



# Inside Australian Online Shopping eCommerce update

September 2022

# Online purchases dipped 8% in September

Online purchases were down 8.3% month-on-month (MoM) in September as consumers begin gearing up for Christmas shopping.

Year-on-year (YOY), September experienced a 28% decline compared to September 2021, a month which saw lockdown-driven spending across multiple states.

Household participation was also lower this month, with **5.3 million households making a purchase online in September**.

## What you'll find in this update

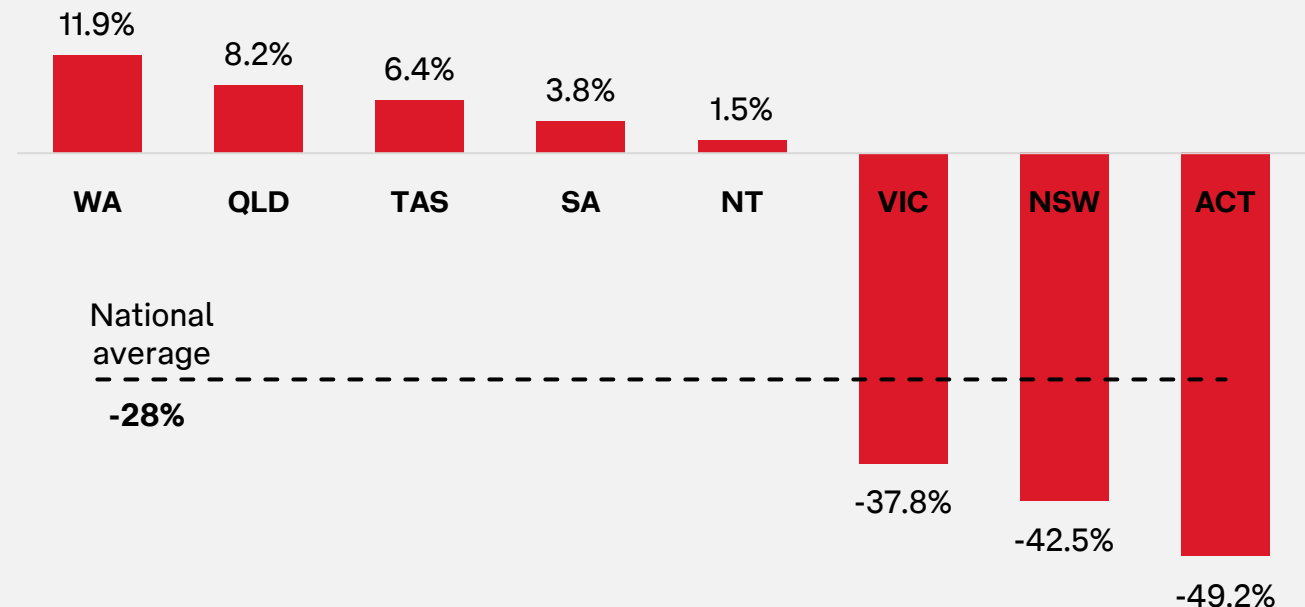
In this report, you'll gain insight into consumer purchase intent for Christmas, forecasts for the upcoming shopping period, and access to our latest guide to helping businesses manage eCommerce peak periods.

