

Aussie retailers fuel online shopping growth

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Australia Post today released its second annual *Inside Australian Online Shopping Report* - an overview of eCommerce in Australia, identifying who is buying what and where online.

The report, which draws on all of Australia Post and StarTrack's customer and delivery data, showed online shopping sales soared 11.5% in 2016 compared with 2015, and domestic retailers accounted for 79% of the total online spend. xAustralia Post's General Manager of eCommerce & International, Ben Franzi, said Australians' love of fashion and department/variety store items continued, with the two categories accounting for more than half of all online sales.

"Price, range and convenience are the three main reasons why consumers shop online, and why growth rates remain strong," Mr Franzi said.

"Online shopping empowers people to shop at a time that suits them."

"Almost one third of all online purchases were made from 7pm-10pm, while 18% were made from 2pm-5pm. Australians are increasingly using their smart phones to

shop online, with purchases made from a mobile device growing 52%."

Other popular items included personalised goods, which grew 28.2%. Mr Franzi said more online retailers were offering shoppers the ability to co-design and add their own personal brand to products such as watches, handbags and other accessories.

Point Cook in Victoria was the No.1 buying location for the second consecutive year, reporting 13.2% growth, followed by Toowoomba in Queensland (7.6% growth) and Liverpool in NSW (15% growth).

Together, Australia Post and StarTrack deliver more than four billion items to 11.6 million addresses across the country annually. Mr Franzi said the data provided critical information for businesses looking to get ahead in a tough retail market.

"Here in Australia we know the online shopping industry is about to be disrupted, and retail as we know it won't ever look the same," Mr Franzi said.

"The *Inside Australian Online Shopping Report* is a powerful tool to help businesses understand their existing and potential customers better, so they can create targeted offers and grow their sales by giving consumers what they want based on facts and data."

For more information or to download a copy of the *Inside Australian Online Shopping Report*, please

visit www.startrack.com.au/ecommerce.

Source: [Australian Post](#)

