

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

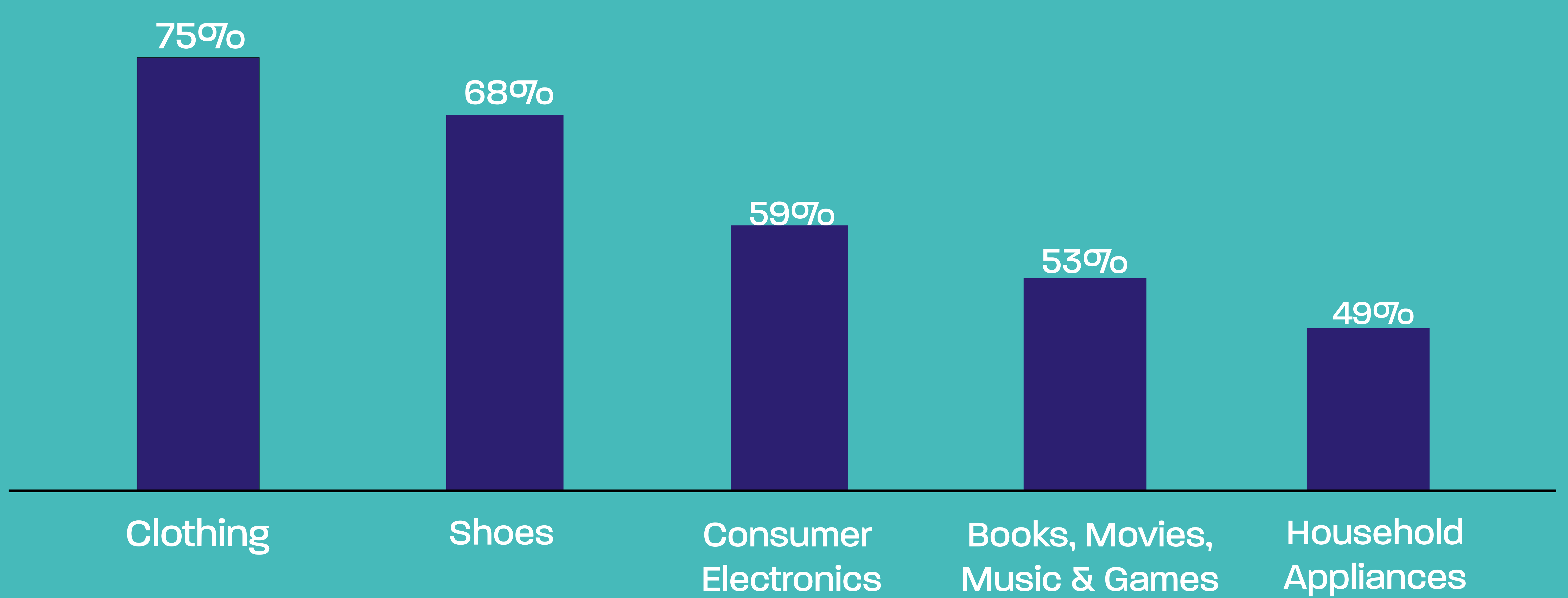
75%

75% of the population in Australia shops online

1/4

A quarter of individuals made cross-border purchases from EU sellers

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

9.9%

9.9% eCommerce share in total retail sales

25%

25% of the online retail market in Germany was cross-border

\$36.7 billion

eCommerce market value (USD) in Australia (2019)