

ECOMMERCE COUNTRY FACTSHEET

Australia

Population - 25.2 million
 Capital - Canberra
 Currency - Australian Dollars (AUD)
 Main language - English



21m

21m eCommerce users forecast for Australia in 2025

30-39 years

Largest consumer share by age group in Australia

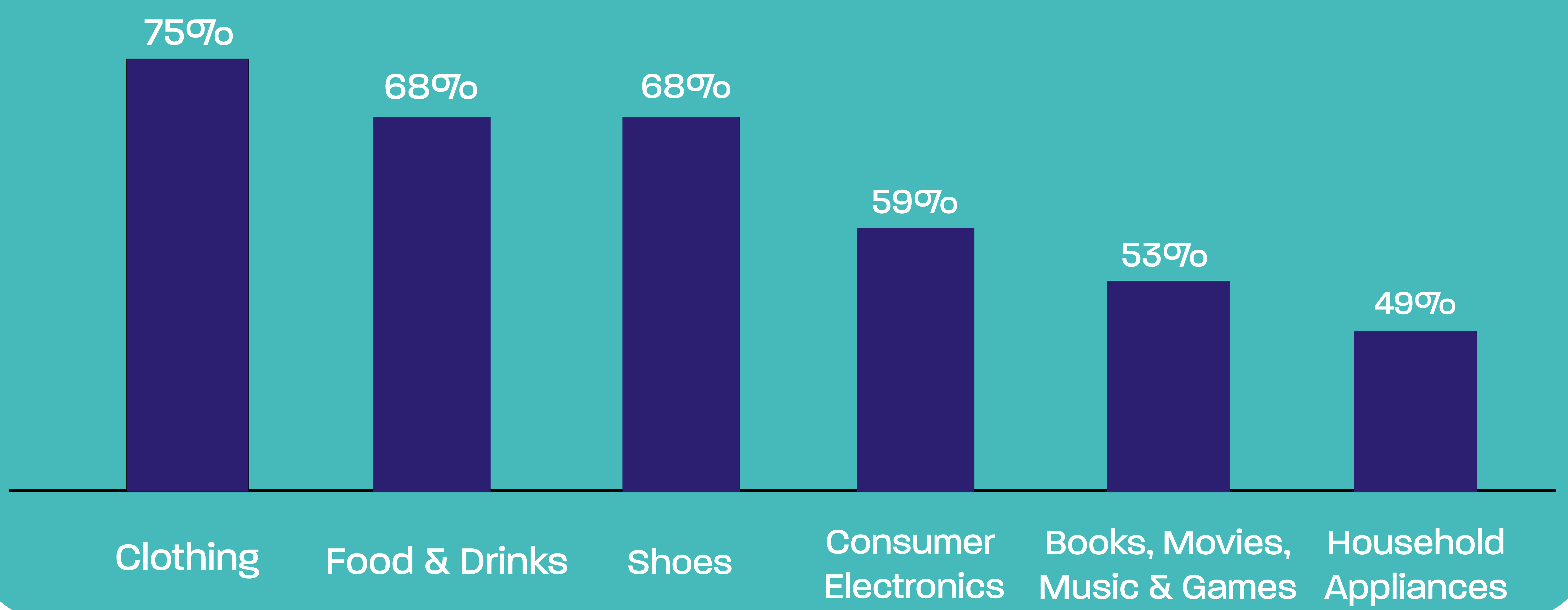
52%

52% of online purchases were in the category of clothing in 2022

30%

30% of consumers prefer express shipping when ordering items online

Sectors Australian consumers are most interested in...



The most successful online shops are..

- * Woolworths
- * Coles
- * Apple

Other retailers include; Kmart, Dan Murphy's, Catch & Amazon

Shipping methods offered by leading online retailers...

- * Australia Post
- * Click & Collect
- * StarTrack

Other methods include; TNT, Couriers Please, DHL & Allied Express

34%

34% of Australian consumers shop online on a weekly basis

53%

53% of shoppers consider free shipping to be the most important factor when making an online purchase

\$35 billion

Projected eCommerce market value (USD) in Australia 2025