Australia Post

Inside Australian Online Shopping eCommerce update

December 2022

December grew 1.2% year-on-year

This month was the strongest December on record, **1.2% higher than last December.**

On a month-on-month (MOM) basis, **online purchases fell 13.9%,** unable to match November's record-breaking month. Over the course of the year, eCommerce was down 2.6% compared to last year.

6 million households shopped online this month, just shy of last month. There were 2.5 million households that bought during the week of Boxing Day, looking to take full advantage of the final sales event for the year.

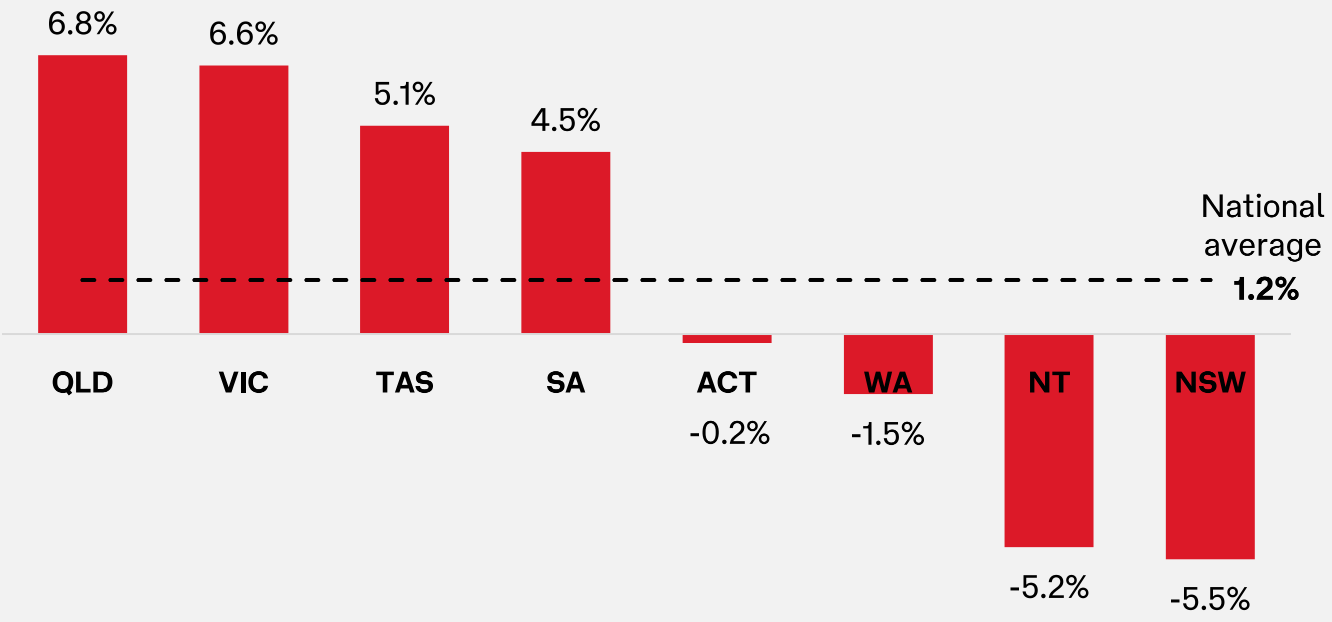
What's in this update?

This month we look at how popular Boxing Day sales were this year and which items were most popular.

