

Inside Australian Online Shopping

eCommerce market insights

15 May 2020



Key eCommerce trends

Significant growth

8 weeks
↑ 80% YOY

Over the last 8 weeks the industry has grown over 80% YOY.



New record set

↑ 135% YOY

Growth reached highs of 135% YOY the week following Easter.

Making Easter weekend the **biggest period in online shopping history**

Even bigger than Black Friday & Cyber Monday.



Fashion purchases

Fashion
↓ -5% YOY
early March

↑ 84% YOY
week leading up to **Mother's Day**

When shoppers started buying online, there was initially a shift away from buying clothes and fashion.



More confident shoppers

Concern decreased
4pts to 13%

Shoppers' initial concerns with buying online due to COVID-19 decreased in April.





What was purchased

Purchases were up
91% YOY in the week
leading up to Mother's day

140%+

Fashion accessories



140%+

Arts & Crafts



130%+

Beauty



When purchases were made

Purchases were spread throughout
the day in April with more people at home

7–10pm

↓6% points

2–5pm

↑3% points



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