

# Jan 2025



## eComm strategy inspiration

### New years resolutions

It's a new year! Millions of Australians make new years resolutions. Generation Z is most likely to make resolutions (92%), followed by Generation Y (83%) and Generation X (68%).

- › Most resolutions relate to health and fitness – eating more healthy (39%), improving fitness (36%), losing weight (33%) and sleeping more (19%) rank highly.
- › Travelling overseas is popular (17%). Some of us resolve to be more sustainable (12%) while others want to kick off home renovations (11%).<sup>13</sup>

01



### New Year's Day

On this month



### Back to school

As students head back to school, parents are shopping for stationery, school bags and lunch boxes to kick off the school year successfully. Highlight special offers in your customer emails and advertising. To stand out against your competition, consider a gift with purchase that appeals to kids.

06



### National Returns Day

Originating in the USA, National Returns Day was created in response to the spike in returns post-Christmas. Retailers run campaigns highlighting generous returns policies (some up to 365 days). [Learn how you can make returns easier for your customers.](#)

### Australian Open

26

### Australia Day



## Customer Experience Insight

### Delivery provider preference

87% of online shoppers have a preferred delivery provider. 81% prefer Australia Post (including StarTrack). Key reasons include easy tracking, familiarity and reliable service.

**Tip:** Boost confidence at checkout by letting customers know you ship with Australia Post.

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### Lunar New Year

Lunar New Year (also known as Chinese New Year) marks the start of a new zodiac cycle in the Chinese lunar calendar. 2025 is the year of the snake, which represents calmness and introspection. Make Chinese New Year shopping easy for customers both locally and overseas with curated gift boxes and easy international shipping. If you haven't sold overseas before, find out [How 3 Aussie businesses set themselves up for international success](#) on our business blog.

31

### Berlin Fashion Week

On this month



### Delivery experience updates

As parcel volumes return to normal after the Christmas peak, now's the time to replace any peak delivery times messaging on your website and checkout. Instead, you could highlight how customers can track their deliveries on the [AusPost app](#), or use [parcel lockers](#) to pick up their purchases at a time that suits them.



# eCommerce sale event calendar January – June 2025

# Feb 2025

  
eComm  
strategy  
inspiration



## Love is in the air

With Valentine's Day on February 14th and Love Your Pet Day on February 20th, shoppers are sharing the love across gifts, trips, experiences and plenty of pats.

- › Support last-minute Valentines Day shoppers with suggested gifts for their loved ones. Offering express or next-day delivery can set you ahead of the competition.
- › Valentine's Day sales are most popular with Generation Z adults.<sup>1</sup> Consider targeting these 18 – 28 year olds with advertising on platforms like TikTok, Instagram and Snapchat with authentic stories to connect them with your brand.



## 06 Waitangi Day (New Zealand)



Waitangi Day is one of New Zealand's biggest online sale dates. Learn how to start selling into this market.



## New York Fashion Week



Australia Post and WeWearAustralian have partnered to showcase Australian fashion at New York Fashion Week this February. In the five years to FY24, the Australian fashion industry's export value has grown by 92%.<sup>12</sup> It's a great opportunity for market expansion.



On this month



## End of Summer sales

End of Summer sales start now. Bundling products – buy one, get one free, or a second item at a discounted price, helps move summer stock to make way for the next season.

## 08 Royal Hobart Regatta (TAS)

## 09 US NFL Super Bowl

11-13



## Click Frenzy Glow

Click Frenzy Glow focuses on health, wellness, and beauty products. The three-day sale is the perfect time to present special offers on skincare, makeup, and self-care essentials. Learn more with our 10 sale strategies for Click Frenzy events.

14



## Valentine's Day

Consider how you can make Valentine's Day gift deliveries special and convenient for your customers and their loved ones. Unique touches like free gift wrapping can make all the difference. Offer next day delivery so that customers can have gifts delivered on Valentines Day. Check out next day delivery options here.

## 20 London Fashion Week



## Love Your Pet Day

Australians spend about \$30 billion on their pets each year<sup>2</sup>, in New Zealand that figure is 2.5 billion<sup>3</sup>, in China it's \$30 billion<sup>4</sup> and the USA, \$130 billion<sup>5</sup>. Can you tap into overseas markets?

## 25 Milan Fashion Week



Customer  
Experience  
Insight

## Impact of international delivery costs

**50%** of people shopping for Australian fashion internationally abandon cart if shipping is too expensive. Plus, 71% of people buying from Australia say that clear information about delivery charges pre-purchase is very important.<sup>9</sup>

**Tip:** Australia Post can help you convert more sales by offering a value-driven international delivery option at checkout.



Explore international delivery options here.



# eCommerce sale event calendar January – June 2025

# Mar 2025



## eComm strategy inspiration

### Buy now pay later

Buy now pay later (BNPL) platforms provide a way for shoppers to balance cost of living challenges with purchasing goods.

› BNPL platform usage has grown most rapidly among Generation Z. In January 2020, 37% of Generation Z had used a BNPL platform, compared with 64% in January 2023.<sup>5</sup>

› There are now a range of buy now pay later platforms, competing for shoppers and providing more competitive terms.