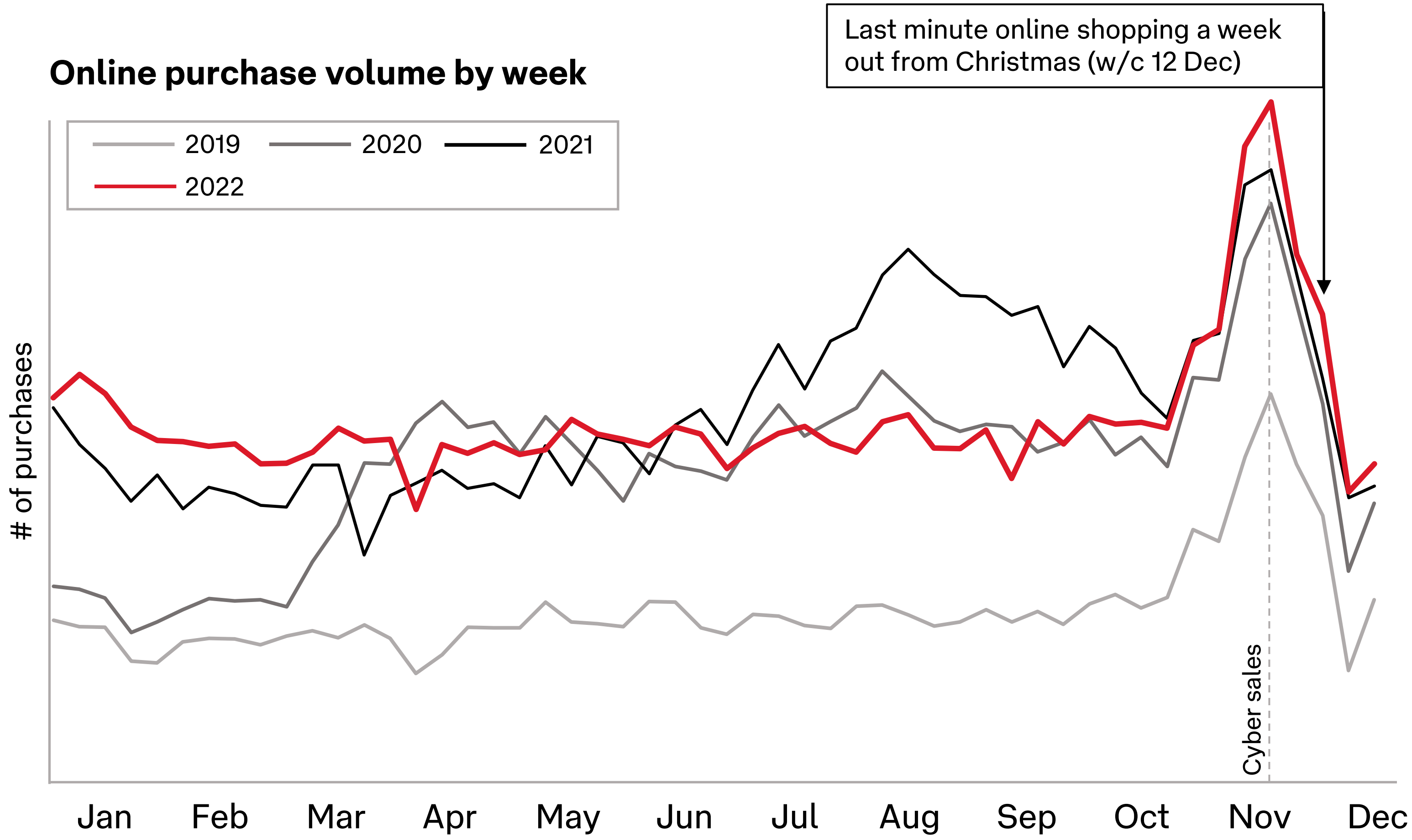
↓13.9% MOM **↑1.2% YOY** **↓2.6% YOY**

(12 months to December 2022)

December eCommerce purchases, YOY growth



Christmas shopping at its highest



December 2022 continued November's trend of surpassing 2021's numbers, breaking all-time sales records for December. The MOM decline for December 2022 was notably larger compared to 2021, indicating more consumers are taking advantage of November's sales events.

The week commencing 12 December (the week prior to Christmas) saw a smaller WOW decline, most likely driven by last-minute Christmas shopping.

Despite the overall 9.9% WOW decline for that week, Specialty Food, Books and Fashion Accessories saw WOW growth – items that so happen to make great Christmas presents.

The week of Boxing Day and the following week both saw strong WOW uplifts, indicating the popularity of Boxing Day sales online.