↓ 8.3% MOM

↓ 28% YOY

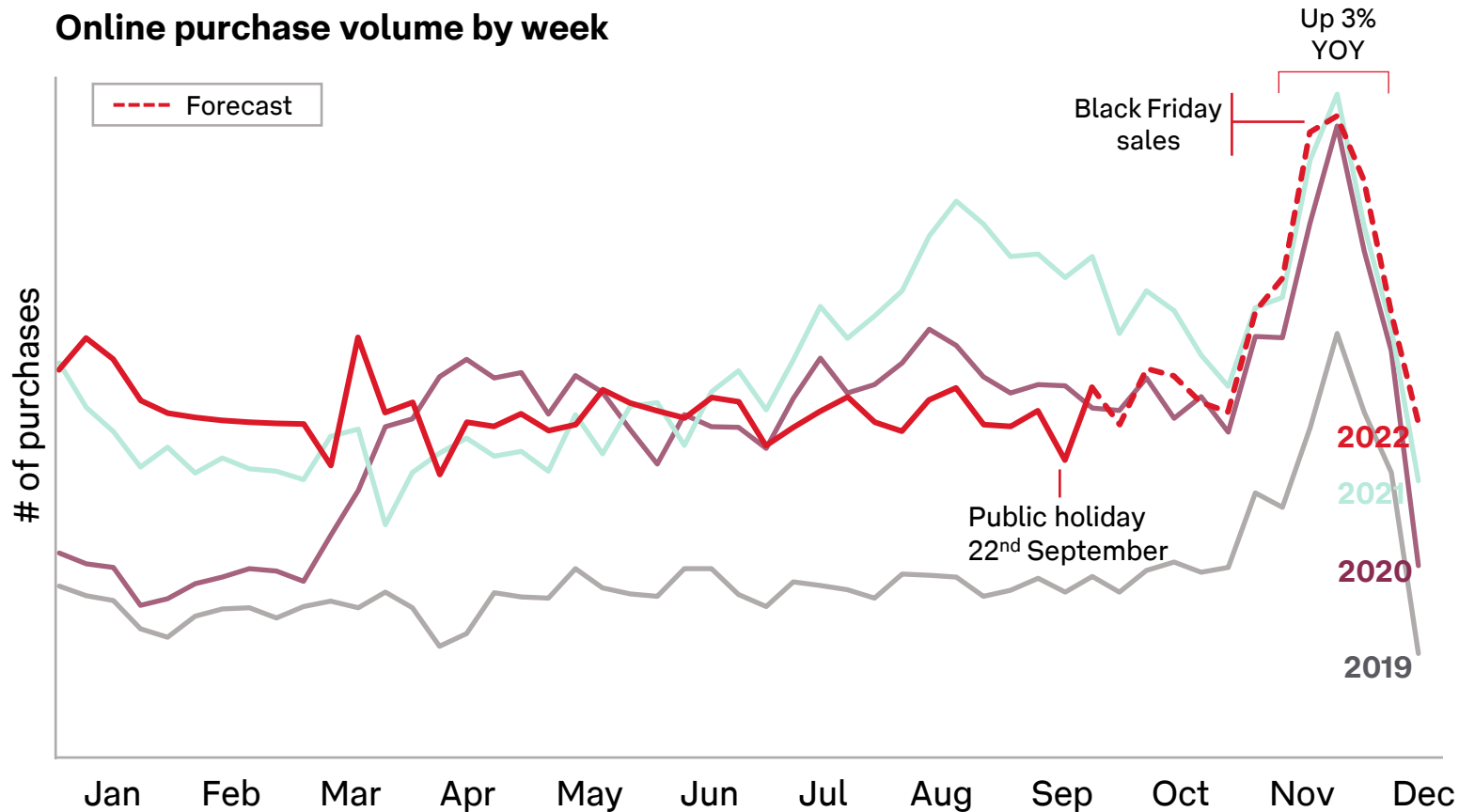
↓ 0.4% YOY  
(12 months to September 2022)

eCommerce purchases, YOY growth



# How big will the shopping season be this year?

Online purchase volume by week



The first three weeks of September were steady for eCommerce. The fourth week, however, saw an 11% week-on-week (WOW) decline largely due to the unexpected national public holiday on 22<sup>nd</sup> September.

Looking ahead, we expect a moderate growth of 3% YOY in the 5 weeks leading up to Christmas. We expect customers to start shopping early for the festive season this year.