› Afterpay Day is a popular sale that encourages the use of buy now pay later options, with many retailers participating and running sales for a week or more.

## 03 World Wildlife Day

Labour Day (WA)

Paris Fashion Week

## 08



International Women's Day

## 10 Canberra Day (ACT)

Adelaide Cup Day (SA)

Eight Hours Day (TAS)

Labour Day (VIC)

On this month



Afterpay Day, plus fashion weeks in Mumbai, Shanghai and Tokyo

## 14 White Day

On White Day people reciprocate gifts received on Valentine's Day. It's predominantly celebrated in Japan, South Korea and China.

## 17



St Patrick's Day

Holi Festival – India

## 19



**AusPost 2025 eCommerce Report release**

This year, we're celebrating 10 years of Australia Post sharing eCommerce insights with our customers and community. In the 2025 Australia Post eCommerce Report we share actionable tips and break down what each generation of shoppers want. [Read the report.](#)

## 20 International Day of Happiness

## 21 Harmony Day

## 26-30



**Click Frenzy Travel**

During Click Frenzy Travel people are on the lookout for bags, accessories, travel beauty products, clothes and equipment for their trips.

## 30 UK Mother's Day

## 31 Eid al-Fitr



**Customer Experience Insight**

**Delivery time matters**

**68%** of online shoppers are likely to abandon their carts if delivery is deemed too slow. Plus, 90% of consumers consider delivery time to start before the package is handed to the carrier.<sup>10</sup>

**Tip:** Ensure you're setting realistic expectations with customers, taking into account time to pick, pack and ship their order. Offer choice of delivery speeds.



[Explore next day delivery options here.](#)

# eCommerce sale event calendar January – June 2025

# Apr 2025



## eComm strategy inspiration



### Sustainability

Earth Day falls in April. Consumers continue to seek sustainable options including products, satchels, packaging and wrapping.

- › Our Australia Post [2025 Sustainability Roadmap](#) outlines the key goals and targets we're working towards.
- › Shoppers are taking more interest than ever in where their goods come from. [Read more about building a sustainably minded business.](#)
- › Three out of every four online shoppers are keen to understand the sustainability practices of retailers and choose to shop with those that fit with their values.<sup>7</sup>
- › Products showing a sustainable focus grew an average of 28% over the last five years, compared to 20% for other products.<sup>8</sup>

## 01 April Fool's Day

Have fun with your customers and team on April Fool's Day. Humorous (tasteful!) emails and prank product releases can gain attention for your brand.

### On this month



### Easter sales

**38%** of businesses put on Easter sales in 2024. Sales are most popular with Generation Z adults and millennials, who are aged 18 – 44 in 2025.<sup>1</sup> Chocolate and Easter eggs, baskets, decorations and plush bunnies feature in sales, together with outdoor activity gear for camping and beach adventures.

## 18 Good Friday

## 19 Easter Saturday

## 20 Easter Sunday

## 21 Easter Monday

## 22 Easter Tuesday (TAS)



### Earth Day

Earth Day was first recognised in 1970 and is now celebrated in more than 190 countries. The theme for 2025 is focused on renewable energy: Our Power, Our Planet. Earth Day is a good opportunity to highlight your sustainable practices and products.

## 25




### ANZAC Day



Tip!

Stay ahead of the competition with our Building Business newsletter. We share eCommerce tips and trends, the latest delivery innovations and more.

 [Subscribe here for news, tips, and resources.](#)

### On this month



### School holidays kick off

As kids head into Easter school holidays, businesses are promoting school holiday sales and preparing for back to school sales. Families are shopping for clothing, stationery, toys, games, camping and holiday gear, and electronics. Highlight your offerings for kids and families on social media, and in email campaigns. For busy parents, fast delivery can be the difference between shopping with you or another retailer. [Are you offering next day delivery?](#)



### Customer Experience Insight

### Returns policies impact sales

**26%** of people who shop online with an Australian retailer abandon cart if the returns policy isn't clear.<sup>10</sup>

**Tip:** Making returns easy increases customer confidence, so they're more likely to purchase online. With Australia Post, customers can have return labels printed at their local post office.



[Find out how your business can offer easy returns.](#)



# May 2025



## eComm strategy inspiration

### International expansion

The USA and China retail markets are each over 15 times larger than Australia. India is more than twice as large and, although smaller, Southeast Asia and New Zealand are logical extensions to your market.

› The top reasons shoppers buy from an international online seller are: affordability (47%), variety offered by a brand (37%), quality higher than in their local market (28%), low shipping costs (27%) and fast delivery (26%).<sup>10</sup>

› Check out [our checklist for expanding your eCommerce business overseas](#) and read stories about [how other businesses took the leap](#).

› Online marketplaces are a great way to test overseas markets. Read about [which one could be right for you](#).



## 05 May Day (NT)

### Labour Day (Qld)

### Cinco De Mayo

Originally a day to commemorate Mexicans' victory at the Battle of Puebla in 1862, Cinco de Mayo nowadays is a celebration of Mexican-American culture, with events throughout Mexico and the USA. In Australia, Mexican bars and restaurants often celebrate with decorations and special offers.

