

E-commerce
Country Factsheet

AUSTRALIA



Retailers must look to win over online shoppers with added value and relevant shopping experiences

After a surge in online retail during the peak pandemic years, Australian consumer spending has stabilized. Despite the expectation of continued growth, retailers face challenges from consumer hesitancy due to rising interest rates, inflation, and living costs. Added value, personalization, and relevance are now essential, as shoppers prioritize convenience, faster delivery, and data privacy. Retailers must adapt to these changes through omni-channel presence and interactions to build shopper confidence.



20.6 million
online shoppers



13%
of retail is e-commerce



€64 billion
Estimated value of e-commerce

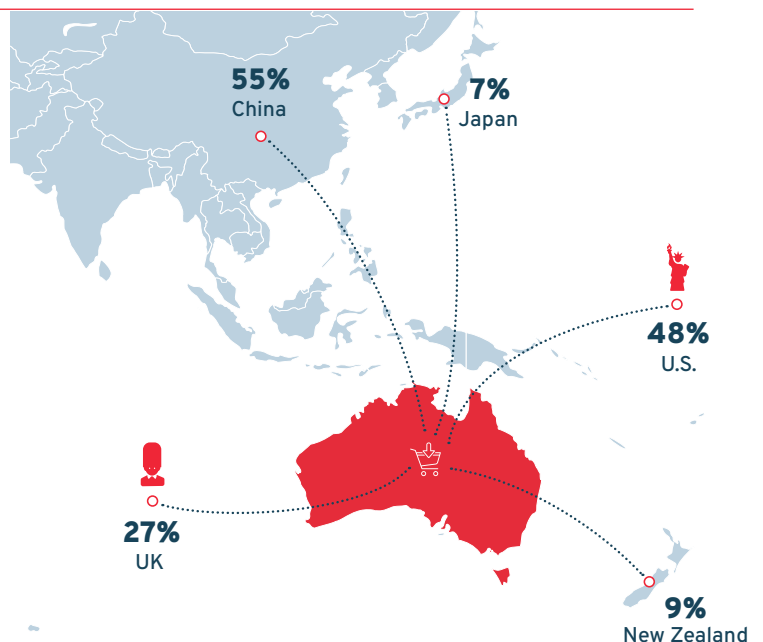


14%
of e-commerce is cross-border (2022)

CONSUMER INSIGHTS

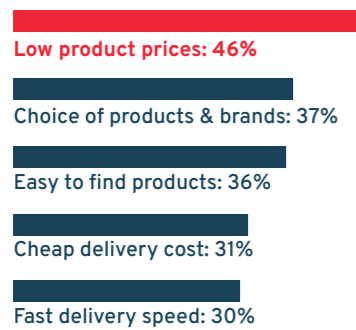
Most Australian cross-border consumers purchased from **China** and the **US** in 2023

China and the United States were the main cross-border shopping destinations and grew respectively by 6% and 2% from last year. UK and NZ decreased slightly while Canada exited the top 5 in favor of Japan.



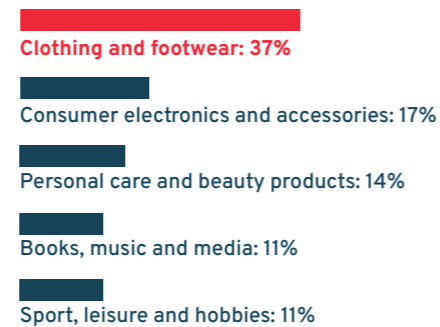
The Australians mainly shop across borders because of **lower product prices**

Product price is the main driver for cross-border online shopping. A large range of products & brands, the ease to find products and cheap delivery are also important parameters for the Australian consumer.



Australian shoppers primarily buy **clothing and footwear** from abroad

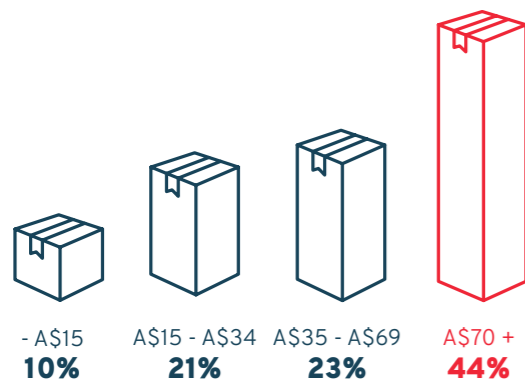
Clothing and footwear stand out as the most popular cross-border purchases, scoring more than three times higher than other categories like books & media or sport & leisure.



Landmark Global partners with both postal and commercial logistics operators to deliver your parcels from anywhere to Australia on time and in a cost-effective way.

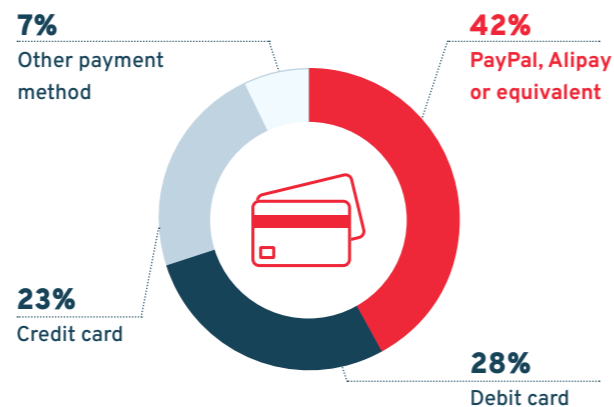
Nearly half of cross-border purchases are **worth more than 70 dollars**

Looking at the purchases, we see an increase in product value compared to previous years: the cross-border orders were more expensive.



