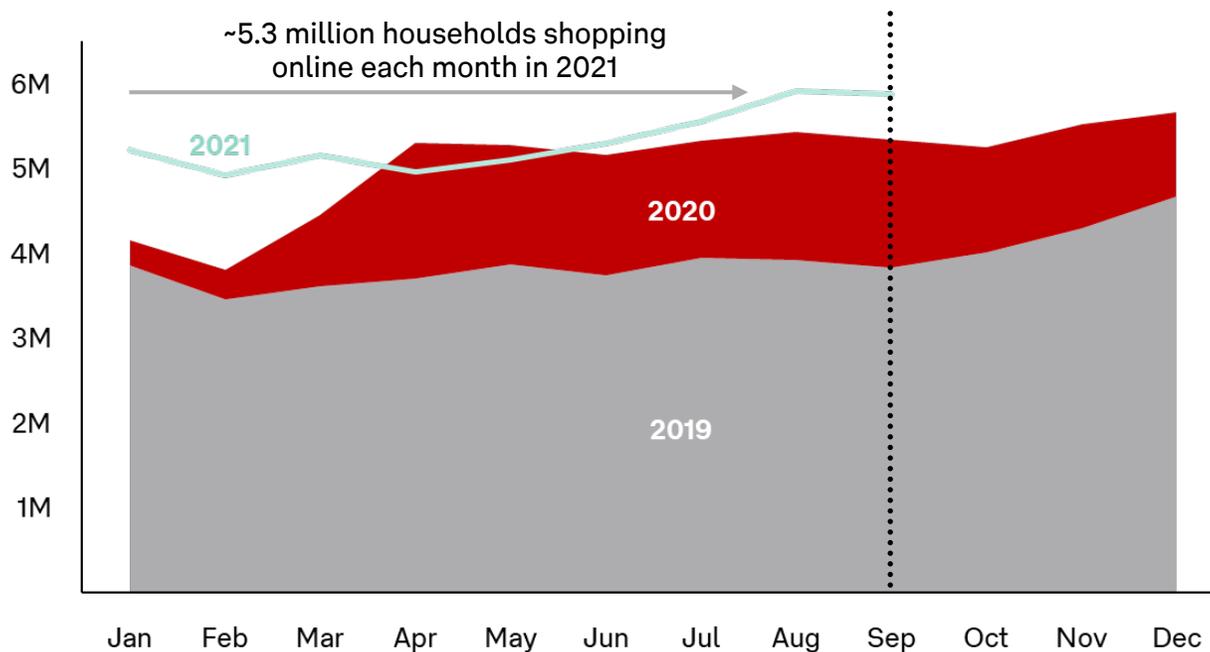
<sup>2</sup>Reference period: 8 August to 16 October 2021 inclusive

As non-essential retail stores begin to re-open, online purchasing is expected to soften before picking up again during the popular Black Friday and Click Frenzy sales.

# Household online participation remains high in September.

September eCommerce participation was slightly lower than August's record breaking number, with just 37k fewer households purchasing online during the month.

The yearly total remains unchanged from August standing at 9.2 million unique Aussie households who've shopped online up to 30 September 2021 – that's 1.1 million more than two years ago.



## 9.2 million

households shopped online in the 12 months to 30 September 2021, up 3.9% YOY.

## 5.89 million

households shopped online in September 2021, almost on par with the previous month.



