

Online Winter shopping set to boom as the nation clicks into a frenzy

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Australia Post is preparing for a parcel frenzy as Aussie shoppers get ready to online shop until they drop when Click Frenzy's Mayhem kicks off this evening.

After experiencing phenomenal growth in 2020, Australian eCommerce continues to prove popular with one in two households shopping online each month this year – with more than 1.1 million more savvy shoppers buying online each month compared to just two years ago.

Australia Post General Manager Parcel and Express Services Ben Franzi said given how comfortable shoppers are now buying online, they are increasingly looking out for key online sale events to make big savings on their purchases.

“Year after year, online shopping events such as Click Frenzy continue to gain popularity and we know that many shoppers are waiting to grab winter bargains for the home and family from tonight.

“Click Frenzy has now become one of the biggest events on the eCommerce calendar, and shoppers will have been holding out to take advantage of the great deals on offer over the next few days.

“This year's edition features more online stores than ever before, and with many

retailers kicking their sales off early, there is no doubt it will be a big week for Australian eCommerce,” Mr Franzi continued.

Despite life slowly returning to normal and physical retail almost back to its pre-pandemic level, online shopping participation rates remain steady, with a similar number of households buying online regularly now as there were at the height of the COVID-19 lockdown last year.

“eCommerce growth for the 12-months to the end of March topped 56 per cent, and throughout the month over 5.1 million households bought online – a significant increase from the pre-pandemic level,” Mr Franzi said.

“At the same time, our people continue to work incredibly hard to deliver unprecedented volumes of parcels for the community, including the more than 2000 posties who have moved into vans.”

For more information and the latest eCommerce insights from Australia Post visit: auspost.com.au/einsights.

Source: [Australia Post](#)