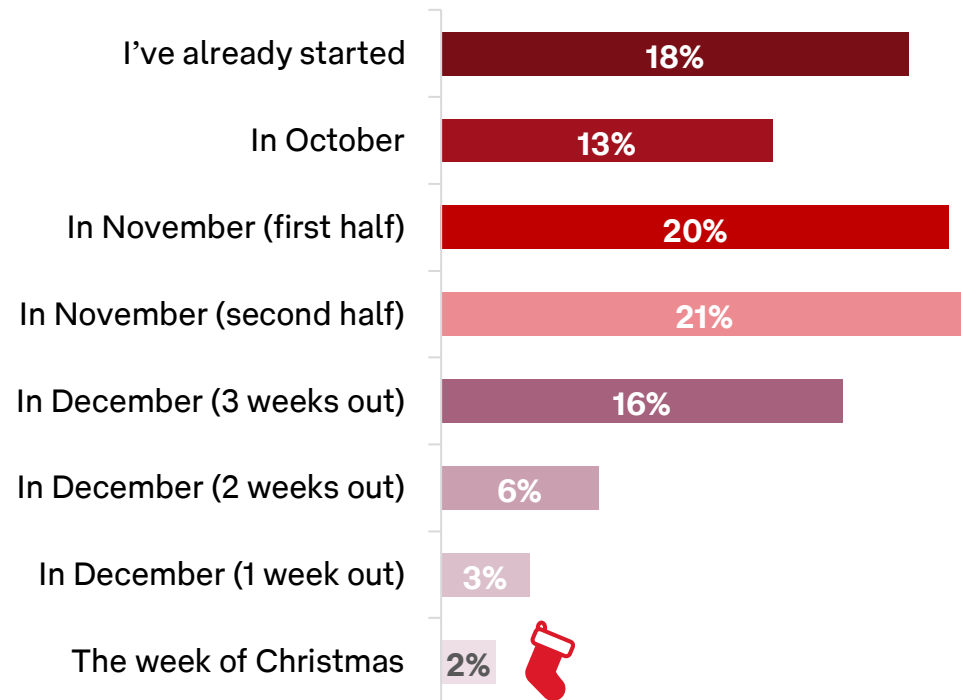
We expect online purchases

**↑ 3% YOY**  
in the 5 weeks leading up to Christmas

# How are customers preparing for Christmas?

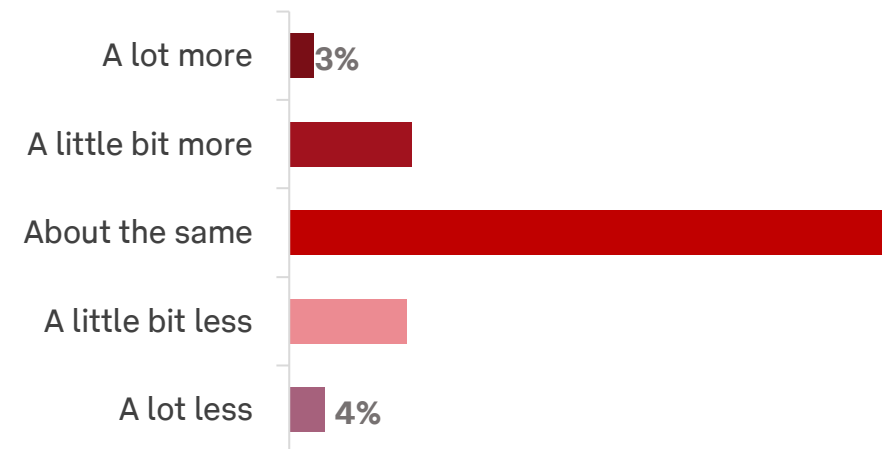
**41%** of Christmas shoppers intend to **begin their Christmas shopping in November**

**1 in 3** customers who'll be buying presents this year intend to begin their Christmas shopping **before November**.



**67%** of consumers intend to **spend about the same as last Christmas**

**Customers intend to spend equally as much as last year**, with toys, clothing and entertainment<sup>^</sup> being the most browsed categories.



Source: Consumer Omnibus Survey, AP, Sep 2022

<sup>^</sup>Entertainment includes books, music, movies, computer games and magazines

For your latest guide to managing peak periods, click [here](#).

