



# Inside Australian Online Shopping update

January 2021

# Shopping early for Christmas

Online was a critical channel for Australian shoppers this festive season.

## Pre-Christmas buying

Shoppers took advantage of sales in November and heeded advice to get in early with half of all pre-Christmas online purchases happening in the last two weeks of November; compared to 44% in 2019. Online shopping purchase growth for this period in 2020 was up 54% year-on-year (YOY).<sup>1</sup>

Purchase growth remained strong into mid-December and was up 37.7% YOY for the 30 days to 18 December 2020.

## December in review

Nationally, online shopping growth for December was up 34.9% (YOY). QLD, NSW and SA led the way all recording growth of 35% or more.

More than a third (34.5%) of all online purchases nationally were made in NSW in December - the highest for the state in 2020 - likely triggered by restrictions arising from new COVID-19 cases.

## Boxing Day Sales

Online, Boxing Day sales were popular with purchases in the two weeks following Christmas up 52.9% YOY across the country.

<sup>1</sup>Early online shopping measured from 19 November to 2 December inclusive.

## Online purchases, December 2020



**34.9 per cent**

more online purchases  
than last year



**5.6+m  
households**

shopped online, **21.3 per cent**  
more than 2019



**1.7m households**

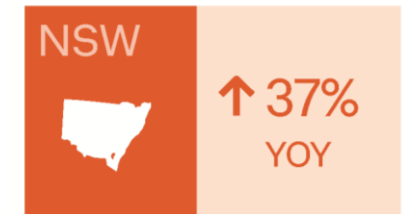
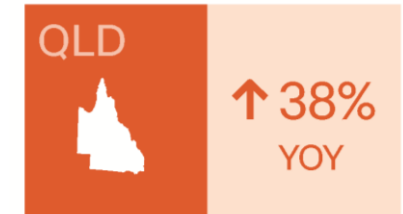
made more than **4 online  
purchases** over the month



**2.1m households**

shopped online in Dec 2020,  
but didn't in Dec 2019

**State winners by  
online purchase  
growth:**



# Solid growth across all categories

All categories in December experienced online purchase growth of between 13% to 50% YOY. Food and Liquor, Fashion and Home and Garden saw the biggest increases with growth above the national average (34.9%).

The biggest monthly movers were fashion accessories, adventure and sporting goods and books, which all grew by 5% or more when compared to November 2020.

## Top categories by YOY growth, December 2020



Food & Liquor  
↑ 50%



Fashion  
↑ 37%



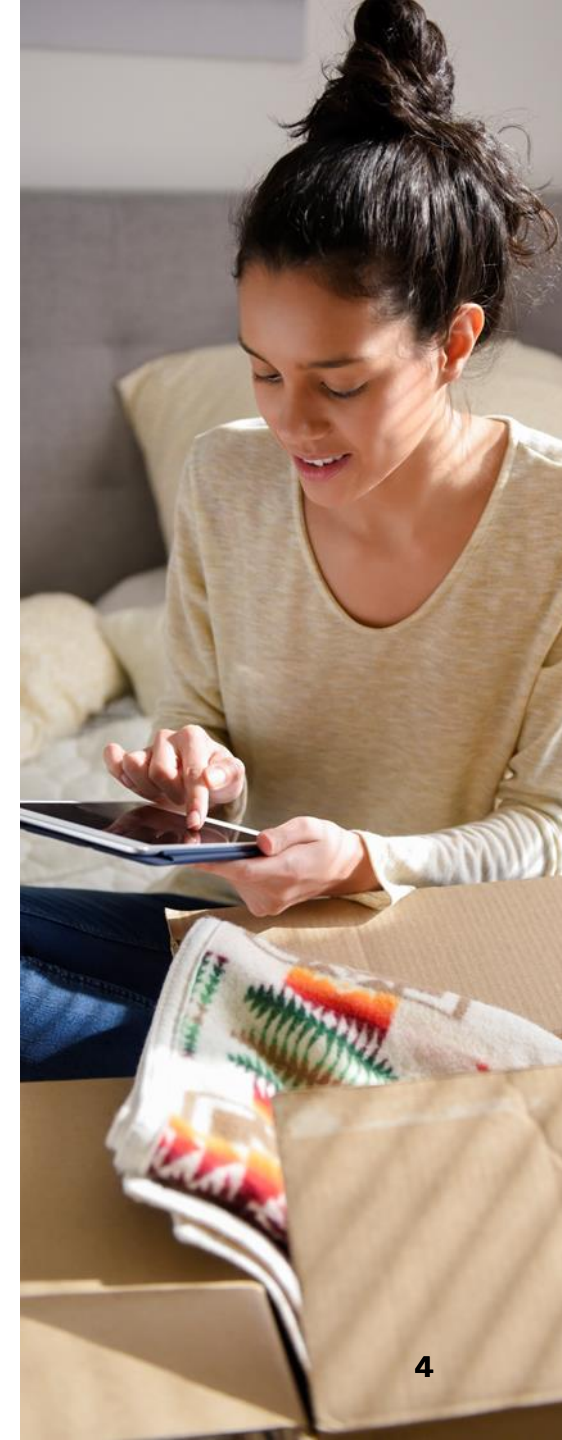
Home & Garden  
↑ 36%

# High household online participation

Household online participation has been high in 2020 with almost 9 million households making an online purchase – an increase of 10% YOY.

On average, an additional million households shopped online each month in 2020, a substantial increase when compared to 2019. Online shopper engagement is at an all-time high, presenting great opportunity for retailers as we head into 2021.

A more detailed analysis will be available in the 2021 Inside Australian Online Shopping report coming soon.



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This update has been prepared using 2019, 2020 and 2021 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.

This information is provided for general information purposes only and is not intended to be specific advice for your business.