



# Inside Australian Online Shopping eCommerce update October 2022

# Online purchases grew 3.7% in October

Online purchases were up slightly this month, growing 3.7% month-on-month (MOM).

Year-on-year (YOY), October experienced a 14% decline against October 2021 – the tail end of lockdowns in the major states. Expect to see improvement in the YOY figure in the coming months as we enter the biggest sales events of the year.

Household participation remains strong, with **5.4 million households making a purchase online in October.**

## What's new in this update?

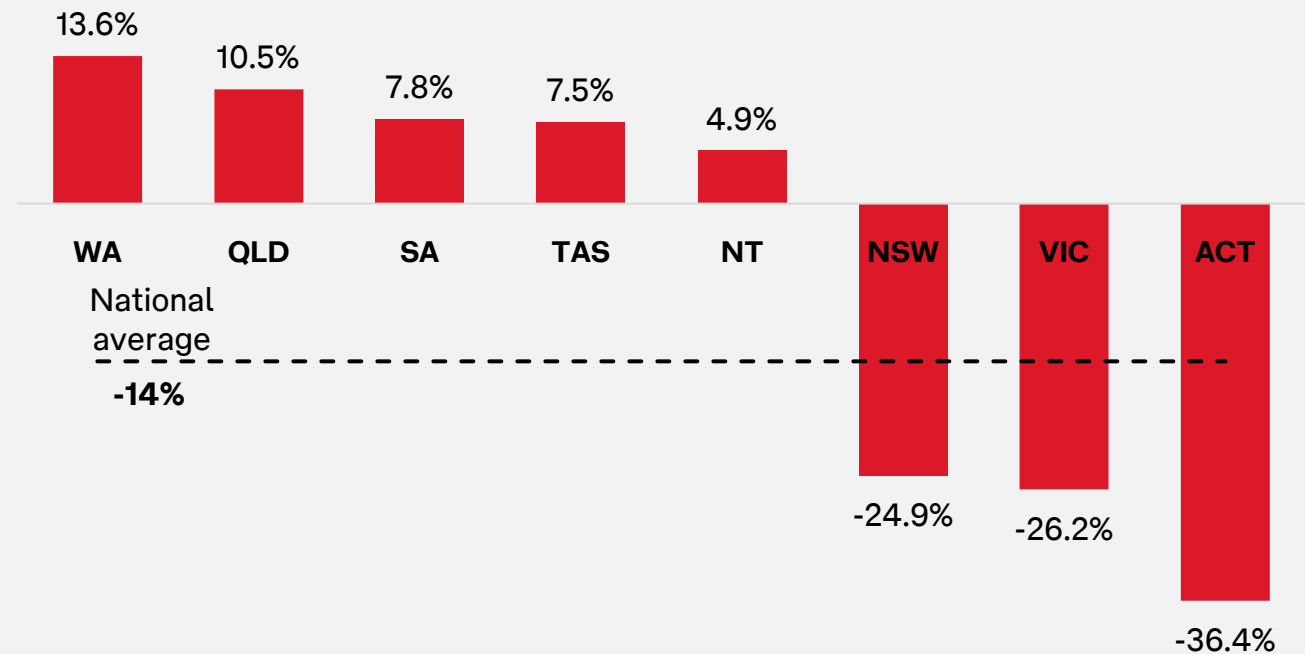
In this update you'll gain insights about overall retail spend and consumer sentiment. In our specialty retailer section, find out which categories have held up better than expected.

↑ **3.7%** MOM

↓ **14%** YOY

↓ **2.9%** YOY  
(12 months to October 2022)