# Specialty retailer category insights



# Specialty retailer category insights

## Fashion & Apparel

↓9.8% MOM

↓29% YOY

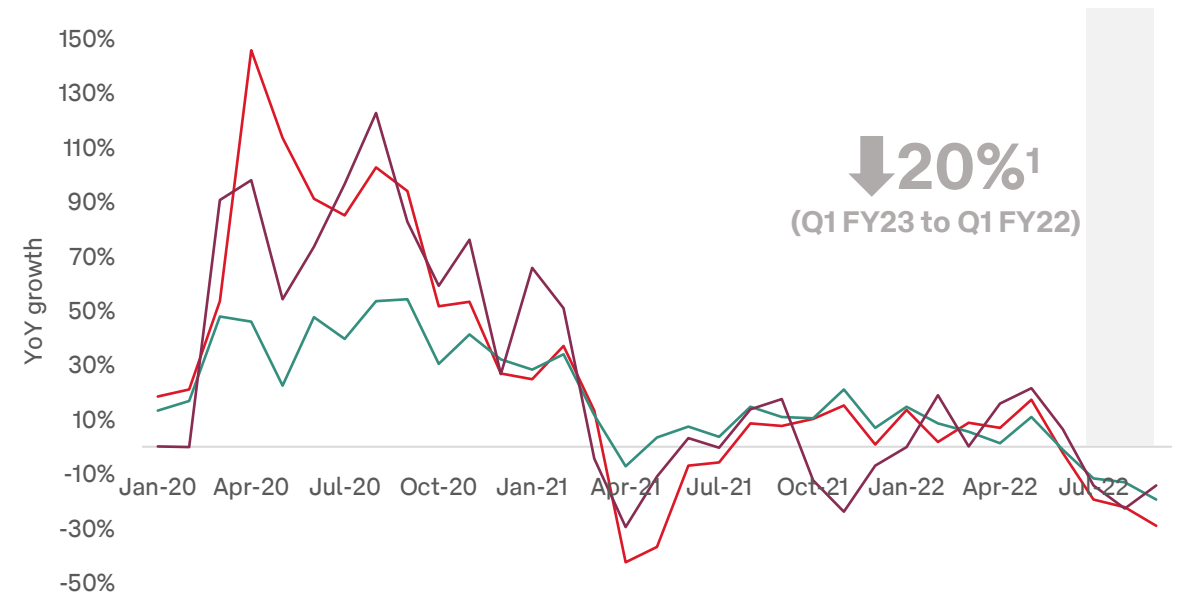
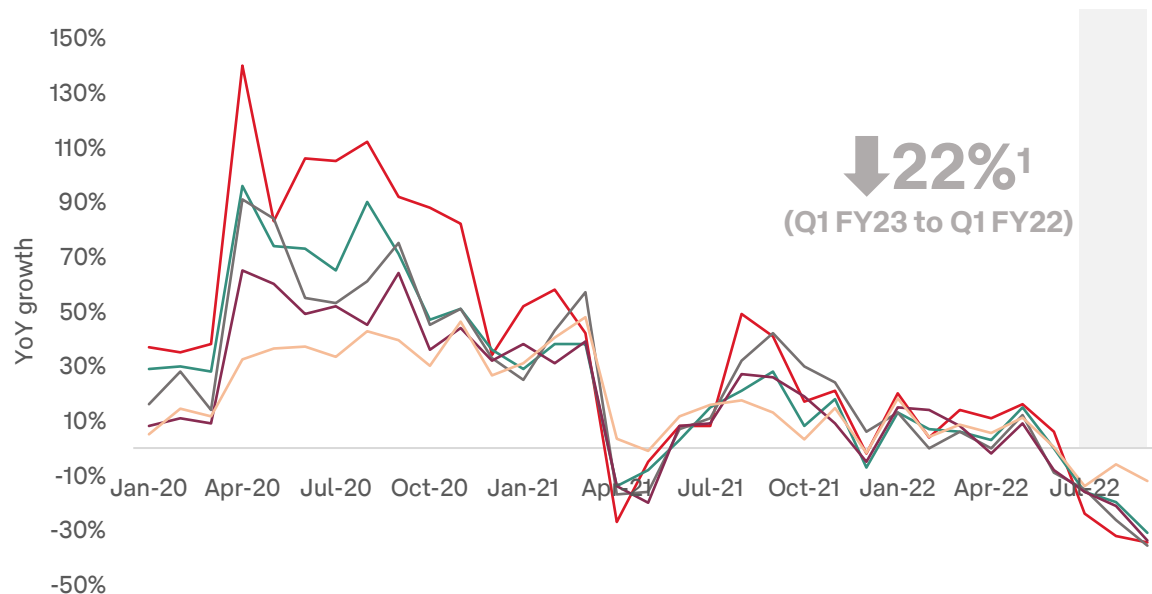
↓1.5% YOY  
(12 months to September 2022)

## Health & Beauty

↓12% MOM

↓24% YOY

↓1.4% YOY  
(12 months to September 2022)



— Athleisure      — Fashion Accessories      — Footwear  
— General Clothing      — Women's Fashion

