



Inside Australian Online Shopping update

December 2020

November 2020: A record breaker

November was expected to be big for online shopping with Australians fully embracing America's Black Friday and Cyber Monday tradition, but it has surpassed all expectations.

November was the biggest month in Australian online shopping history. Online purchases were up 20.8% when compared to the 2019 pre-Christmas peak.¹

Nationally, online shopping growth for the month was up 55.6% year-on-year (YOY). Victoria and South Australia led the way with both states topping more than 64% growth YOY.

¹Pre-Christmas peak measured as the 30 days to 18 Dec 2019 inclusive.

Online purchases,
November 2020

November online
purchases, up

55.6%

YOY

16.8%

increase month-
on-month



20.8%

rise from 2019
pre-Christmas
peak

Shoppers increased buying frequency

Over 5.5 million households shopped online in November, up 28.2% when compared to 2019. Interestingly, over 2.2 million of these (41%) did not buy online in November 2019.

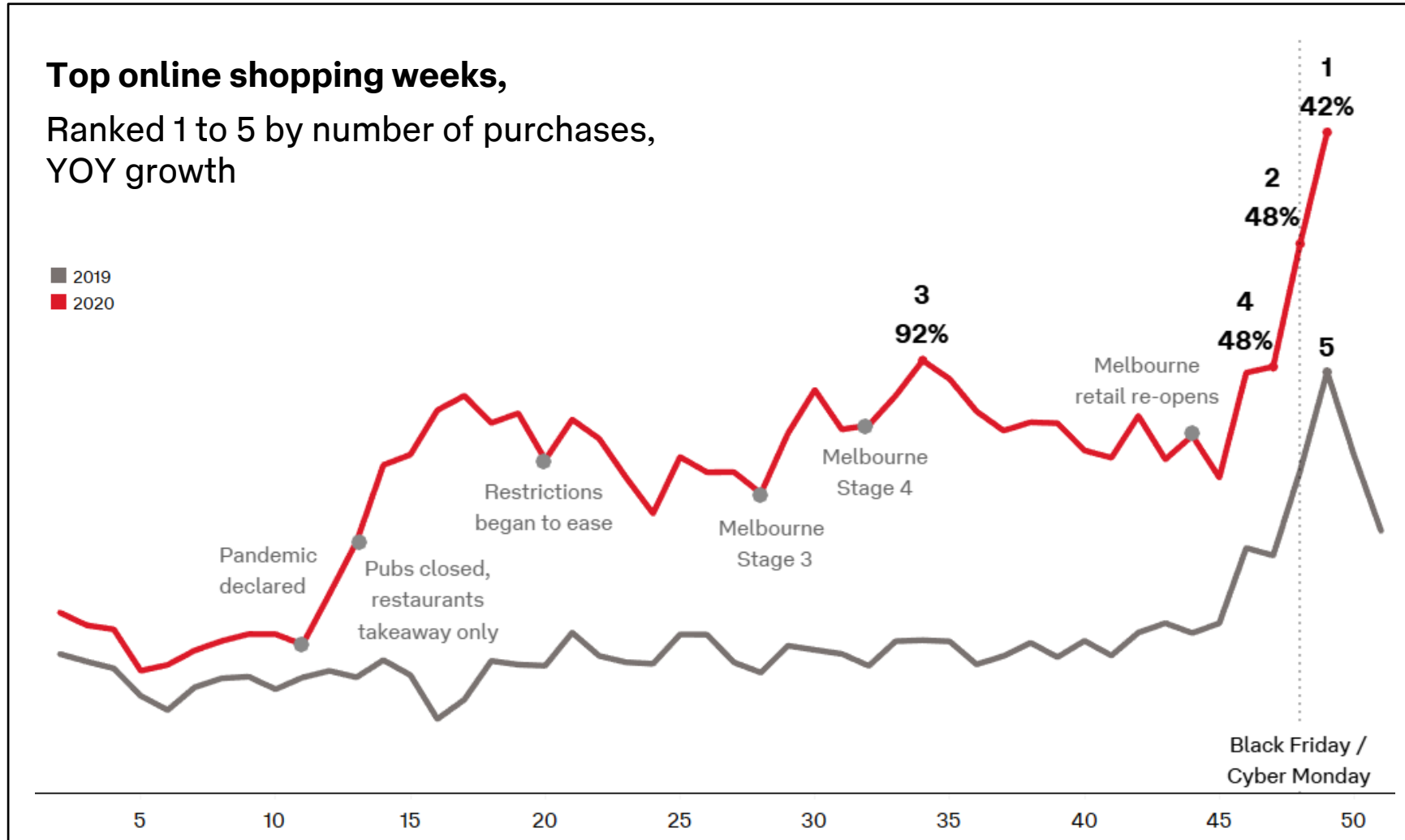
Purchase frequency also increased in November with over 30% of shoppers buying more than once a week on average, up 55% when compared to the same time last year.