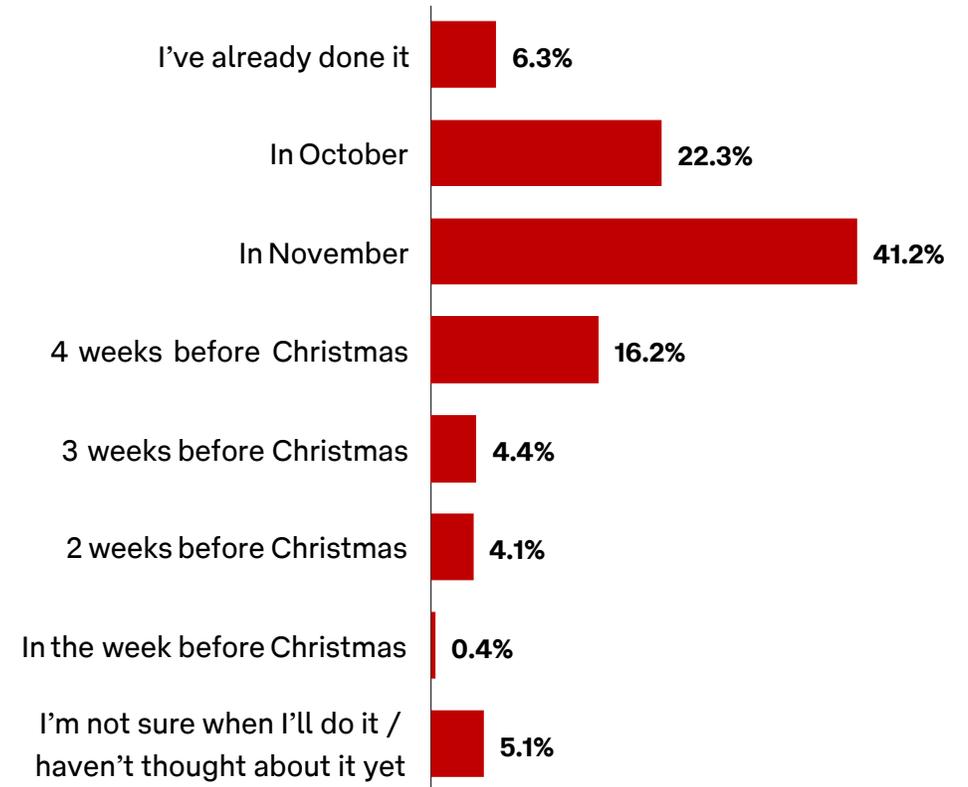
# 4 in 5 shoppers are buying Christmas presents online.

79% of online shoppers who do Christmas gift shopping expect to be buying online this year, and will purchase almost two-thirds (62%) of all their gifts this way. This is a significant increase when compared to 2019, where online shoppers purchased about half of their Christmas gifts online.<sup>3</sup>

Shoppers are also heeding advice to do Christmas shopping earlier this year with 22% of respondents stating they will do their Christmas shopping in October, compared with 16% in 2020. November still remains the peak time to purchase Christmas gifts online, with 2 in 5 respondents indicating this is when they would shop.

25% of people still plan to do their shopping in the 4 weeks leading up to Christmas, down from 29% in 2020.<sup>4</sup> This is still a significant number, suggesting the importance for businesses to have express and Click & Collect options available.

## When do you plan on doing most of your Christmas shopping.<sup>4</sup>



<sup>3</sup> Source: Australia Post Consumer Survey, n = 2048 (2021) and 1875 (2020) parcel receivers, Those who shop online at least yearly and received a parcel in the last month, September 2020 and 2021

<sup>4</sup> Source: Australia Post Consumer Survey, n = 1132 (2021) and 852 (2020) parcel Those who expect to shop online for Christmas gifts, September 2020 and 2021

# Clothing and footwear are the number one gifts for 2021.

Shoppers have told us that clothing and footwear will be the most purchased items for Christmas gifting in 2021, followed by toys. Entertainment (books, music & movies) also remains popular coming in third. Over a third of respondents will also purchase some form of gift card or voucher for loved ones.<sup>5</sup>