— Beauty      — Health & Wellness      — Pharmacy

1. Compares Q1 FY23 volumes to Q1 FY22 volumes. Q1 refers to July, August and September (Australian Financial Year)

# Specialty retailer category insights

## Home & Garden

↓10% MOM

↓32% YOY

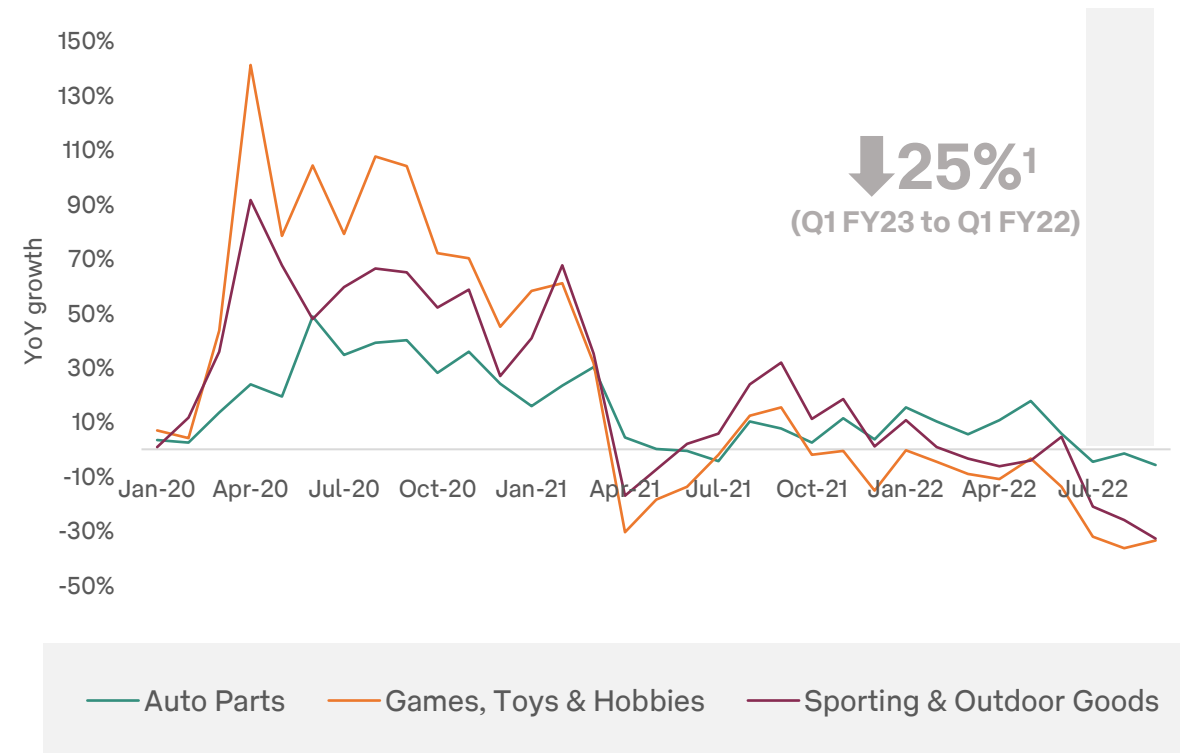
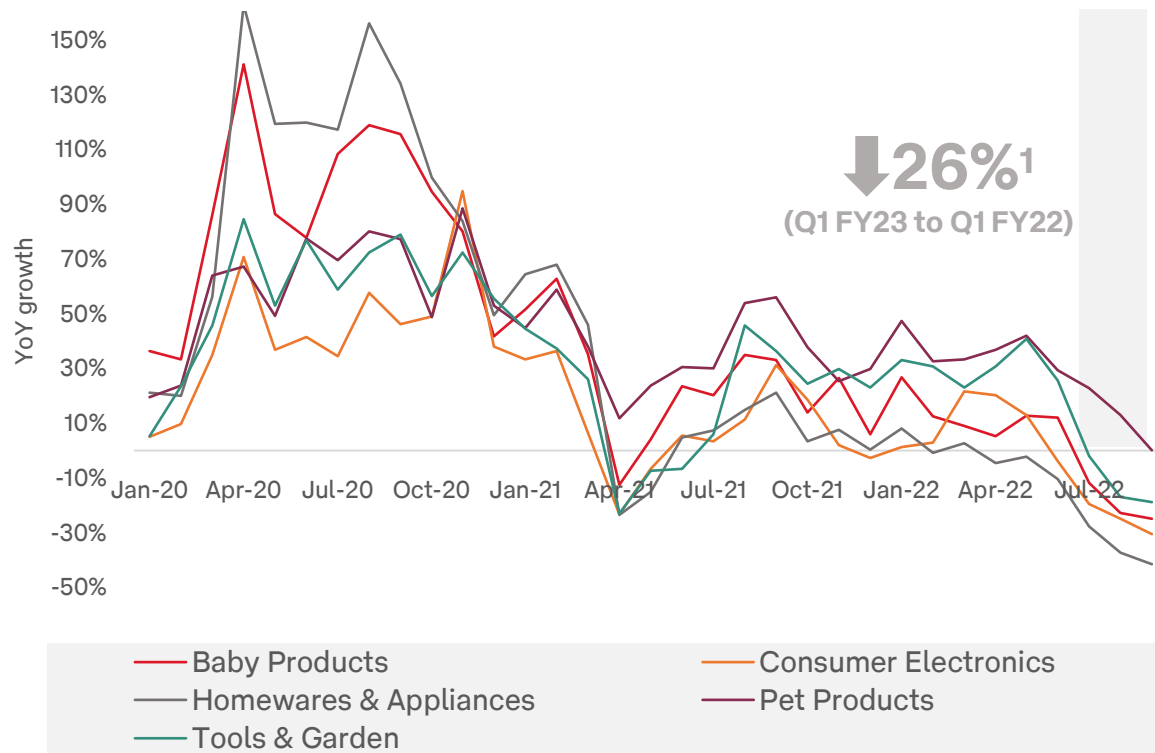
↓1.8% YOY  
(12 months to September 2022)

