



Inside Australian Online Shopping eCommerce update

August 2022

Online purchases rose 11% in August

August was a strong month for eCommerce, with **online purchases up 11% month-on-month (MOM)**.

Looking at year-on-year (YOY) purchases, we saw a 23% decline compared to August last year. This drop is due to the significant periods of lockdown-driven spending seen across multiple states in 2021.

Household participation is strong, with **5.5 million households purchasing online this month**.

Looking ahead

The number of online purchases has been strong despite the drop in consumer sentiment.¹ With overall retail spend showing strong growth,² expect eCommerce purchase volumes to stand steady over the next two months in the lead up to Christmas.

¹[Westpac-Melbourne Institute Index of consumer sentiment, August 2022](#)

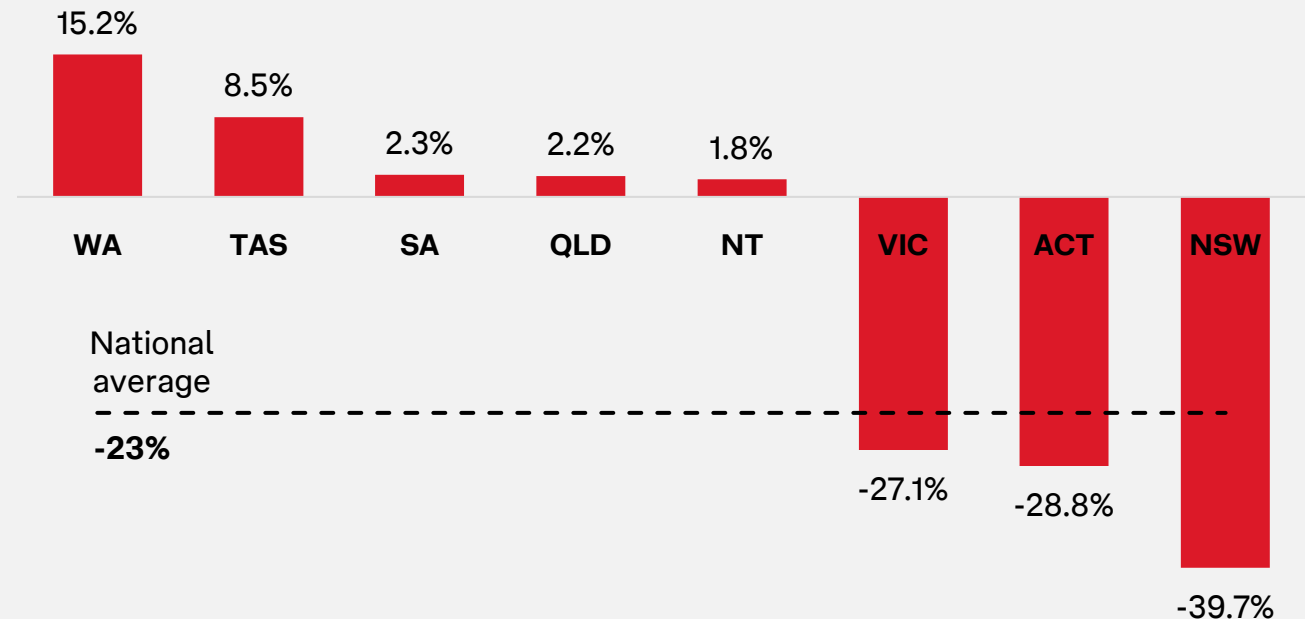
²[ABS Retail Trade Australia, July 2022](#)