eCommerce purchases, YOY growth



# Retail spend is growing as we near the festive shopping season

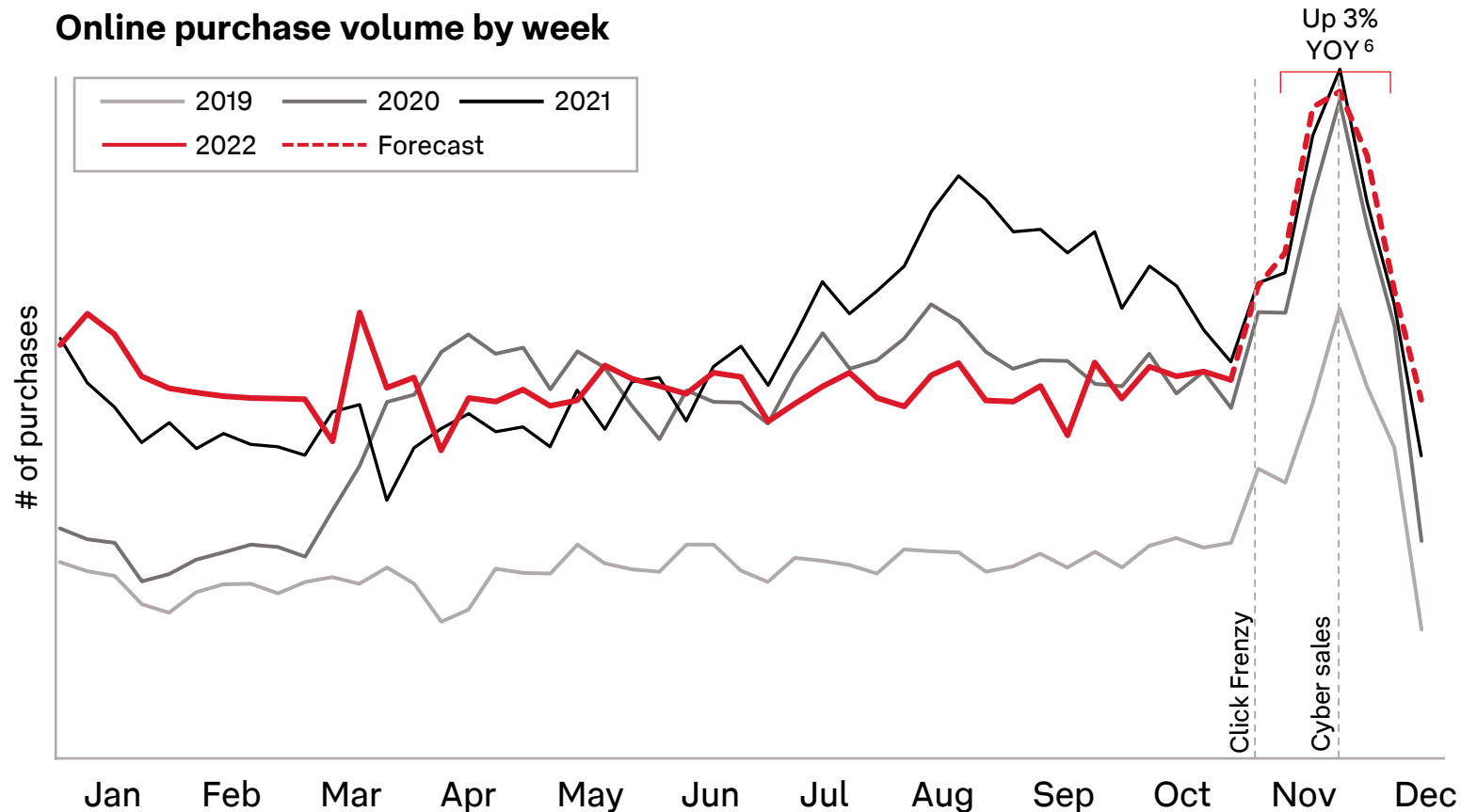
Retail sales have been surprisingly resilient overall, with the ABS reporting a steady increase in retail spend throughout the year for both discretionary and non-discretionary goods.<sup>1</sup> This is despite consumer sentiment being at near historic lows.<sup>2</sup>

The number of online purchases has remained stable in 2022. Volumes are up 69%<sup>3</sup> compared to pre-pandemic levels, indicating eCommerce has returned to normal growth.

In dollar terms, online share of total retail currently sits at 19.3%.<sup>4</sup> With a high proportion of shoppers expecting to do their Christmas shopping online this year<sup>5</sup>, expect this figure to improve over the coming months.