## Hobbies & Recreational Goods

↓9.6% MOM

↓28% YOY

↓6.6% YOY  
(12 months to September 2022)

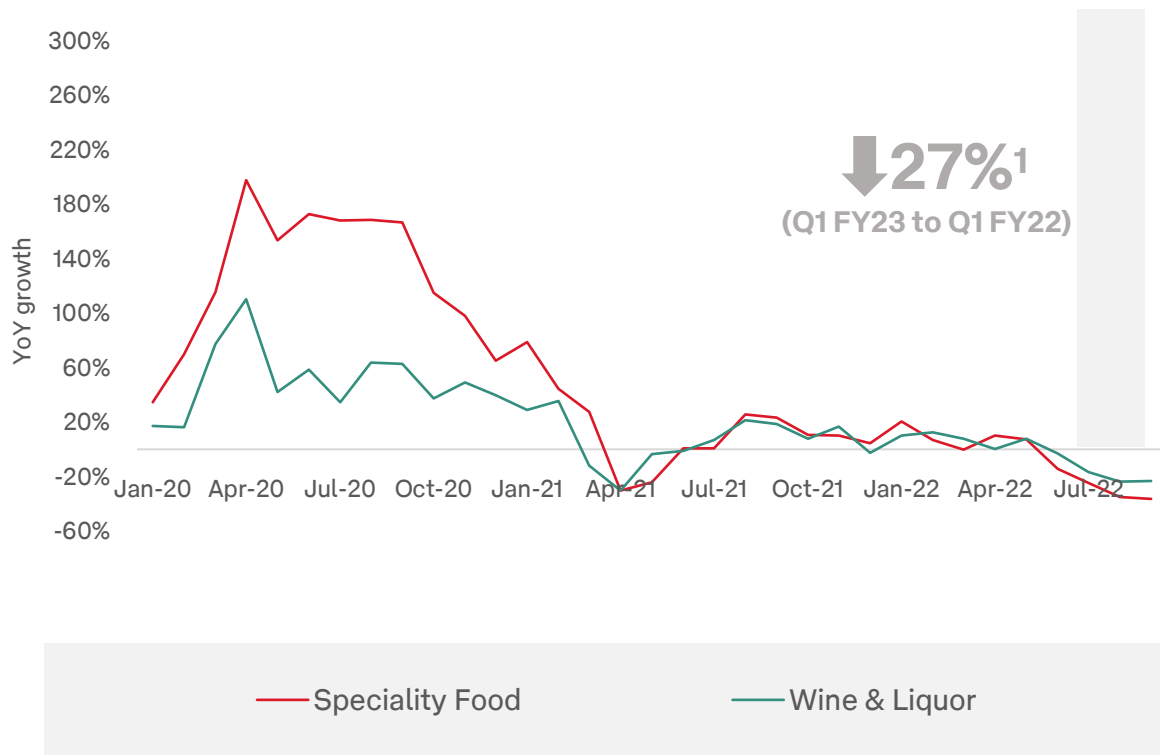


1. Compares Q1 FY23 volumes to Q1 FY22 volumes. Q1 refers to July, August and September (Australian Financial Year)

# Specialty retailer category insights

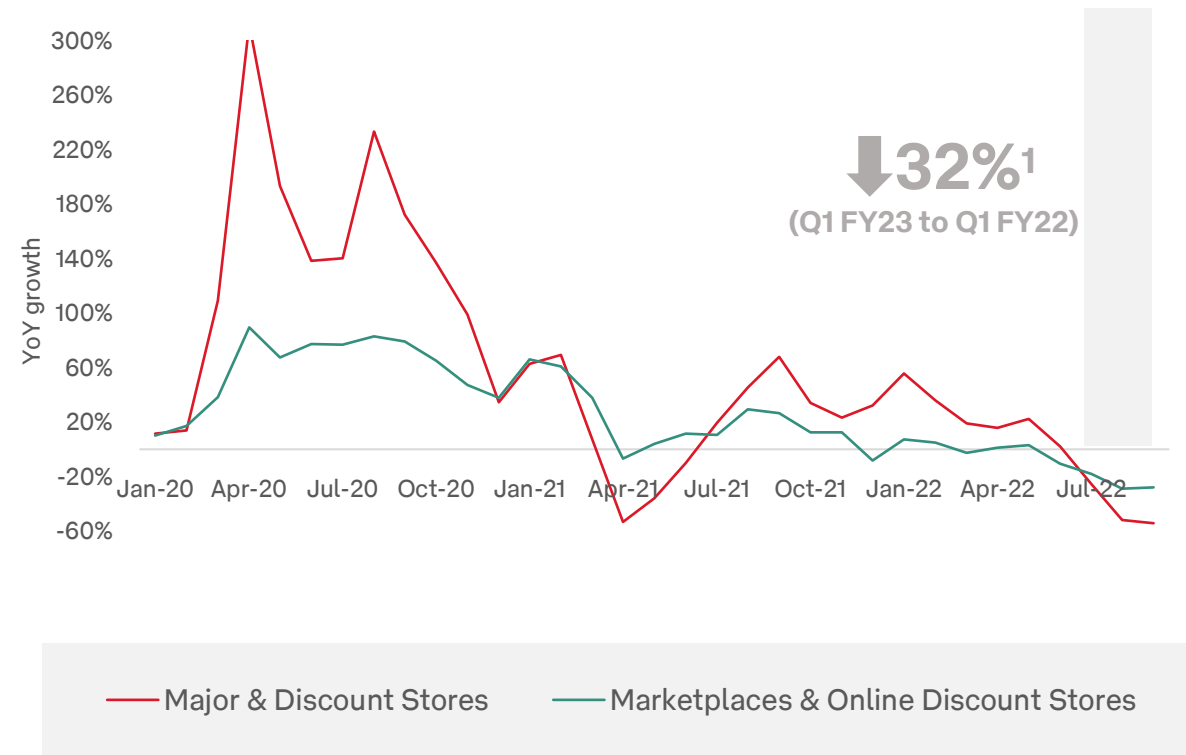
## Specialty Food & Liquor

↓ 9.4% MOM | 
 ↓ 30% YOY | 
 ↓ 4.0% YOY  
 (12 months to September 2022)



## Variety Stores

↓ 6.4% MOM | 
 ↓ 37% YOY | 
 ↓ 4.6% YOY  
 (12 months to September 2022)



1. Compares Q1 FY23 volumes to Q1 FY22 volumes. Q1 refers to July, August and September (Australian Financial Year)



To access past eCommerce industry reports and monthly updates, visit:

[auspost.com.au/einsights](https://auspost.com.au/einsights)

If you have any questions, please contact your Australia Post Account Manager or email

[einsights@auspost.com.au](mailto:einsights@auspost.com.au)

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.**



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