## 08 World Red Cross Day

## 11



### Mother's Day US AUS NZ

It's time to celebrate mums! Email and social media promotions with gift ideas are powerful tools. Consider local and overseas shoppers, gifts with purchase and complimentary wrapping. Make your [returns policy front and centre](#) to give shoppers confidence.

## 13-16



### Click Frenzy Mayhem

With a membership of over 1.8 million shoppers, Click Frenzy attracts high-profile retailers to participate in flash sales hosted on its site. Shoppers enjoy the convenience of browsing a wide range of offers in one place. The sense of urgency makes Click Frenzy Mayhem an exciting sale – [check out our tips for a great strategy](#). Set your offering apart with [fast delivery](#).



### Tip!

Stay up to date with the Australia Post Building Business newsletter.



[Subscribe here for news, tips and resources.](#)

## 31

### Dragon Boat Festival

## On this month



AFLW (AFL Women's League)  
Grand Final

## On this month



### eBay Plus Weekend

There are over one million eBay Plus members in Australia. The perks of the subscription include exclusive deals and free shipping on eligible items. On eBay Plus Weekend, there are major offers for members. Do you sell on eBay? [Learn how to integrate MyPost Business with eBay](#). Do you have a loyalty program for your own customers? [We have some great tips to get you started.](#)



### Customer Experience Insight

### Self-serve tracking delivers

AusPost app users are 20% less likely to enquire about their parcels. They are more informed on their delivery – visiting 'track' 3.6 times more often than web-only users.<sup>11</sup>

**Tip:** Share links to the app with customers and let them know they can use it to track parcels, receive trusted notifications, set delivery preferences or redirect parcels.



[Find out more about the AusPost app.](#)

# eCommerce sale event calendar January – June 2025

# Jun 2025

## eComm strategy inspiration



### eCommerce strategy refresh

As you prepare for a new financial year, it's a great time to review your eCommerce strategy. Start your research by taking a look at the [AusPost eCommerce Report](#).

› Voice and image search are increasing in popularity, as is shopping on social media platforms like Facebook, TikTok and Instagram.



› Do you use Shopify? [Integrate with MyPost Business](#) to boost shipping efficiency.



› Be inspired by businesses who have shared their [eCommerce success stories with us](#).



01



### June is Pride Month!

02

### Reconciliation Day (ACT)

#### Western Australia Day (WA)

Retailers in Western Australia hold sales in the run up to this public holiday. Heading into the colder months, shoppers are on the lookout for Winter clothing and home heating.

05

### World Environment Day

On this month

#### End of financial year sales

During EOFY sales, customers are comparing deals between retailers. Your offers can attract new customers to your business. It's essential to have a plan in place to retain these customers once you've won them. Personalisation, targeted offers and loyalty programs are powerful tools to keep customers engaged.

[Discover top strategies for customer growth and retention.](#)



09



### Men's Health Week

Men's Health Week is a great time to share educational resources with customers and potential customers. Highlight relevant products to support men on their physical and mental health journey. Sports wear, fitness equipment, health technology, supplements, journals, biking, hiking and camping gear are popular.

### King's Birthday public holiday (all states except QLD & WA)

15



### US UK Father's Day



Tip!

Stay up-to-date with the Australia Post Building Business newsletter. [Subscribe here for news, tips and resources.](#)

21

### Winter Solstice

Winter Solstice is a great time to highlight cozy homewares, warm clothes, winter-weight sportswear and gourmet comfort food. Whilst some people will be heading indoors and considering upgrading TV and audio, others will be putting on the thermals for camping and fishing. Consider your online customers and the kind of deals that will grab their attention.



### Customer Experience Insight

#### Choice of collection points

**49%** of online shoppers want to see more collection points offered by retailers.<sup>11</sup>

With Australia Post, your customers have a choice of more than 700 24/7 parcel lockers and over 4,000 Post Offices.

**Tip:** Let customers know about collection points in your FAQs, at checkout and on shipping confirmation emails.



[Learn more.](#)

#### Sources

**1.** Australia Post Omnibus Consumer survey, July 2024 **2.** Pet Industry Association of Australia (PIAA) report. **3.** New Zealand Pet Industry Association (NZPIA). **4.** China Pet Industry Report (Euromonitor). **5.** American Pet Products Association (APPA). **6.** Finder, Buy now pay later statistics 2024. **7.** Australia Post, Inside Australian Online Shopping Report, 2023. **8.** McKinsey Quarterly, Retail reset: A new playbook for retail leaders. **9.** IPC Cross-Border eCommerce Shopper Survey, 2023 Country Report: Australia. Also includes the historic view from IPC Cross border ecommerce shopper surveys, 2019-2022. **10.** Statista Cross-Border Consumer Behaviour, June 2024. **11.** The Delivery Experience Report 2021 – Australia Post. **12.** [abs.gov.au/statistics/economy/international-trade](https://abs.gov.au/statistics/economy/international-trade). **13.** Finder, New Years resolutions statistics.