**19.3%**  
online share of total retail spend<sup>4</sup>

Online purchase volume by week



1. ABS Retail Trade Australia, August 2022; 2. Westpac Consumer Sentiment Survey, October 2022; 3. Compares Jan-Oct 2019 volume to Jan-Oct 2022 volume; 4. Online Physical Goods, CommBank IQ and ABS Retail Trade excluding cafes, restaurants and takeaway food services, August 2022 (last 12 months to August 2022); 5. Consumer Omnibus Survey, Australia Post, Sep 2022; 6. In the 5 weeks leading up to Christmas

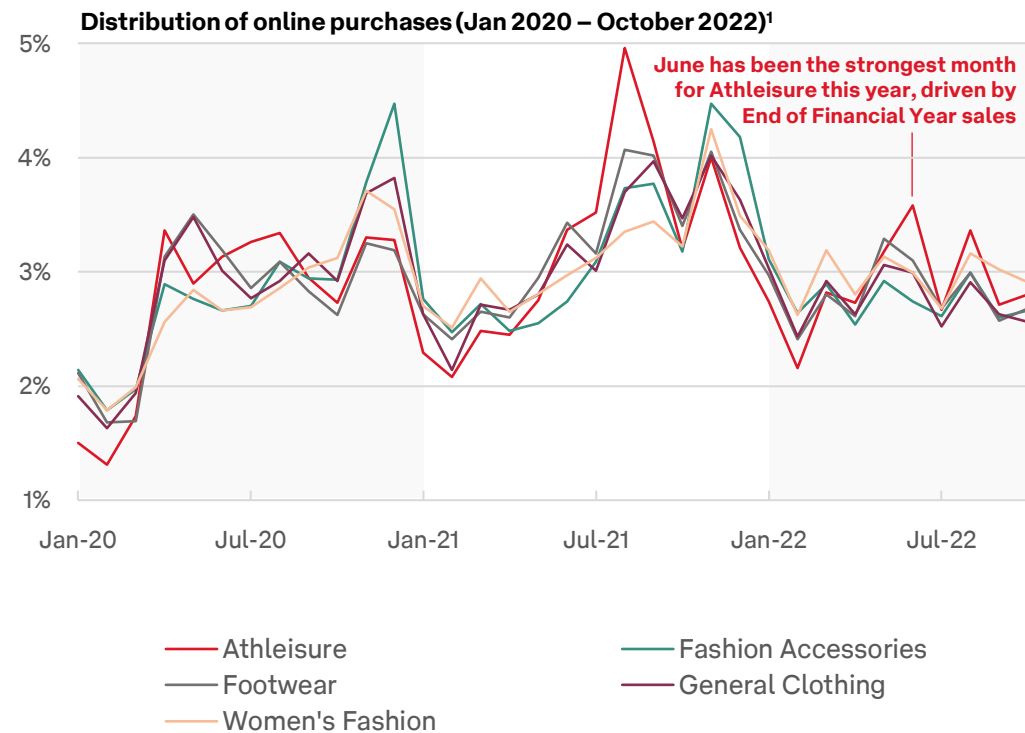
