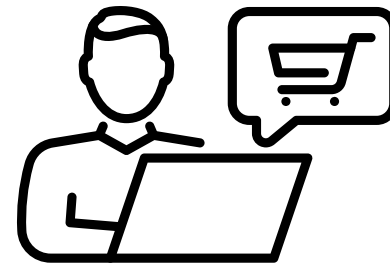


This peak season was

BIG

A record peak¹ with almost 103 million parcels delivered across Australia.

Consumers made their dollars go further by capitalising on big discounts in the Black Friday and Cyber Monday sales.



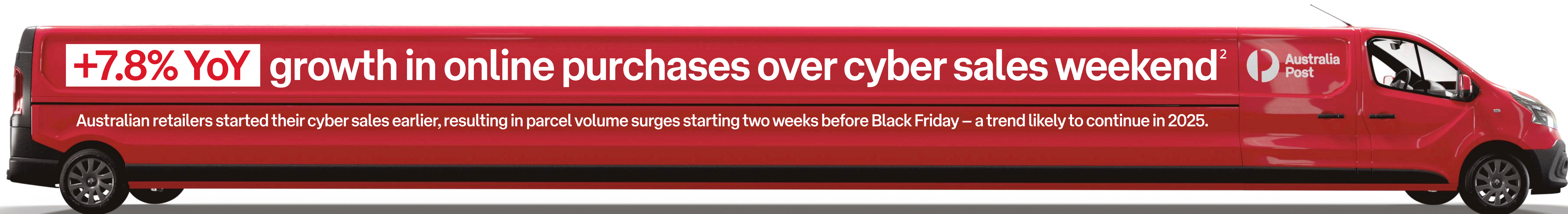
7.6m

households shopped online

2.4% growth YoY

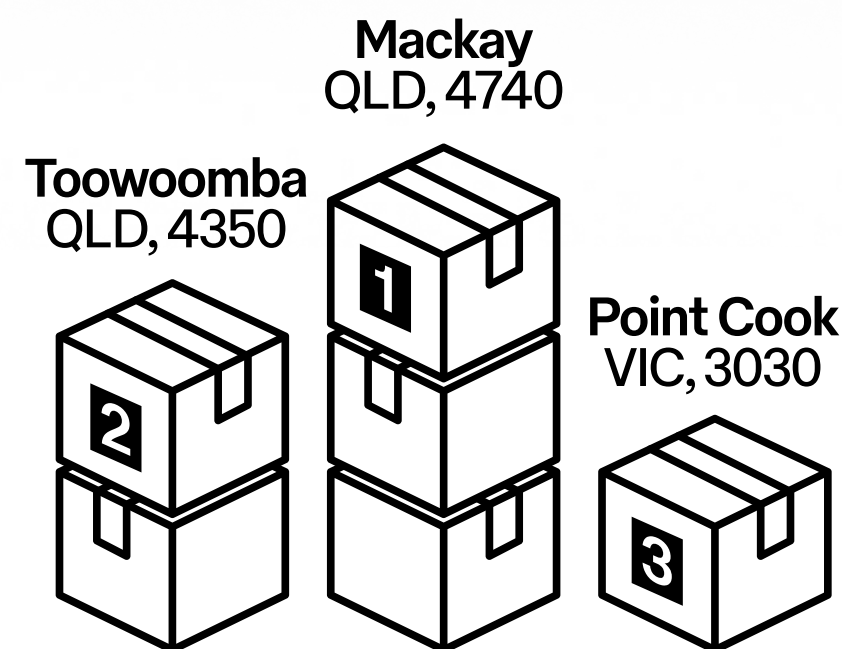
How the states shopped

YoY parcel volume growth



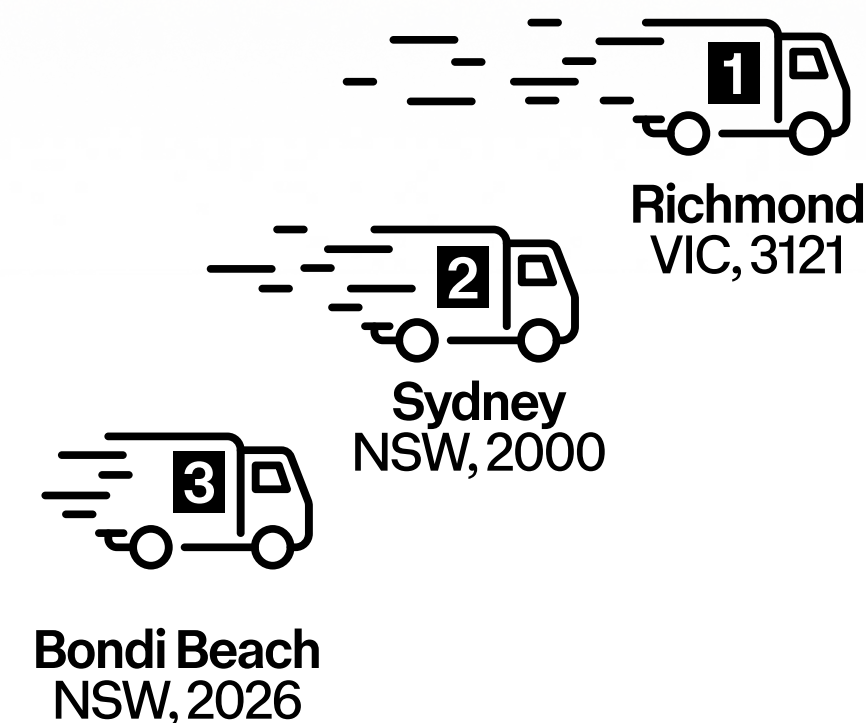
Who shopped the most

Top postcodes by total volume



Who wanted fast delivery

Highest express delivery³ rates



Most popular categories



¹ Peak period: 1 Nov - 31 Dec 2024 | ² Cyber sales weekend: 29 Nov - 2 Dec 2024 | ³ Delivery using Express Post, Metro or StarTrack Premium

Data derived from Australia Post parcel volumes.