↑ **11% MOM**

↓ **23% YOY**

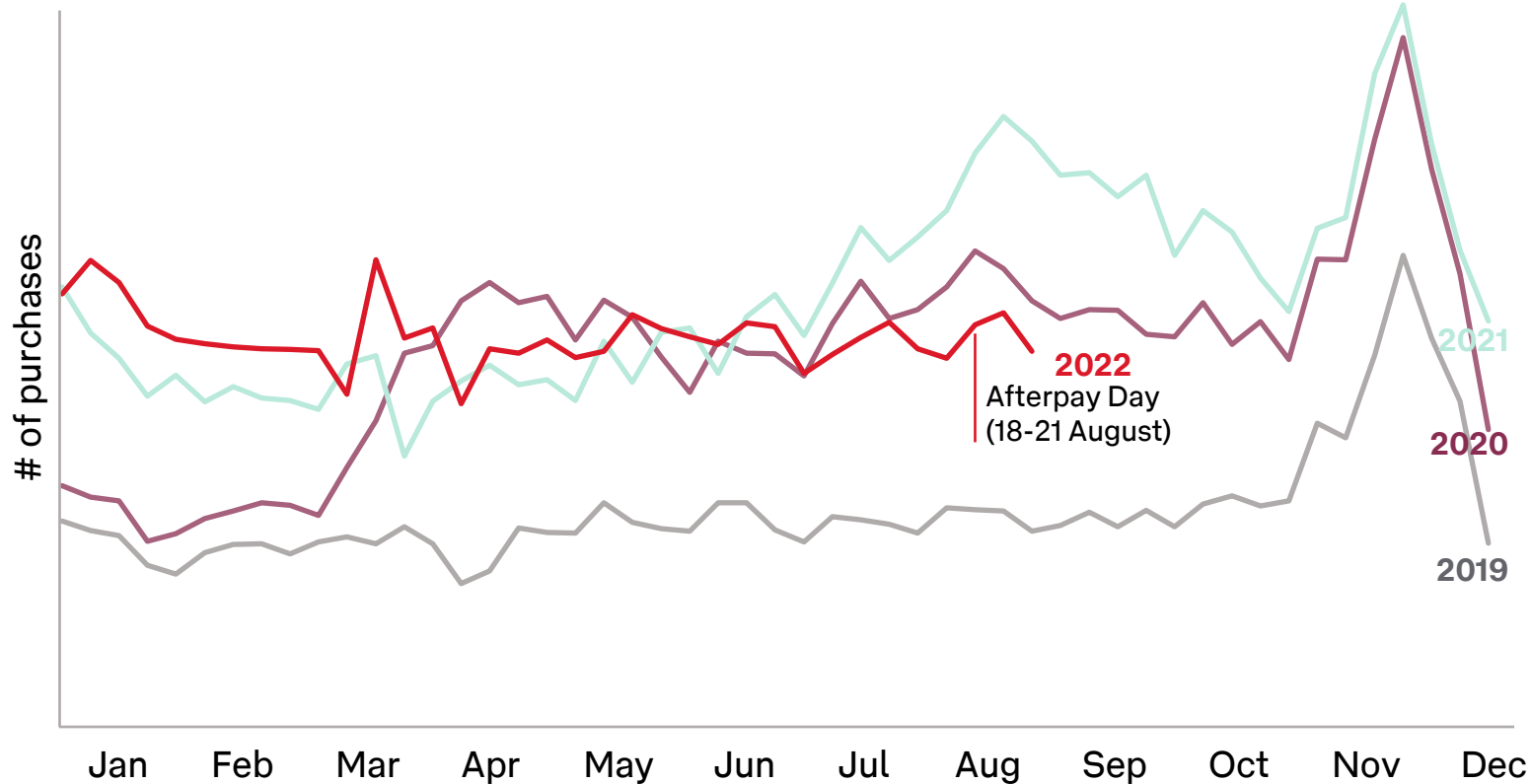
↑ **4.8% YOY**
(12 months to August 2022)

eCommerce purchases, YOY growth



Online sale events continue to drive spend as consumers look for more ways to save

Online purchase volume by week



The third week of August saw growth of 7.3% week-on-week (WOW), coinciding with Afterpay Day; August's major shopping event, taking place between the 18th and 21st.

General clothing was the most popular category during that week, growing at over 20% WOW. This was followed by Women's Fashion, Athleisure and Wine & Liquor, with all categories growing at over 16% WOW.

The first two weeks of August experienced a decline, indicating consumers are waiting for sales events before buying.

5.5mil

Aussie households shopped online in August 2022

Specialty retailer category insights

Fashion & Apparel

↑ 16.5% MOM | **↓ 20% YOY** | **↑ 3.8% YOY**
(12 months to August 2022)



Health & Beauty

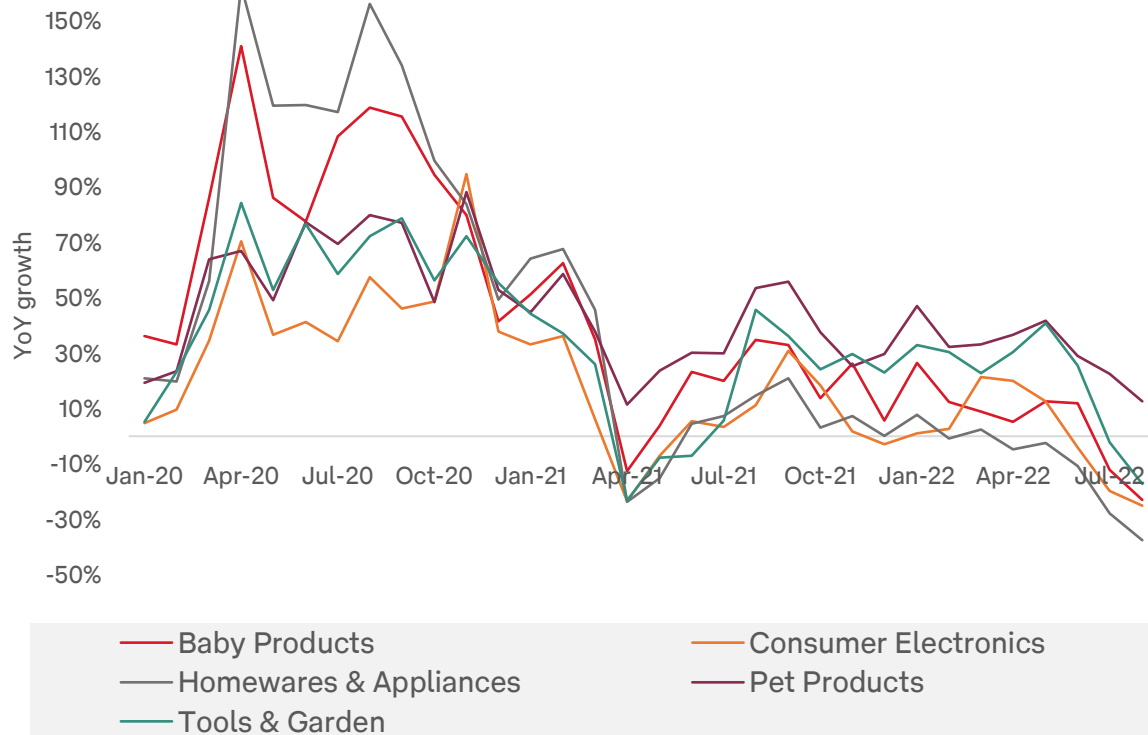
↑ 14.2% MOM | **↓ 20% YOY** | **↑ 2.0% YOY**
(12 months to August 2022)



Specialty retailer category insights

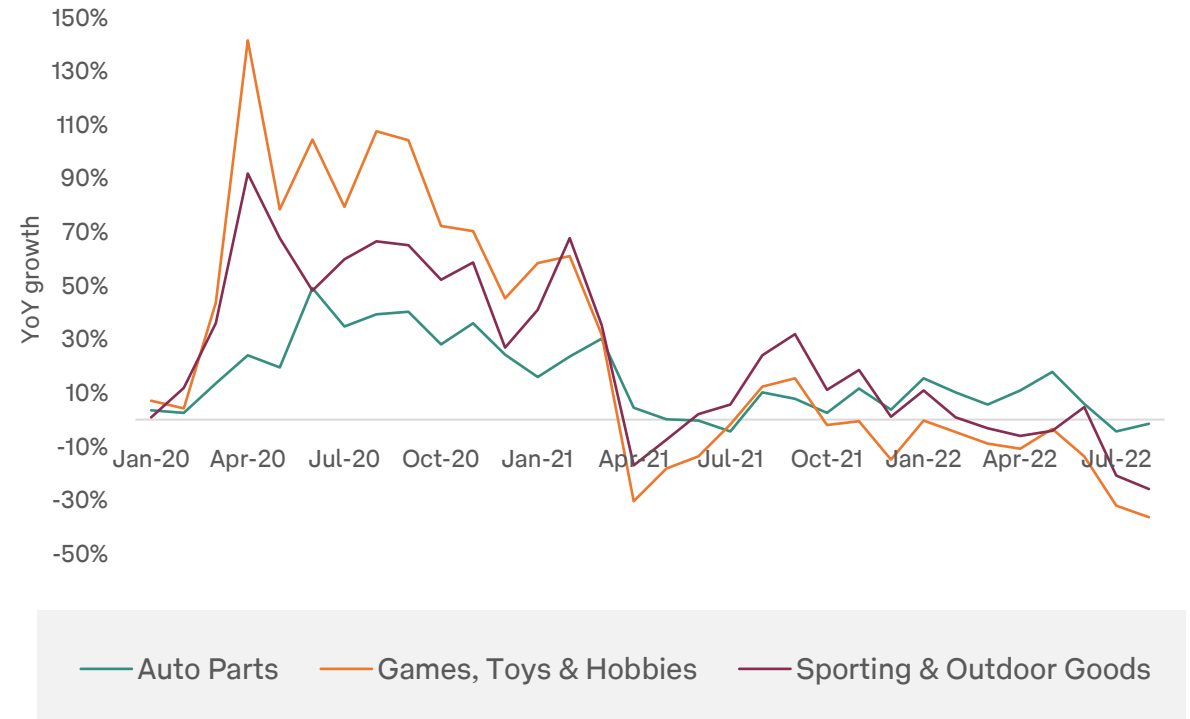
Home & Garden

↑ 7.1% MOM |
 ↓ 27% YOY |
 ↑ 3.1% YOY
 (12 months to August 2022)



Hobbies & Recreational Goods

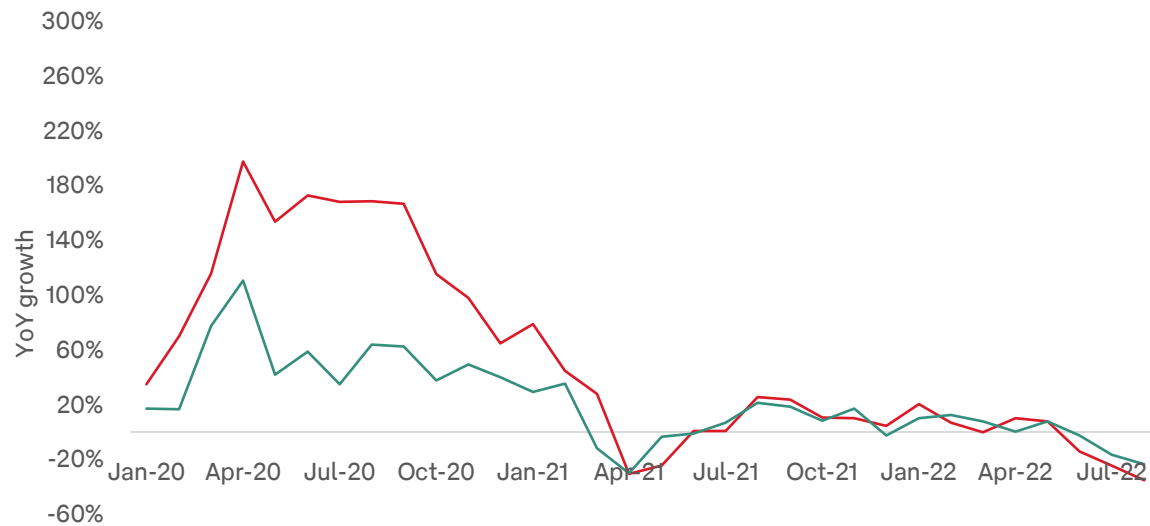
↑ 10.7% MOM |
 ↓ 25% YOY |
 ↓ 2.4% YOY
 (12 months to August 2022)



Specialty retailer category insights

Specialty Food & Liquor

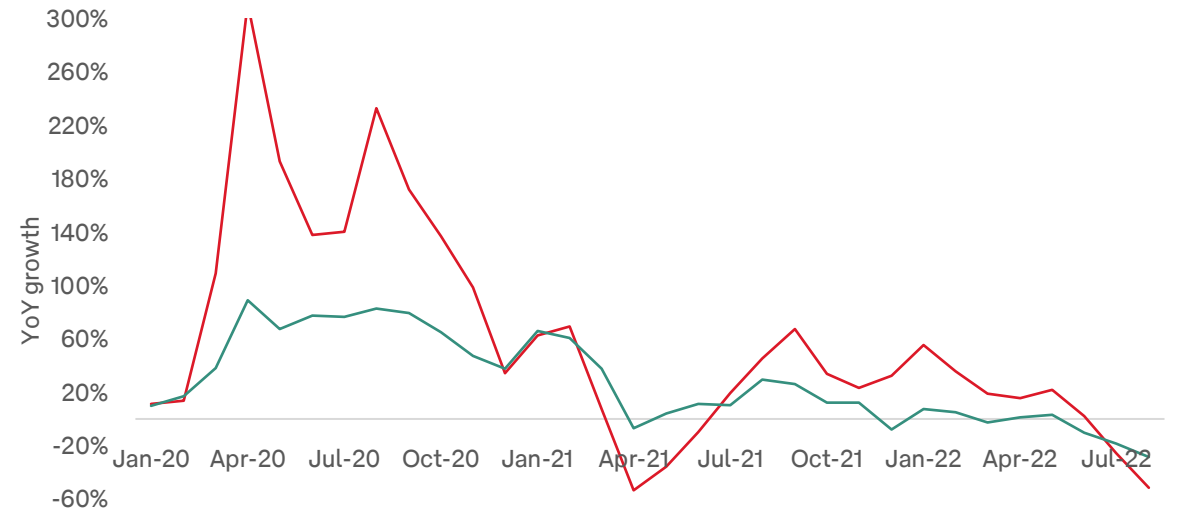
↑ 18% MOM |
 ↓ 29% YOY |
 ↑ 0.9% YOY
 (12 months to August 2022)



— Specialty Food — Wine & Liquor

Variety Stores

↑ 0.1% MOM |
 ↓ 36% YOY |
 ↑ 2.7% YOY
 (12 months to August 2022)



— Major & Discount Stores — Marketplaces & Online Discount Stores

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

auspost.com.au/einsights

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

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.



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