Boxing day sales

Reference period: 26th December 2022 – 1st January 2023

This year's Boxing Day week (week commencing 26th December) was **5.9% higher than last year's** as shoppers sought to take full advantage of the last sales event of the year.

The week of Boxing Day was **7.5% up from the prior week**. We saw a **further 8.3% week-on-week (WOW)** increase in online purchases the week after Boxing Day, as retailers continued to fulfil Boxing Day orders.

2.5 million households made an online purchase during the week of Boxing Day, where Books, Footwear and Athleisure were the most popular items.

↑7.5% WOW

compared to the week prior to Boxing day

December 2022						
Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

↑5.9% YOY

compared to Boxing day week 2021

2021	Jan	Feb	Mar	Apr
	May	Jun	Jul	Aug
	Sep	Oct	Nov	Dec
2022	Jan	Feb	Mar	Apr
	May	Jun	Jul	Aug
	Sep	Oct	Nov	Dec

2.5m households

made an online purchase during the Boxing Day week

Books	**↑ 39.5% YOY**
Footwear	**↑ 29.4% YOY**
Athleisure	**↑ 24.6% YOY**

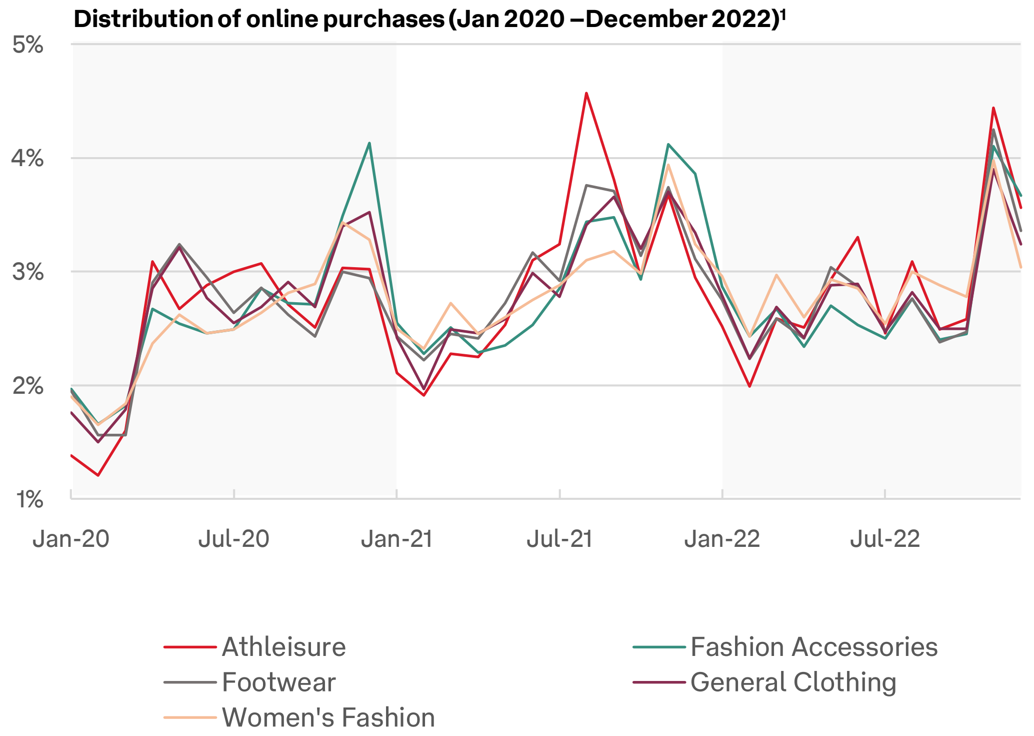
Categories with strongest YOY growth

Specialty retailer category insights

Specialty retailer category insights

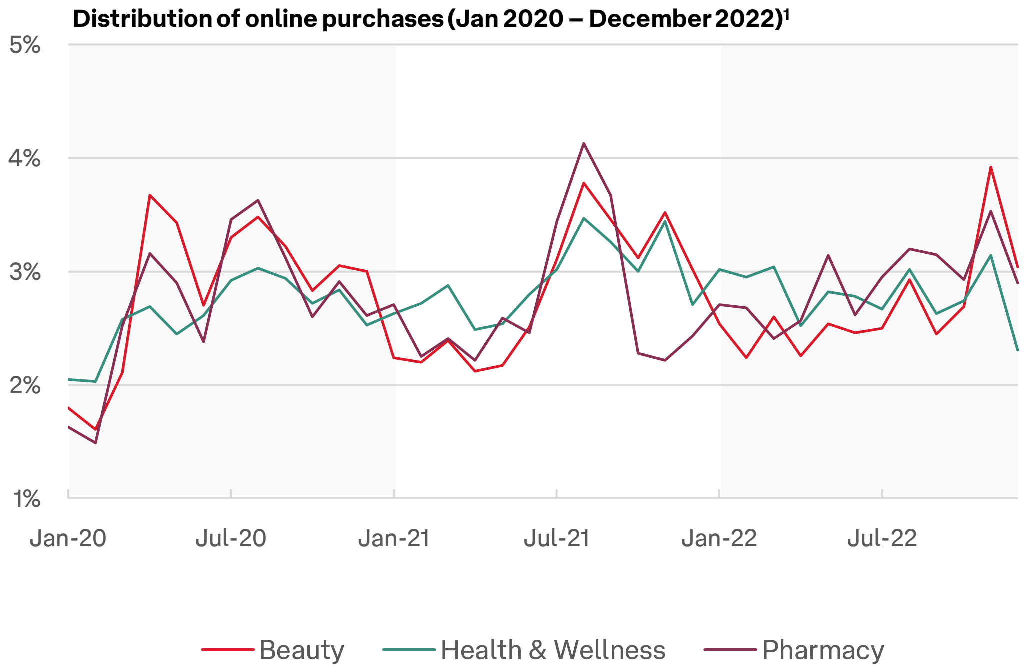
Fashion & Apparel

19% MOM 1.1% YOY 3.5% YOY
12 months to December 2022



Health & Beauty

22% MOM 0.3% YOY 2.2% YOY
12 months to December 2022



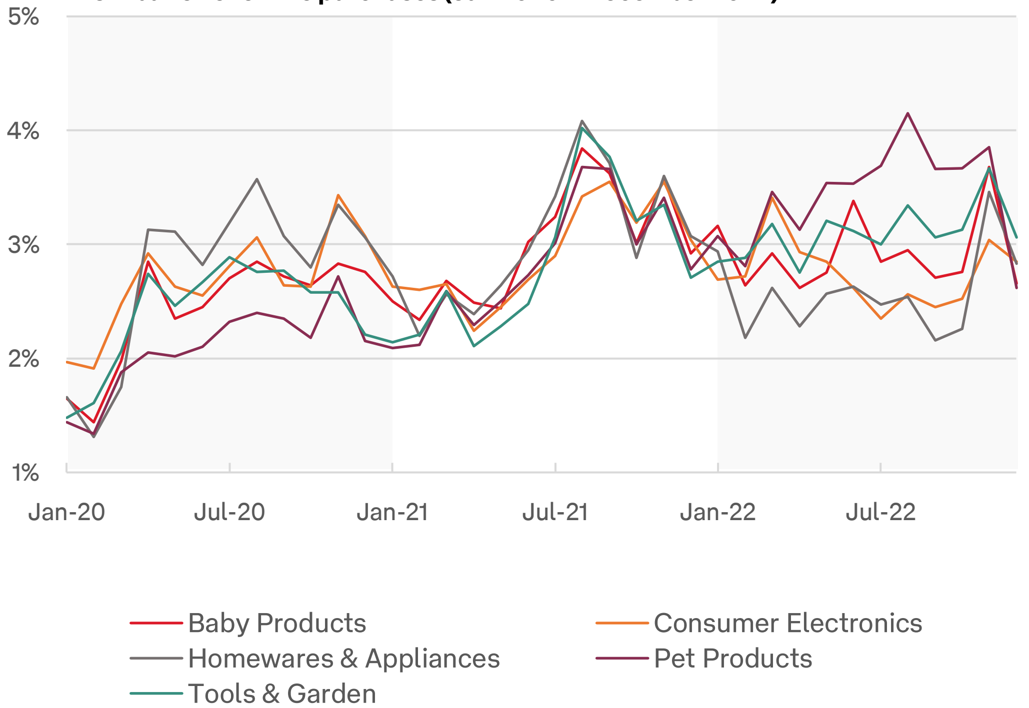
1. Represents the volume contribution (%) of each month over the total period Jan 2020 – Dec 2022