All categories experienced strong YOY growth. The chart on the right shows the sub-categories with 25% or more online purchase increase from October.

November 2020, biggest online purchase increase month-on-month



November sales drove more online buying

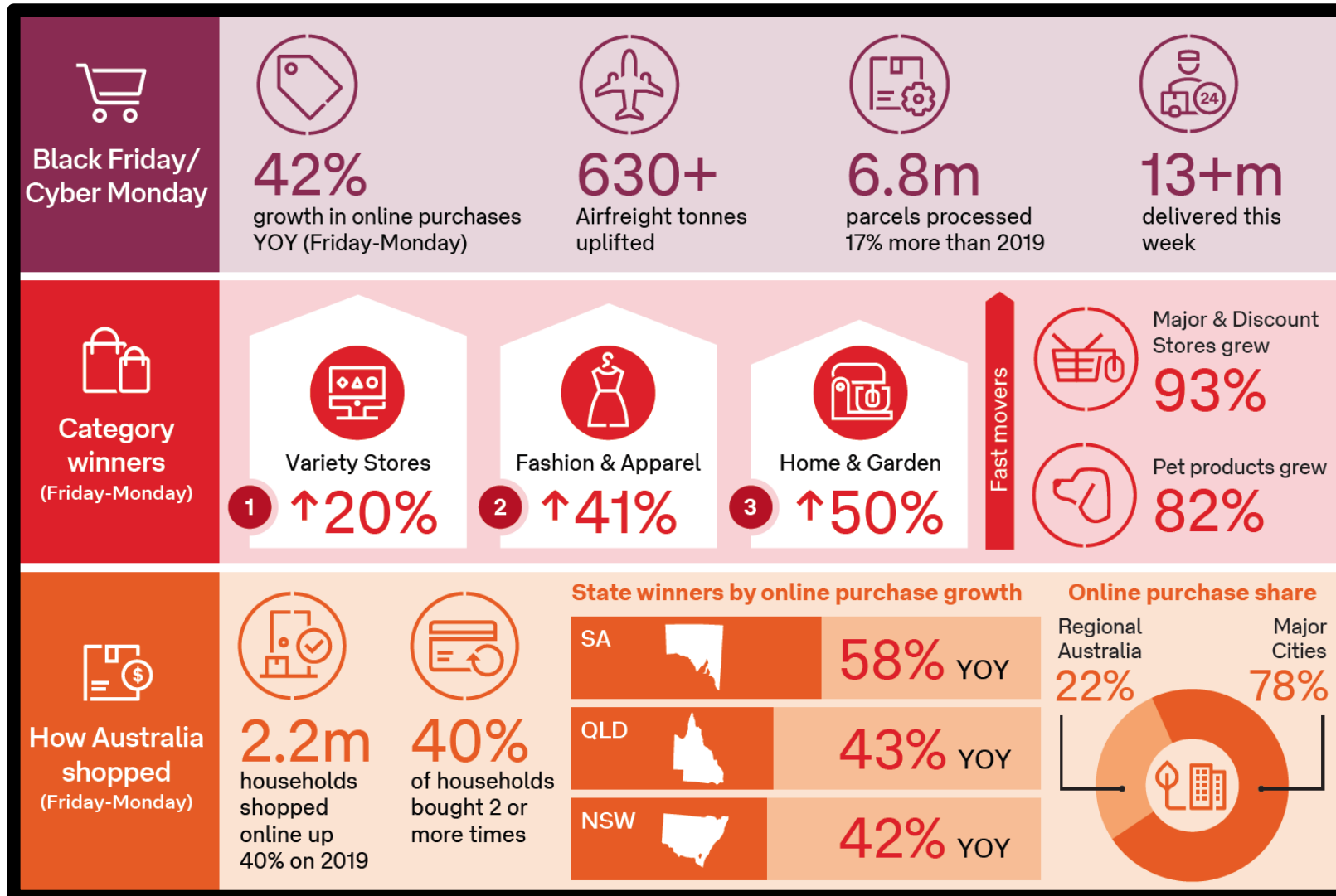


The number of online purchases began to ramp up in the second week of November, buoyed by the Click Frenzy sales. Purchases for that week were up 44% YOY.

The following three weeks saw online purchases up more than 40% YOY.

The first week of December and the week of Black Friday recorded the biggest number of online purchases Australia has ever seen, with growth of 42% and 48% respectively.

Black Friday and Cyber Monday broke records



In the four days from Black Friday, there was 42% YOY growth in online purchases with over 2.2 million households shopping online.

As restrictions ease across the country and people return to the physical workplace, Fashion & Apparel saw strong growth during the sales period, up 41% YOY.

Although South Australia was only in lockdown for a few days, the state had the highest increase in online shopping up 58% YOY for the Cyber weekend.

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This update has been prepared using 2019 and 2020 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. New shoppers or households is defined as residential delivery points that did not receive an online purchase in the previous 12 months or as stated.

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