# Specialty retailer category insights



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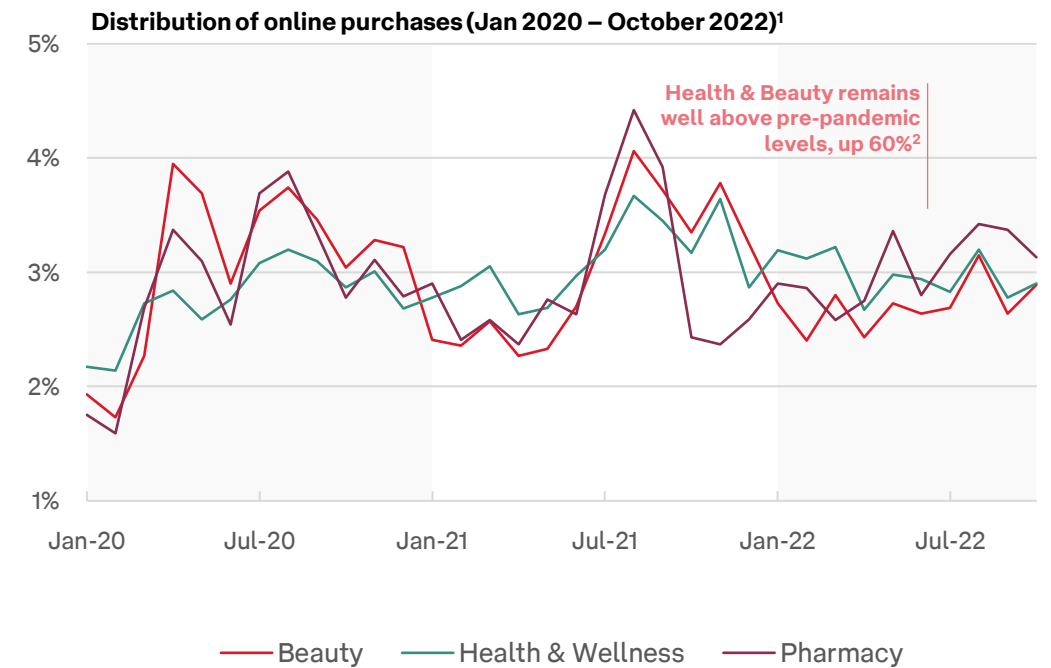
## Fashion & Apparel

 **1.5% MOM**  
  **20% YOY**  
  **4.4% YOY**  
 12 months to October 2022



## Health & Beauty

 **4.3% MOM**  
  **5.9% YOY**  
  **2.4% YOY**  
 12 months to October 2022

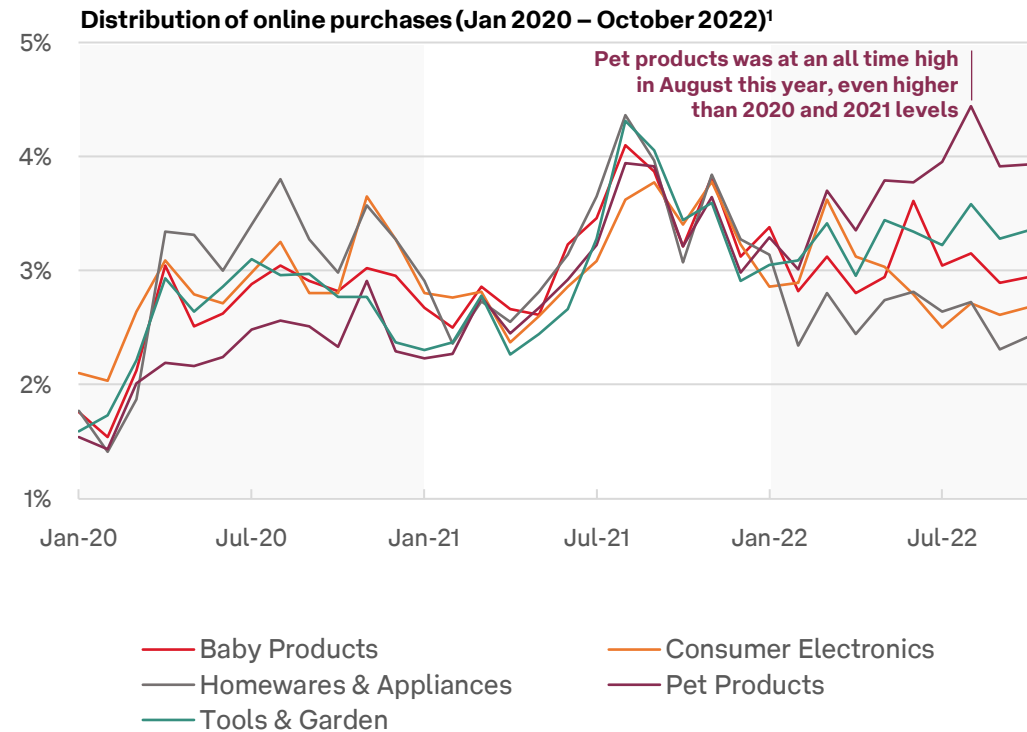


1. Represents the volume contribution (%) of each month over the total period Jan 2020 – Oct 2022; 2. Compares Jan-Oct 2019 volume to Jan-Oct 2022 volume