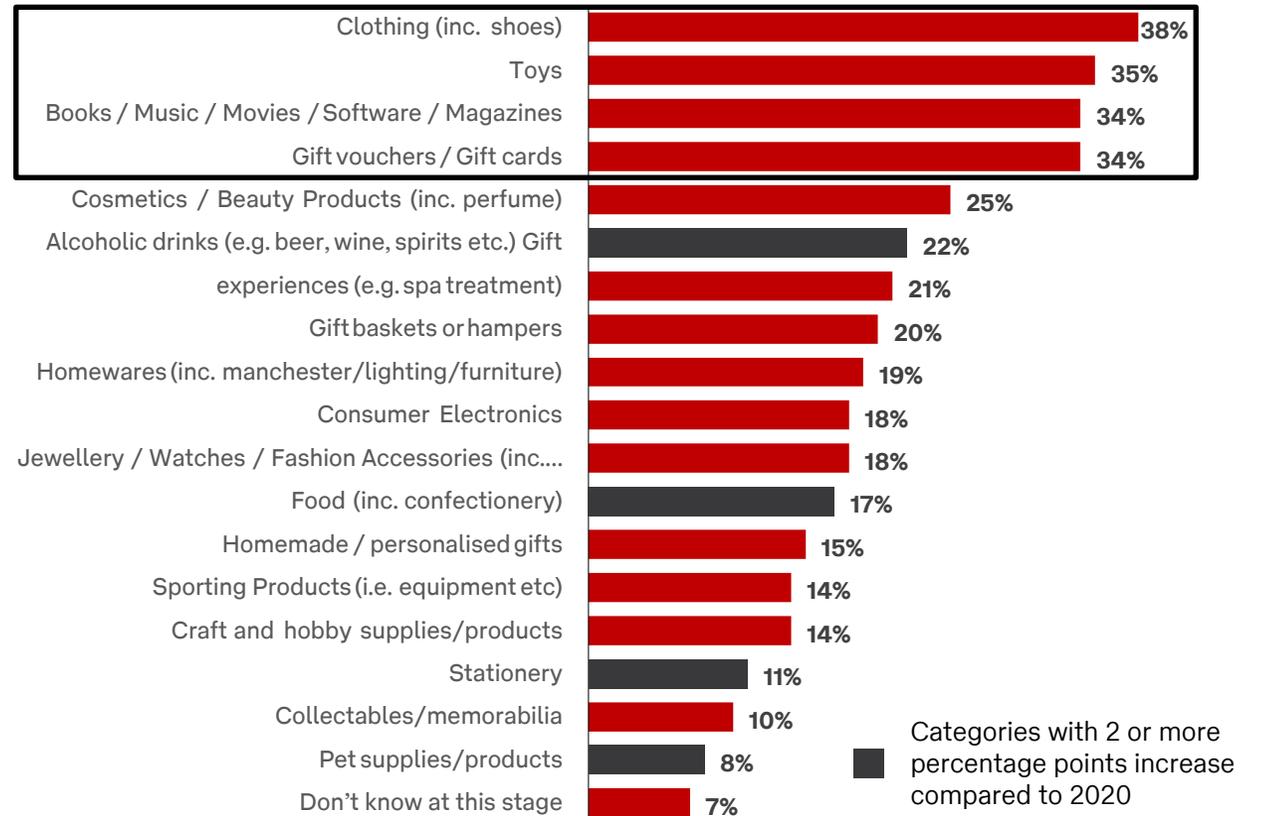
Other categories that could prove popular for gifts this year are food and confectionary, stationery supplies, pet products and alcohol; which all saw an increase in expected purchases of two or more percentage points when compared to 2020.<sup>5</sup>

## Gifting preferences.

28% of respondents have told us they'll send all or the majority of gifts directly to the recipient this year.<sup>6</sup>

Interestingly, 24% of respondents indicated they'd use Click & Collect to gift items directly to the recipient.<sup>6</sup>

## What sorts of products will you purchase for Christmas.<sup>5</sup>



<sup>5</sup> Source: Australia Post Consumer Survey, n = 1127 (2021) and 849 (2020) parcel Those who expect to shop online for Christmas gifts, September 2020 and 2021

<sup>6</sup> Source: Australia Post Consumer Survey, n = 1132 (2021) and 852 (2020) parcel Those who expect to shop online for Christmas gifts, September 2020 and 2021

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

Australia Post provides a range of data solution services. If you have any questions or would like to know more, please contact your Australia Post Account Manager or email [einsights@auspost.com.au](mailto:einsights@auspost.com.au)



Australia Post acknowledges the Traditional Custodians of the land on which we operate, live and gather as employees, and recognises their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.

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 or households are measured as residential or mix use addresses 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.**