Specialty retailer category insights

Home & Garden

17% MOM 6.2% YOY 6.3% YOY
12 months to December 2022

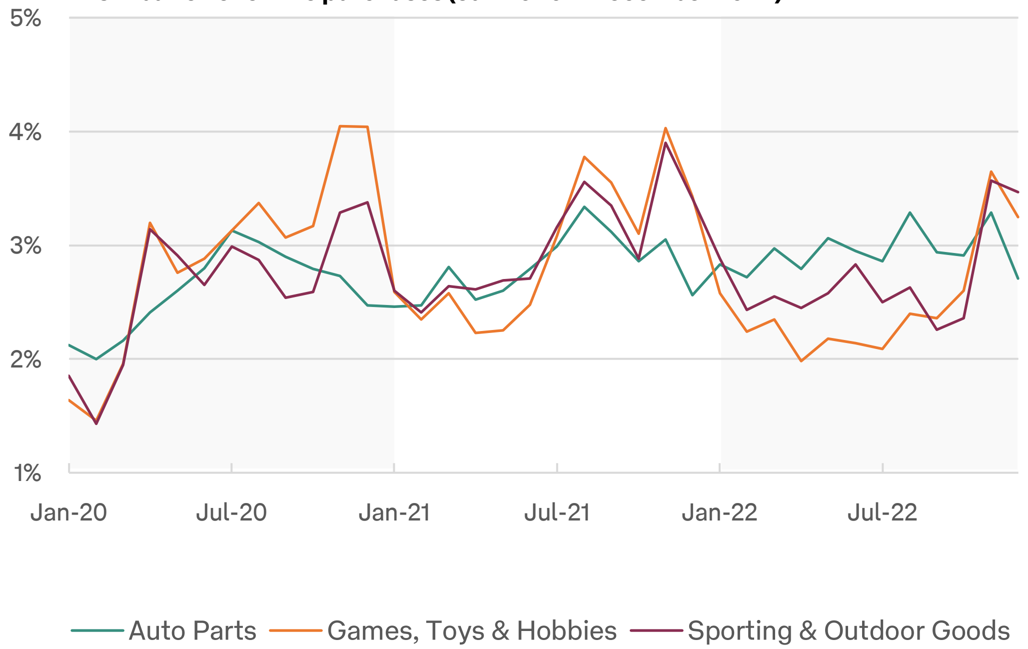
Distribution of online purchases (Jan 2020 – December 2022)[1]



Hobbies & Recreational Goods

8.7% MOM 0.1% YOY 8.9% YOY
12 months to December 2022

Distribution of online purchases (Jan 2020 – December 2022)[1]



1. Represents the volume contribution (%) of each month over the total period Jan 2020 – Dec 2022

Specialty retailer category insights

Specialty Food & Liquor

7.5% MOM 0.5% YOY 7.6% YOY
12 months to December 2022

Variety Stores

12% MOM 5.5% YOY 11% YOY
12 months to December 2022

1. Represents the volume contribution (%) of each month over the total period Jan 2020 – Dec 2022

To access past eCommerce industry reports and monthly updates, visit

auspost.com.au/einsights

If you have any questions or would like to know more, please contact your Australia Post Account Manager or email

einsights@auspost.com.au

Australia Post acknowledges the Traditional Custodians of the land on which we operate, live and gather as a team, 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, 2021 and 2022 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. Overall eCommerce growth includes Other and 3PL, which are not reported in the Specialty retailer category insights section.

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.