# Specialty retailer category insights

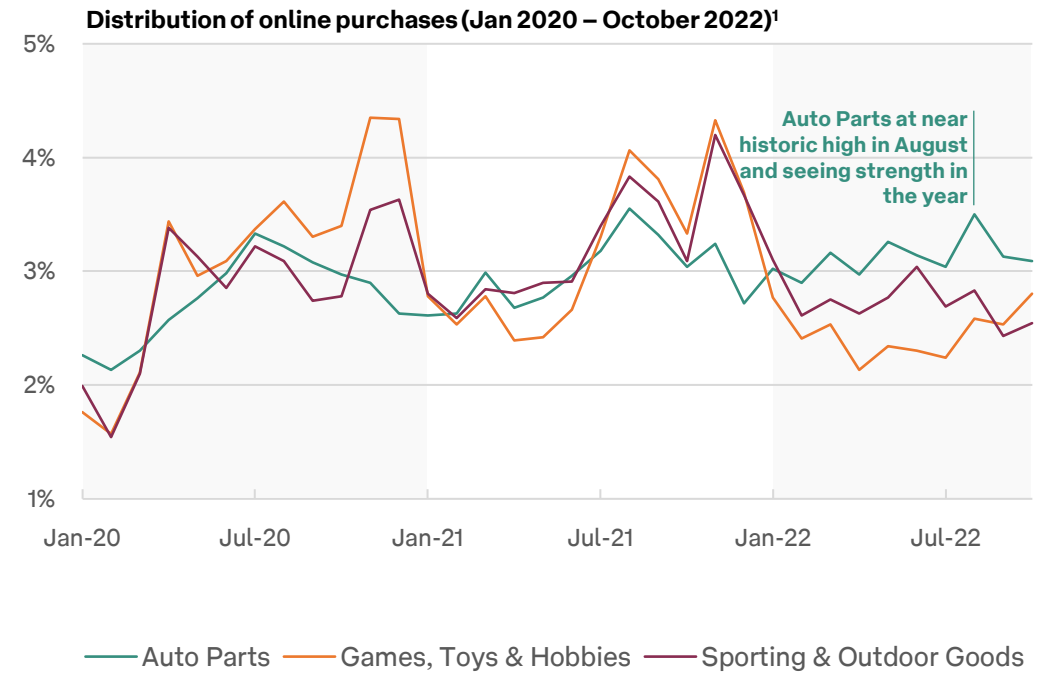
## Home & Garden

⬆️ **3.2% MOM**  
 ⬇️ **15% YOY**  
 ⬇️ **4.2% YOY**  
 12 months to October 2022



## Hobbies & Recreational Goods

⬆️ **5.0% MOM**  
 ⬇️ **13% YOY**  
 ⬇️ **8.0% YOY**  
 12 months to October 2022

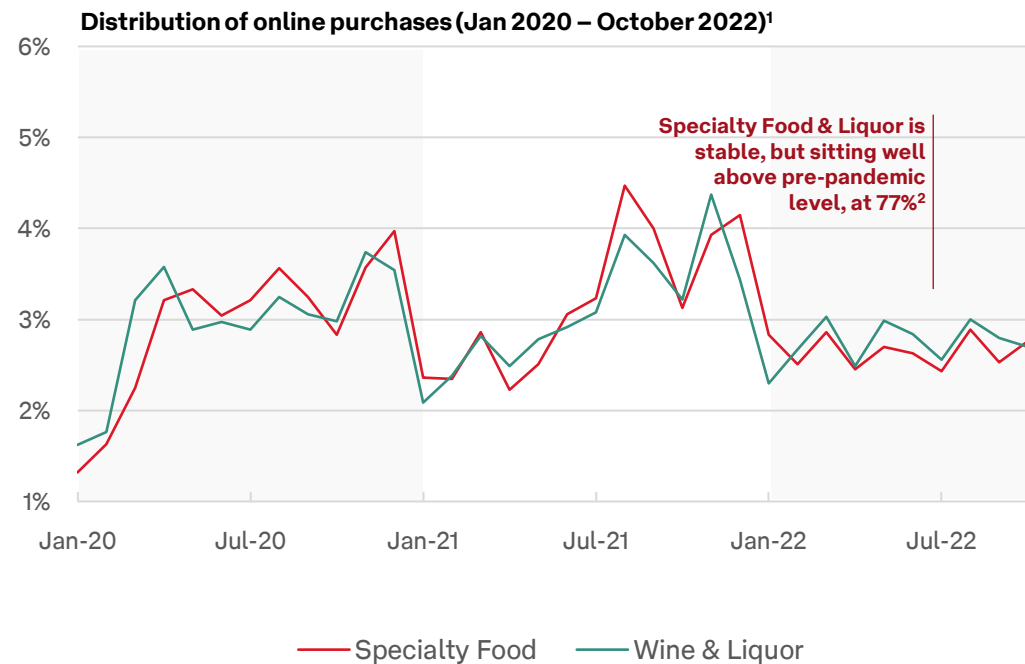


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# Specialty retailer category insights

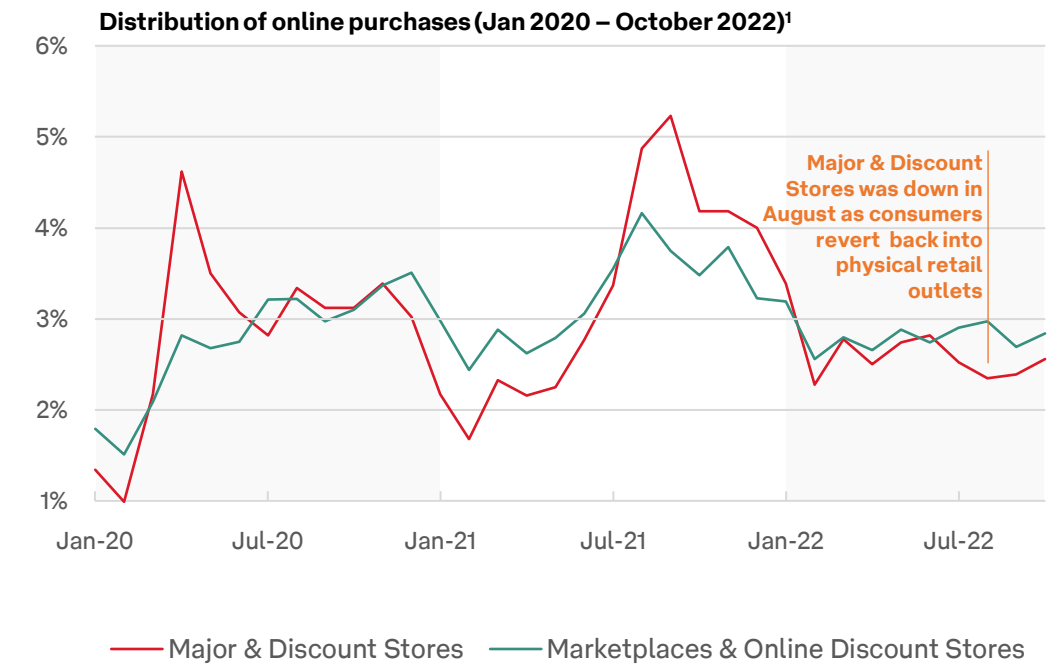
## Specialty Food & Liquor

⬆️ **1.9% MOM**  
 ⬇️ **14% YOY**  
 ⬆️ **5.9% YOY**  
 12 months to October 2022



## Variety Stores

⬆️ **6.0% MOM**  
 ⬇️ **25% YOY**  
 ⬇️ **8.4% YOY**  
 12 months to October 2022



1. Represents the volume contribution (%) of each month over the total period Jan 2020 – Oct 2022; 2. Compares Jan-Oct 2019 volume to Jan-Oct 2022 volume

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Australia Post acknowledges the Traditional Custodians of the land on which we operate, live and gather as a team, and recognises their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.

This update has been prepared using 2019, 2020, 2021 and 2022 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. Shoppers or households are measured as residential or mix use addresses that received an eCommerce parcel.

**This information is provided for general information purposes only and is not intended to be specific advice for your business.**