International Post Corporation

Australia Post Metro next day delivery service launches in Adelaide

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Australia Post has just expanded its next-day delivery service, Australia Post Metro, to Adelaide. This delivery service provides eligible retailers and their customers with speed and more certainty when they shop online.

The launch of the new service is a direct response to the Adelaide community continuing to embrace the online shopping trend with consistent year-on-year eCommerce growth with online purchases 15.2% higher than in 2019 and nearly 500,000 households shopping online in the past year.1

Recent data found that 68% of online shoppers are likely to abandon their shopping cart if they feel the delivery method is too slow.2 Australia Post Metro addresses these changing consumer needs and helps retailers entice customers to finalise their online purchase.

Gary Starr, Australia Post Executive General Manager Parcel, Post and eCommerce Services said the flexibility and reliability that next-day delivery provides customers was becoming increasingly important, as the desire for fast fulfilment continues to be a key factor in online sales.

"We've been listening to our customers, and know they expect more certainty, simplicity and speed when ordering online. The Australia Post Metro service raises the bar for customers – prioritising next day delivery in metropolitan areas enabling us to respond to that demand and deliver parcels to customers' doors sooner.

"We already have some of the country's largest retailers using the Australia Post Metro service covering the lifestyle, fashion, beauty and FMCG space, with more retailers coming online every month. This new service provides a more agile, flexible delivery option as we head into our busiest time of year." Mr. Starr said.

Jo-Ann Hicks, Director of BIG W's Ecom and Digital business says, "BIG W is excited to offer Australia Post's next day delivery service to our Adelaide customers, giving them the opportunity to receive their BIG W shopping quickly by ordering online. Next day delivery joins many convenient ways to shop at BIG W including Pick up and Direct to Boot services."

In less than a year since the launch of Australia Post Metro across Australia, more than 2.6 million parcels have been delivered and this is expected to continue growing strongly as demand for this product increases, and new retail partners come on board.

Source: Australia Post

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