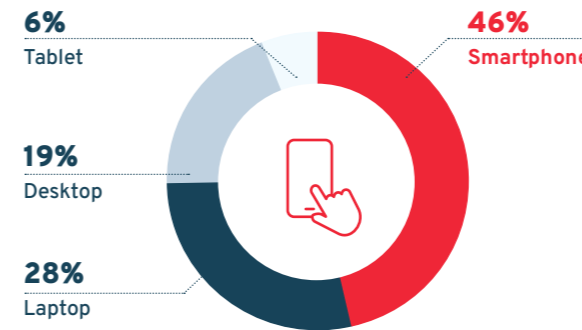
Australian shoppers mostly prefer to pay with **digital wallets**

There is a slight preference in paying with Paypal or other digital wallets even though its popularity decreased by 40% since 2017. Debit and Credit cards are also popular methods of payment.



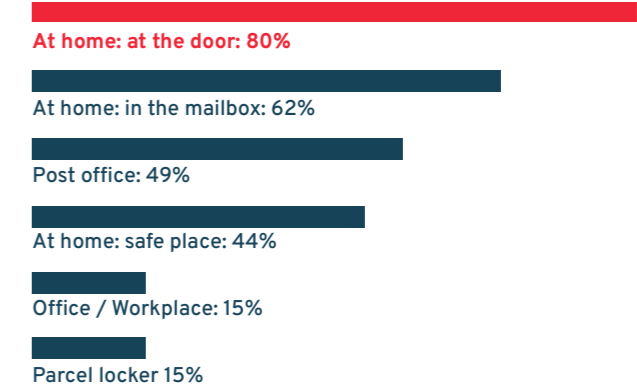
Smartphone on the rise as favorite device for online shopping

There has been a notable shift towards mobile devices since 2016 (+228%), continuing to rise (+21% compared to 2022), while the popularity of computers and tablets has been declining since 2021.



Delivery at home is by far the most-used delivery option in Australia

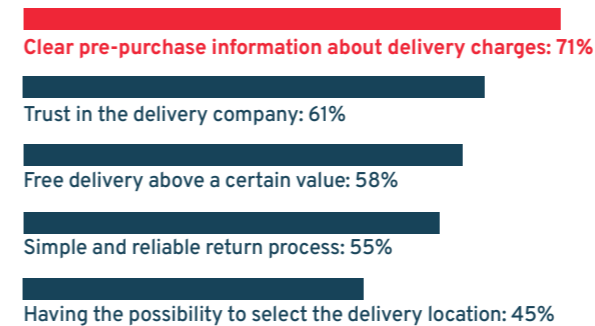
Most Australian consumers have their parcels delivered to their doorstep, mailbox or at the post office. At home in a safe place is also a popular option. Other pickup points options are much less popular.



Landmark Global can deliver your shipments directly to your Australian customers' doorstep or their selected pick-up location. End-to-end tracking comes with every delivery.

Australians value the **delivery experience** over delivery speed

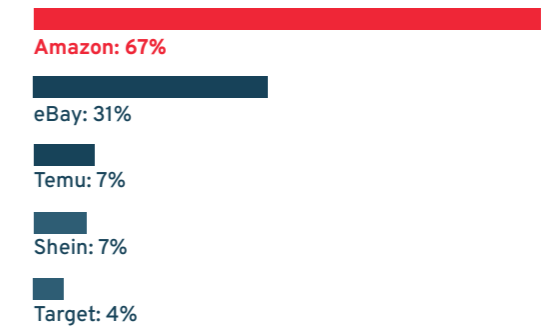
Other considerations besides pre-purchase information include a trustworthy courier, free delivery above a certain value and an efficient return process. Fast customs clearance and fast delivery are growing drivers.



76% of Australian online shoppers follow their parcel via tracking notifications

Amazon and Ebay, leading marketplaces in Australia

While Amazon remains Australia's leading marketplace and keeps rising, eBay decreased by 8% compared to the previous year. Shein is also on a remarkable rise and grew by 6% at the expense of AliExpress.



Key Takeaways | How to succeed in Australia as an online retailer

- ✓ Offer PayPal and digital wallets as a payment method. Debit and Credit cards are also popular.
- ✓ Be clear about the delivery charges and offer free delivery above a certain purchase value.
- ✓ Provide a mobile-friendly webshop as more and more purchases are made via smartphones.
- ✓ Focus on pricing and a comprehensive range of products & brands over delivery speed.
- ✓ Make sure to offer home delivery, preferably via a trusted delivery company such as Australia Post.

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Open your world

Landmark Global is the trusted international logistics partner, powering your e-commerce growth. With a network spanning 220 destinations, our services include international parcel delivery, customs clearance solutions, and returns management. Being part of the bpost group enables us to expand our knowledge and capabilities and provide better e-logistic solutions to our customers.

Our fully integrated logistics services



Parcel
Delivery



Returns
Management



Customs
Clearance



International
Mail Delivery

Sources

- IPC Cross-border E-commerce Shopper Survey 2023 – Australia Report
- IAB Pureprofile Australian Ecommerce Report 2023
- Trade.gov

