

↑4.6%
growth of online purchases in Cyber sales period (YoY)
 Cyber sales period: 20 Nov – 3 Dec 2023.

The record-breaking success of Black Friday and Cyber Monday in 2023 shows that households are still seeking value and convenience, with more people seemingly postponing purchases for specific sales events.

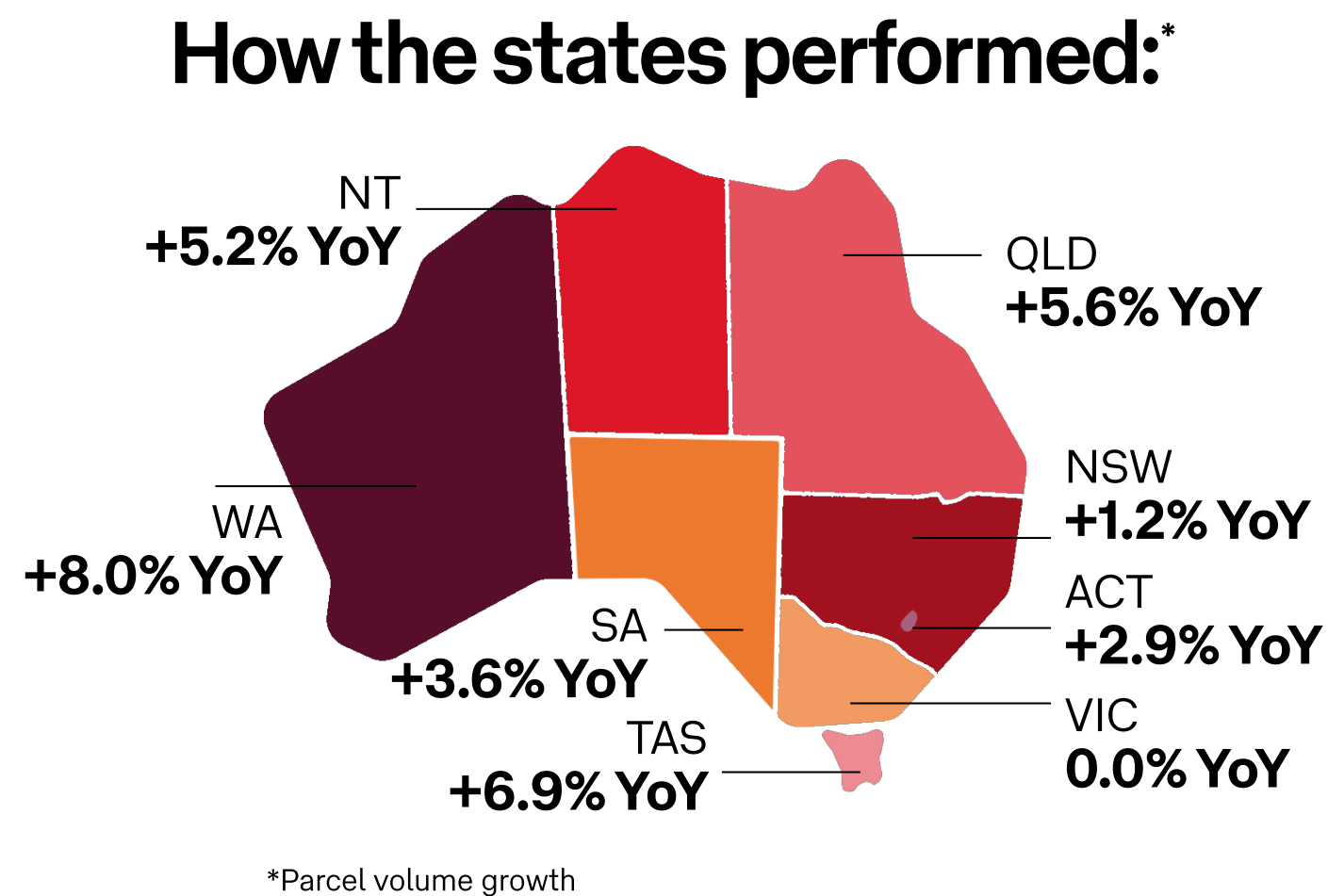
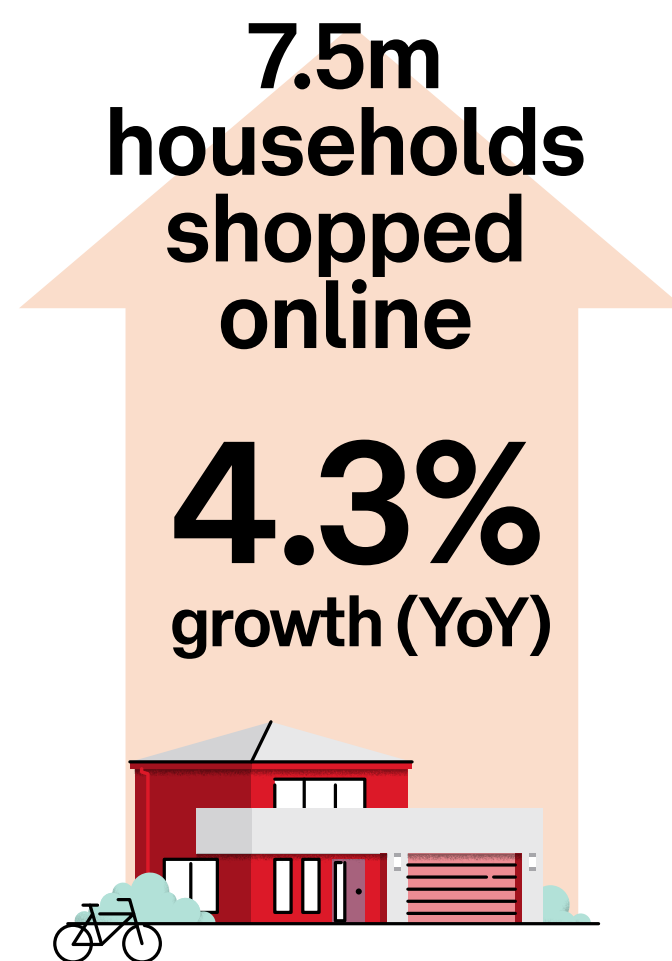


Peak 2023 marks record number of online shoppers

There was an unprecedented surge in people shopping during the Peak period as Aussies head online for better deals.

So, how did eCommerce stack up?

Peak period: 1 Nov – 31 Dec 2023.



Who couldn't wait to get their parcels:*



Most popular segments:

