



# Inside Australian Online Shopping eCommerce update

February 2021

 Australia Post

# A strong start to 2021

Online shopping is off to a strong start in 2021. National online purchases in January 2021 grew 44% year-on-year (YOY) but couldn't compete with December's record-breaking numbers.

## State overview

For December 2020, New South Wales had the greatest share of eCommerce purchases across the country, possibly due to COVID-19 restrictions in place for Greater Sydney. With restrictions continuing into January, the state maintained 34% of all online purchases and grew the fastest of all states, up 50% YOY for the month.

'Snap' lockdowns in both Queensland and Western Australia saw both states increase their share of total online purchases – the only states to do so from December to January.

## Online Purchases

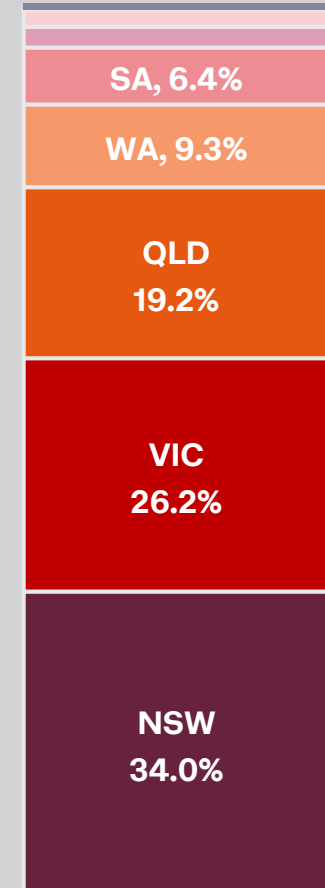
Australia  
**44.3%**

NSW  
**50.4%**

QLD  
**44%**

VIC  
**42.7%**

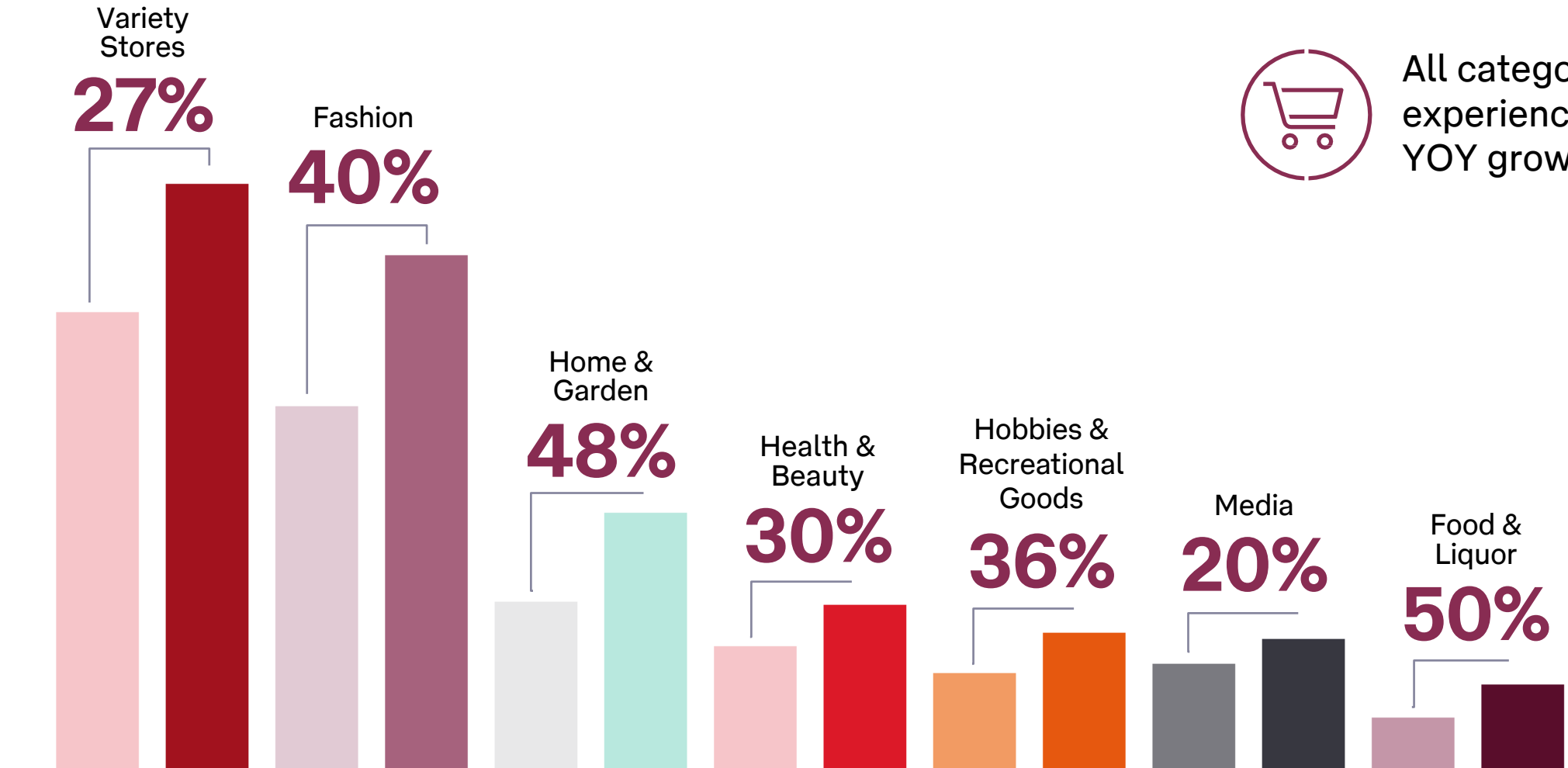
**YOY growth**  
Jan 2020 vs Jan 2021



**Share of purchases**

# YOY growth by specialty retailers – What people bought

January 2020 versus 2021



All categories experienced strong YOY growth

# Sustained household online participation

January 2021



## 5.2+ million

The number of households that shopped online in January 2021

## 25%

The percentage increase in shoppers from January 2020

## April & May 2020

Months that had comparable numbers of shoppers

Household online participation remained high in January, with over 5.2 million households making an online purchase.

January household numbers were on par with the figures held in the early months of the pandemic.

Strong ongoing consumer engagement with online shopping indicates that customers continue to turn to eCommerce more readily for their day-to-day shopping needs.

A more detailed study will be available soon:  
**Inside Australian Online Shopping  
2021 eCommerce Report – available March**

eCommerce industry reports:  
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This update has been prepared using 2020 and 2021 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 are measured as residential households 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.

